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EXHIBITOR

MARILYN MONROE
and *Niagara*
Technicolor



TURNING NEW YORK
UPSIDE DOWN!!

(socko business at the Roxy!)



Produced by
CHARLES BRACKETT

There's No Business Like



20 Century-Fox Business!

A DATE TO REMEMBER, BROTHERHOOD WEEK'S SILVER ANNIVERSARY FEB. 15-22

49 Number 14
Two Sections: Section One

FEBRUARY 4, 1953

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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**

**M-G-M's BIG 55-CITY
PREMIERE FOR
THE GREAT
TECHNICOLOR
ADVENTURE DRAMA!**

"THE NAKED SPUR"

Launching a Big Technicolor Attraction with nationwide publicity where the picture was filmed. Gala Denver premiere night of Feb. 6th. Stars of the production in Person! Civic events in Tri-State (Colorado, Wyoming, New Mexico) promotion. State officials cooperate in memorable celebration as bands, parades, press and public acclaim a new hit!



"The last man
alive gets the
blonde wildcat"
(James Stewart
and Janet Leigh)

YOU'LL AGREE WITH TRADE PRESS!

"The exhibitor who can't make money with this picture should seek other means of a livelihood. Chills, thrills and suspense. High octane acting."
—SHOWMEN'S TRADE REVIEW

"It's a money picture for just about anywhere. Excellent."
—MOTION PICTURE HERALD

"Entertainment ingredients, action, suspense, Technicolor."
—MOTION PICTURE DAILY

"A taut, rough, tough outdoor melodrama made to order for the western action addict... Technicolor and a group of stars headed by James Stewart insure ticket sale."
—VARIETY

"Absorbing tale. Performances outstanding. Should attract lusty grosses."
—HOLLYWOOD REPORTER

"Drama topped with action, intrigue, and suspense."
—EXHIBITOR

"Actionful, suspense laden on every count. Super western. Substantial grosses wherever booked."
—BOXOFFICE

"Absorbing manhunt in the wilds of Colorado. Outdoor scenery spectacular."
—FILM DAILY

"Hefty money-getter in all spots. A lulu for action houses. All-star picture in every sense of the word."
—FILM BULLETIN

M-G-M presents
**JAMES STEWART
JANET LEIGH
ROBERT RYAN
RALPH MEEKER**
in
**"THE NAKED
SPUR"**

with
MILLARD MITCHELL
Color by **TECHNICOLOR**
Written by **SAM ROLFE**
and **HAROLD JACK BLOOM**
Directed by **ANTHONY MANN**
Produced by **WILLIAM H. WRIGHT**





NO ONE has mentioned it, but one-eyed people aren't happy about the third dimensional pictures that use glasses. It seems that two eyes are necessary to get the third dimensional effect.

★

IT WAS just a question of time, but Russia has finally claimed that it invented the first projection machine, Lubimov, it will be surprising to many to learn, was responsible.

★

THIS WEEK'S AWARD for efforts beyond the line of duty goes to the salesman in the west who was caught in a blizzard, started to shovel his way out, and finally had to be rescued by a trucker. It happened in 22 below weather, and the salesman's ears were frozen.

★

WHEN A FIRE took place in a midwestern theatre, the attraction was "Smoky".

★

A DRIVE-IN owner posted this sign on his open airer, closed for the winter:

"When snow is gone,
Grass has riz,
This is where,
The movies is."

★

WHEN a theatre in an eastern town was robbed, the attraction was "Everything I Have Is Yours."

★

A THEATRE is inviting mothers and children under six one matinee a week in order to give the youngsters some idea of what a theatre screen presentation is like, as compared to the screen of a TV set.

★

"BROTHERHOOD WEEK" deserves the support of everyone.

—H. M. M.

I N D E X

VOL. 49, No. 14 FEBRUARY 4, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"THE FOREIGN SCENE TAKES ON GREATER IMPORTANCE".....	6, 7
NEW YORK NEWS LETTER.....	10
THE INTERNATIONAL SCENE.....	11
THIRD DIMENSIONAL DEVELOPMENTS.....	12
THIS WAS THE WEEK WHEN.....	14
BETTER MANAGEMENT	16
PEOPLE	17
IN THE NEWSREELS.....	18
THE SCORE BOARD.....	18
PHYSICAL THEATRE	PT-1—PT-12

SECTION TWO

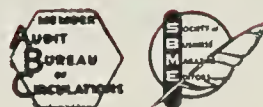
THE SERVISECTION	SS-1—SS-8
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THE COVER PHOTO

Barney Balaban, Paramount Pictures president, meets producer-director William Wyler on the set of "Roman Holiday" in Rome while touring the Continent on business with Mrs. Balaban.

EXHIBITOR

VOL. 49, No. 14



FEBRUARY 4, 1953

Support "Brotherhood Week"

RANKING with the major all-industry efforts, "Brotherhood Week" will again be celebrated during the period from Feb. 15-22. In addition, this year the National Conference of Christians and Jews is celebrating its silver anniversary, and it is the desire of the sponsors of the industry movement to make the observance the best yet.

J. ROBERT RUBIN is general chairman of the amusements division, with Sol A. Schwartz as national chairman of the committee for the week and William W. Howard as executive vice-chairman. Other industry leaders are: Ben Kalmenson, chairman, distribution committee; Bernard Goodman, assistant to the chairman; Si Seadler, advertising and publicity chairman; Ira Morais, his assistant; Walter Reade, Jr., exhibitors committee chairman; Brooks Atkinson, legitimate theatres division head; William J. German, laboratories committee leader; C. Walton Ament, newsreels chief; Richard E. Walsh, heading the labor phase, and Burton Robbins, accessories committee chairman. The country has been well organized, with distributor, exhibitor, and publicity heads in each exchange area.

THE COMPREHENSIVE pressbook gives each theatre full information, and regional offices of the National Conference of Christians and Jews are ready to aid.

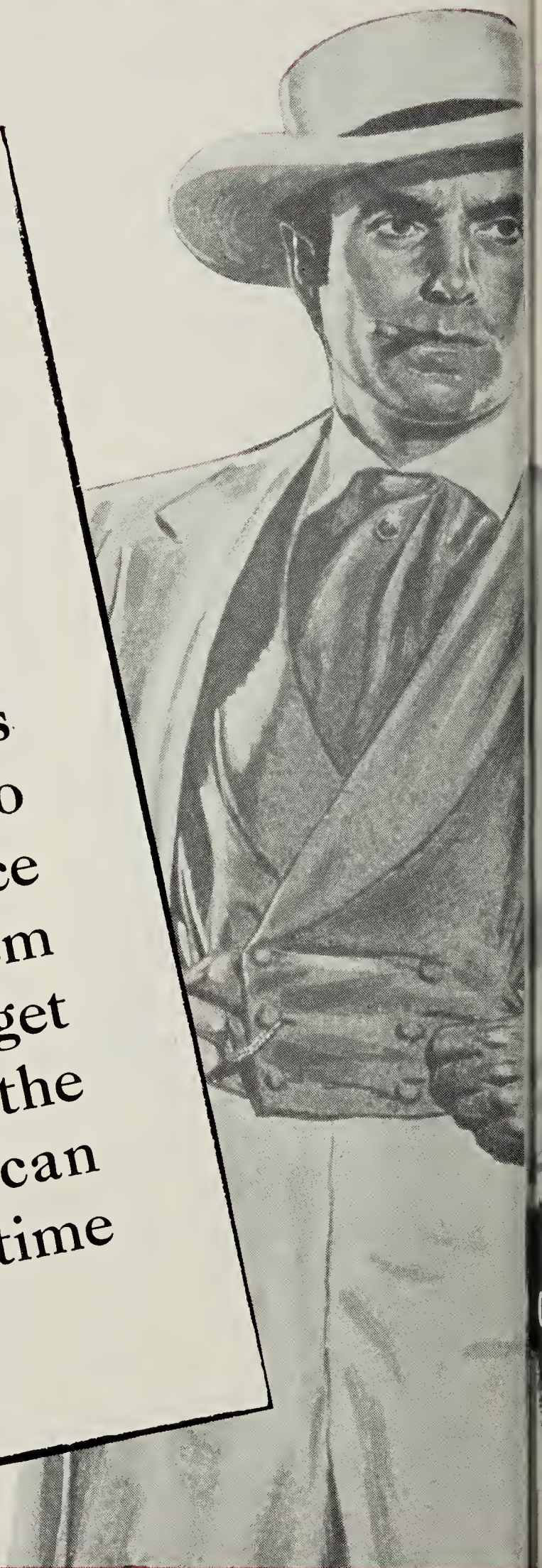
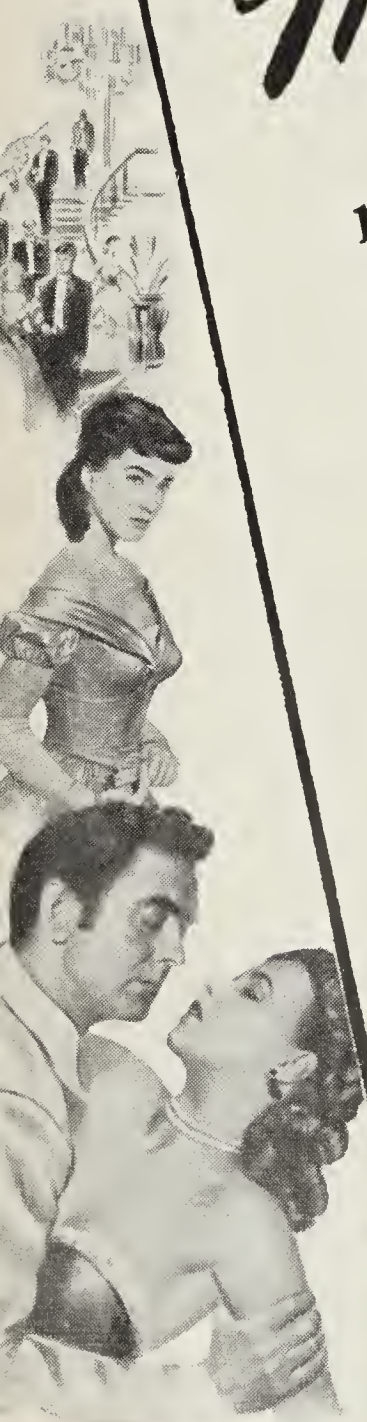
EVERYONE should cooperate to help the campaign reach its goal. The part that the trade can play in furthering "Brotherhood Week," to rededicate the American people to the principle that all men are created equal, which stems from the Judeo-Christian belief in the Brotherhood of Man under the Fatherhood of God, is a vital one.

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THE MISSISSIPPI

Mr. Exhibitor

350 pre-release engagements of THE MISSISSIPPI GAMBLER are playing during these two weeks. Among your exhibitor friends there must be some who will have had experience with the picture. Call them on the telephone and get their opinion. Then set the picture in when you can give it all the playing time it deserves!



TYRONE POWER • PIPER LAURIE • JULIA ADAM

with JOHN MCINTIRE • PAUL CAVANAGH • Directed by RUDOLPH MATE

GAMBLER

is outgrossing every U-I picture in the 41 year history of this company in more than half of its first 40 engagements; topping THE EGG AND I in 23 out of these 40 situations; topping BEND OF THE RIVER in 33 out of the 40 situations!

**BREAKING ALL-TIME
OPENING DAY HOUSE RECORDS
IN DOZENS OF THEATRES,
ALL SIZES OF TOWNS!**

**THIRD PICTURE IN
2 YEARS TO HOLD OVER
AT MAMMOTH 5000-SEAT
FOX THEATRE, ST. LOUIS!**



MISSISSIPPI GAMBLER

by SETON I. MILLER • Produced by TED RICHMOND • A UNIVERSAL-INTERNATIONAL PICTURE

COLOR BY

Technicolor



BARNEY BALABAN, PARAMOUNT PRESIDENT, RIGHT, AND HIS WIFE ARE INTRODUCED TO THE GENOA, ITALY, STAFF BY BRANCH MANAGER MASSARO.

The Foreign Scene Takes On Greater Importance

Paramount Pictures President Barney Balaban's Trip To France And Italy Emphasizes This Development



Balaban, his wife, and John B. Nathan, Paramount European and Continental general manager, leave Paris for Italy, where "Roman Holiday," a forthcoming production is shooting.

WITH distribution receiving more and more from the foreign markets in the post-war years, and with increased production in countries outside of the United States, it becomes evident that developments outside of the domestic scene are taking on greater importance.

The result finds more and more executives making the trip to foreign climes.

In that classification was the trip of Paramount Pictures' President Barney Balaban.

While he did not have an opportunity to visit all the Paramount offices on his trip to Europe, he did, however, go to France and Italy, and also talked with other offices by phone.

President Balaban returned greatly enthused over the spirit among all Paramounters he met, which he attributed not only to business in general but to the interest in forthcoming product.

He was also able to impart details concerning the pictures that European Paramounters will get up to and including the early months of 1954, and said that his audiences were unanimous in declaring these, individually, and collectively, to be the best the company had ever known.

One of the highlights of President Balaban's trip, on which he was accompanied by Mrs. Balaban, was to the Cinecitta Studio in Rome.

There William Wyler was producing "Roman Holiday", with Gregory Peck, Audrey Hepburn, and Eddie Albert.

The Paramount president was on the Cinecitta set in Rome daily as the picture got under way, and also saw many of the rushes to note how the film shaped up.

On these pages may be found some photographic highlights of the European trek of the top Paramount Pictures executive in Europe.



During his visit to Paris, Balaban takes time out to lunch at the Restaurant Pierre with company executives T. J. Bennett, left, and Nathan.



Also lunching at the Restaurant Pierre in Balaban's party are Messrs. J. Plunkett, Isy Pront, Harry Bruckman, and Pat Purcell, along with others.



Seen, left to right, are T. J. Bennett, Mr. and Mrs. Henri Klarsfeld, Mr. and Mrs. Balaban, Nathan, and H. Bruckman at a Paris station.



As part of his Italian inspection trip, Balaban visits Naples, and is escorted by Moise Levi, the veteran manager of the Naples branch office.



No one ever visits Rome without taking a sightseeing tour, and the Balabans are no exception. They are shown here with singing star Ella Logan.



At the Cinecitta cocktail party in Rome for the "Roman Holiday" production, President Balaban chats with star Gregory Peck and Mrs. Peck.



Balaban greets Audrey Hepburn, star of "Roman Holiday," as producer William Wyler and Miss Hepburn's mother, Baroness Heemstra, look on.



Balaban chats with Tito Marconi, president, Cinecitta Cinematographic Center, in Rome.



Wyler, Balaban, and Nicola DePirro, president, Italy's Central Motion Picture office, are apparently amused while attending the Cinecitta cocktail party in honor of the "Roman Holiday" production group.

TOA Seeks To End Arbitration Deadlock

Distributors Present Viewpoints At New York Board Meeting; Technical Developments Under Discussion

NEW YORK—The TOA board, at its mid-winter meeting last week, attempted to break the arbitration deadlock by directing Alfred Starr, president, to name a small committee to seek a meeting with Allied leaders for a thorough discussion of the arbitration problem from the point of view of exhibition.

The impasse is blamed on the insistence of Allied that it will not talk arbitration until distributors are willing to offer some guarantee that abuses charged against them will be corrected. Starr said that the idea of going ahead with arbitration without Allied had not been discussed, and that exhibitors as a whole should get together to clear up disputed points, and then submit the results of their talks to distribution.

He asserted that no exhibitor right will be waived in an arbitration system, and emphasized that the system must be available to exhibitors only, distributors not being entitled to turn to it for relief of any of their problems. The exhibitor would still be free to resort to litigation.

A statement issued by the board said that TOA, in reasserting "its faith in the principle of arbitration," recognizes the fact that "the need is great for an economical, fair, just system, and will work unstintingly to try to evolve a system which will meet with the approval of all segments of the industry."

"TOA believes that the problems of film rentals in distress cases cannot properly be solved through arbitration, but that they can be handled effectively through a policy of conciliation, which principle has already been agreed upon by the various segments of the arbitration conference."

The proposed arbitration draft has a conciliation proposal in it, but Wilbur Snaper, Allied president, contends that the proposal is weak and ineffective, and means nothing. Starr also made it clear that TOA, unlike Allied, has no intention of appealing to the government for relief from distributor abuses, preferring to leave the government out of it.

The board also discussed the problem of pre-releases. Distribution spokesmen present were William F. Rodgers and Charles M. Reagan, MGM; Robert Mochrie, Samuel Goldwyn Productions; Abe Montague, Columbia; Alfred W. Schwalberg, Paramount; Charles Boasberg, RKO; William C. Gehring, 20th-Fox; Maury Goldstein, Allied Artists; Charles Feldman, U-I; Bernard Goodman, Warners, and Bernard Kranze, United Artists. They were asked what the criteria were in determining what was to be considered a pre-release picture, and how it could be figured out in advance whether such a film warranted the terms asked of the exhibitor.

Some of the distribution representatives assured TOA directors that if exhibitors should come up with a gauge by which a pre-release could be measured, they would be glad to discuss it. A proposal

Western Pennsylvania Allied Backs National Board's Decisions

PITTSBURGH—At one of its biggest turn-outs in years, Allied Motion Picture Theatre Owners of Western Pennsylvania last week gave full support and approval to the National Allied board action on the arbitration proposals and the statement by the board deploring the action of Republic in its sale of product for exhibition on TV.

Morris Finkel, chairman of the board, presided over the meeting, assisted by Norman Mervis, vice-president, and Richard P. Morgan, executive secretary.

A full report on the recent meeting in New Orleans of National Allied board was rendered by Finkel and Mervis.

Sherman Fife, RCA, gave a full report regarding the types of equipment and booth changes necessary for the exhibition of the third dimensional pictures presently on the market. He announced that RCA was packaging a kit, which could be installed by an exhibitor's projectionist, for the exhibition of Natural Vision product. This equipment will become available within the next week or 10 days. At the conclusion of the report, an open question and answer period was conducted, during which the exhibitors cleared up

many questions which had been on their minds.

A note of optimism was sounded in an address by M. A. Silver, Warner Theatres' zone manager. Silver also reported on the progress of the COMPO campaign for the elimination of the 20 per cent federal tax, and urged fuller and closer cooperation among all segments of the industry.

Morgan discussed the year ahead, and pointed out that while fewer pictures, numerically, would be produced during the coming year, they would be of higher quality, have better star value, more Technicolor, and greater boxoffice appeal. He also rendered a report regarding the various third dimensional processes now under consideration by the film companies in addition to urging those present to use every means at their command to eliminate the "vicious and evil" practice of competitive bidding prevalent in the industry.

The meeting concluded with an open forum on matters of general interest, advanced admission price pictures, distributor sales policies, etc., conducted by Mervis.

Broadway Business Back To Normal

NEW YORK—Business in most of the Broadway first-runs settled back to normal for this time of the year last week, although houses fortunate enough to have bigger attractions continued at a nice pace, with some new product opening well. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE JAZZ SINGER" (WB). Paramount, with stage show, anticipated the third, and last week, at \$55,000.

"NIAGARA" (20th-Fox). Roxy, with ice show on stage, took in \$62,000 from Wednesday through Sunday, with the second week sure to hit \$73,000.

"THE BAD AND THE BEAUTIFUL" (MGM). Radio City Music Hall, with stage show, reported \$85,000 for Thursday, through Sunday, with the third week bound to reach \$126,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$23,000 for the 10th week.

"THE STAR" (20th-Fox). Rivoli was heading toward \$40,000 on the opening week.

"TAXI" (20th-Fox). Globe expected the second, and last, week to tally \$8,000.

"ABOVE AND BEYOND" (MGM). Mayfair was sure of a \$45,000 opening week.

"ROAD TO BALI" (Para.). Astor anticipated the opening week at \$38,000.

"THE MISSISSIPPI GAMBLER" (U-I). Loew's State claimed the opening week would exceed \$45,000.

"THE CLOWN" (MGM). Capitol was hopeful opening week would top \$25,000.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed \$23,000 on the sixth week.

that branch managers be given greater freedom in the determination of rental terms was also discussed. TOA representatives said this would result in greater benefits to the distributor as well as the exhibitor. They also contended that the practice of exacting similar terms from every exhibitor failed to make sense because of the different conditions faced by each.

It was agreed that TV should be utilized in advertising motion pictures. The final session of the meetings was devoted to discussions of research developments, including developments in sound and third-dimensional projection. Myron N. Blank, head, TOA research division, presided at the session.

"Brotherhood Week" Backed

NEW YORK—The heads of the nation's top theatre circuits are pledging their support for the amusement industry's participation in "Brotherhood Week," Feb. 15-22, on behalf of the silver anniversary of the National Conference of Christians and Jews, it was announced last week, by Harry Mandel, coordinator, amusement division.

While circuit heads were rallying around the drive, regional committee members were setting up meetings throughout the country.

Charles Skouras In Hospital

NEW YORK—Charles Skouras, president, National Theatres, was recovering from illness last week at St. Luke's Hospital. Reports indicated that his condition called for complete rest.

ALFRED HITCHCOCK'S

A
story
of love
and
man-woman
danger
that
climbs
from a
shadowed
corner
of Quebec
to a
stunning
new
summit in
Hitchcock
suspense!

IF YOU KNEW WHAT HE KNEW
--- WHAT WOULD YOU DO ?

*All its
excitement
filmed in
Canada's
colorful
Quebec by
Warner Bros.*

STARRING

MONTGOMERY CLIFT · ANNE BAXTER

WITH
KARL MALDEN · BRIAN AHERNE

ROGER DANN
DOLLY HAAS
CHARLES ANDRE

SCREEN PLAY BY
GEORGE TABORI AND WILLIAM ARCHIBALD
MUSIC COMPOSED AND
CONDUCTED BY DIMITRI TIOMKIN



New York News Letter

— By Mel Konecuff —

AL DAFF, executive vice-president, Universal-International, returned recently from 27 days abroad, during which time he circled the globe, held 18 separate meetings with company staff members and exhibitor groups, and investigated conditions abroad generally as well as specifically.



KONECUFF

Daff found exhibitors abroad concerned about the stories they were reading concerning American worry with regard to television as it affects the industry. He said that they were beginning to feel that if there was that much stir here, they, too, perhaps should be planning to drop their theatres since the advent of TV in almost any part of the world was merely a matter of time in their opinion.

He specified that several exhibitors who wanted to expand were now doubtful whether they should proceed along those lines, what with all the pessimism that seemed to be flowing from here.

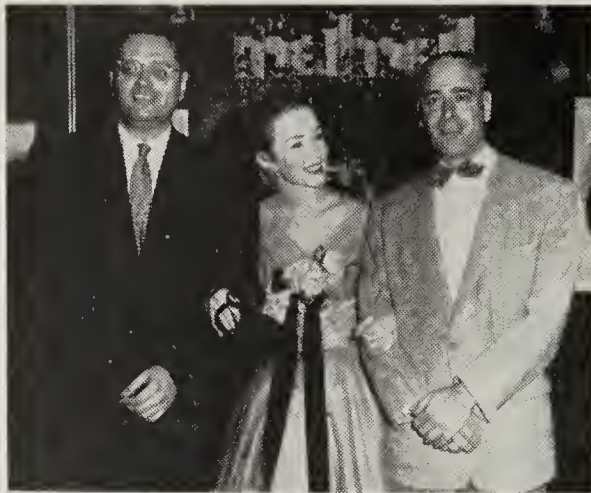
Exhibitors in other lands, too, were concerned, he stated, with the possibility of American distributors being unable to turn out big pictures because of the reduction in revenue due to the inroads of TV on theatre audiences, and they were beginning to feel out other sources as possible suppliers of theatre films. Daff hit at the lack of an industrywide stand here to counteract this siege of TV blues abroad, stating that coordinated stimulation of optimism abroad, the advancement of new ideas, explanation of techniques, technical advances, etc., should be on the agenda of the industry.

He was asked to explain the reason why so many theatres here have closed down as reported in the press while no one bothers to ask about the number of new theatres that were opened, both of the conventional and drive-in variety, which far outnumbered the closings.

No one bothered to explain that theatres have shut down because of shifting populations, because some houses were old and obsolete, and because new and better theatres were constructed in the area, etc.

Daff also reported finding enthusiasm and excitement about Cinerama, three dimensional developments, and other innovations, and curiosity about these outweighed even the pessimism engendered by the TV stories. Everyone was most anxious to learn when they might possibly be available for use abroad.

Otherwise, he stated, business abroad was still good on a regular level, and he expected this to continue.



Among those present at the recent celebration of the 21st birthday of U-I's Piper Laurie in New York City were, left to right, EXHIBITOR's Mel Konecuff, Miss Laurie, in to promote the opening of "The Mississippi Gambler," and Al Picoult.

IT'S BIG TIME: Just so that we shouldn't miss it, y' understand, a 20th-Fox purveyor of publicity spread across our already overcrowded desk the huge double-page ad that hit most of New York's papers last week which promoted "The Star", opening at the Rivoli, in an ad sponsored by Gimbels tying in merchandising with the glamour of show biz. The store is also going all out on a varied campaign within the confines of the huge shopping center, with attention-getting blurbs about the film. Still to come are 20,000 heralds plugging the film to go out to customers at home via the shop's mailing lists.

It's a good, progressive stunt, a guaranteed attention-getter for all concerned.

A MATTER OF VARIETY: Last week saw the newly reorganized Variety Club of New York, Tent 35, officially start its new year with an inaugural luncheon attended by over 200 members at the Hotel Piccadilly, where permanent headquarters and clubrooms have been set up. The occasion also marked the opening of the new clubrooms.

Ed Lachman, incoming Chief Barker, presented the assemblage with a progress report as well as an indication as to what the future holds for the tent and its membership. The membership drive is progressing at a fine pace, a Heart project has been selected with details to be announced later, a golf tourney is in the offing, and there will be new feature screenings for members, etc. He urged all to take part in the program and the response was highly gratifying.



Gathering for a recent special luncheon at 20th-Fox's New York home office were members of the industry press, hosted by vice-president Charles Einfeld, right, and impresario Sol Hurok. The occasion was showing "Tonight We Sing."

Ira Meinhardt, Property Master, officiated, and announced that Colonel William J. McCraw, who was to have officially inducted the new roster of officers, was delayed by bad plane connections. The other officers were also introduced from the dais including Ed Fabian, First Assistant Chief Barker; Martin Levine, Second Assistant Chief Barker, and Harold Klein, Dough Guy.

A recorded message was played from International Chief Barker Jack Beresin, who sent his greetings and best wishes, and also announced that a charter request for a tent had been received from Hamburg, Germany, a request for information from Cairo, Egypt, and that this year's heart collections would total more than last year. Pepsi-Cola played host to the gay assemblage via a buffet luncheon at the affair.

HAPPY BIRTHDAY: Some 300 representatives of radio, TV, press and the industry gathered recently to help Piper Laurie celebrate her 21st birthday. The gal really looked good. Incidentally, her primary reason for the trip was not the birthday party but rather to help promote "The Mississippi Gambler", which the U-I execs tell us is doing top biz.

Among those present were: M. A. Lightman, Ernie Emerling, Carl Fishman, Sam Pearlman, Maggi McNellis, Louis Sobel, Bill Leonard, Frank Farrell, Charlie Feldman, Ray Moon, F. J. A. McCarthy, Pete Dana, Foster Blake, Irving Sochin, Harry Fellerman, Charlie Simonelli, Phil Gerard, Jeff Livingstone, and many others of importance.

THE METROPOLITAN SCENE: MGM is determined under the masterminding of Dan Terrell not to let us forget that it is making a film with Esther Williams in Cypress Gardens, Fla., and the latest gimmick to reach us was a Minipalm, a junior plant, guaranteed to survive the rigorous trip. . . . Among the 12 copyright specialists to discuss the laws concerned at a future seminar at New York University are Herman Finelstein, ASCAP; Edward Sargoy, Sargoy and Stein, and Morris Ebenstein, Warners. . . . Bette Davis and the entire cast of her legit show, "Two's Company," were the guests of the Rivoli's Monty Salmon at the premiere of her new film, "The Star." . . . Okeh pressbooks are out on "The Farmer Takes A Wife", "The Silver Whip", "Treasure Of The Golden Condor", "Limelight", "Thunder In The East", and "Tropic Zone."

Brandt Heads Zukor Committee

NEW YORK—Robert J. O'Donnell, international chairman, Adolph Zukor Golden Jubilee celebrations, sponsored by Variety Clubs International, last week announced that Harry Brandt, president, Brandt Theatres and the ITOA, had accepted the chairmanship of the testimonial dinner to be tendered Zukor at the Waldorf Astoria on March 4.

S. H. Fabian, head, Fabian Theatres, accepted the post of treasurer of the dinner.

L. F. Jelinek Mourned

CHICAGO—Louis F. Jelinek, 57, owner, Sky-Hi Drive-In, Elmhurst, Ill., died last week. He is survived by his widow, a son and a daughter.

The International Scene

Canada

Over the past 20 years, there has been an apparent decline in the business done by independent theatre operators in Canada. In 1930, 71.7 of all Canadian theatres were owned by a single owner, and picked up 41.4 per cent of the gross. In figures released by the Dominion Bureau of Statistics, this picture has changed considerably, with 50.3 per cent of Canada's regular theatres owned by an independent gathering 20.8 per cent of the gross and 22.5 of the attendance. Looking at the figures for circuit operation, the picture has changed, too, with the circuits picking up a considerable amount more of the gross and attendance. In 1930, 18.2 per cent of the theatres were controlled by a circuit, one that owned 20 or more theatres and pulled in 41.9 per cent of the gross. In 1951, 25.4 per cent of the theatres were controlled by the circuits, but pulled in 57 per cent of the gross and 54 per cent of the attendance. The number of theatres has increased from 915 to 1,808. The smaller circuits, those owned in groups of from four to 19, also showed an increase. Making up 12.6 per cent of Canada's theatres, they shared 14 per cent of the receipts.

A noted French director, Rene Delacroix, is to handle the shooting of Frontier Films' "Coeur de Maman," to be produced in Montreal. Star will be Roseanna Seaborn. The organization is headed by Richard J. Jarvis, with R. Mingo Sweeney as associate.

Domestic motion picture production by private organizations is to be encouraged by the government, W. Arthur Irwin, head, National Film Board, told the annual meeting of the Association of Motion Picture Producers and Laboratories of Canada. One means taken by the government was the mailing each month by the board of technical advances in the field. Also heard during the business sessions of the meetings in Ottawa were Donald Mulholland, director of production, NFB, and William Byles, Young and Rubicam advertising agency. Elected new president was S. Dean Peterson, head, Peterson Productions, Toronto. He succeeds F. R. Crawley, Crawley Films Limited, Ottawa. Other officers are: Bill Singleton, vice-president, and Pierre Harwood, secretary-treasurer, while directors are James Campbell, Graeme Fraser, Lew Parry, and J. D. Wanbrough.

A new local of the IATSE has been chartered in Sydney, N.S. Officiating at the installation was James Whitebone, Saint John, N.B., special representative of the IA in the Maritimes. The charter members are Tommy Trenchard, president; Lawrence Conrad, vice-president, George Richardson, treasurer, and J. Higgins, Al Fraser, Basil Brag, and Fred Roberts.

The appointment of Stan Helleur as press representative for Warners in



Campaign plans for the \$500,000 King George VI Memorial Fund were discussed recently in New York by L. W. Douglas, left, chairman, The English Speaking Union, sponsoring the new fellowship program; Mrs. Douglas, and Spyros Skouras, 20th-Fox president and head of the motion picture industry committee helping to direct the fund. The program will bring to the United States annually about 50 students and technicians in engineering, agriculture, and other subjects from British Commonwealth countries.

Canada has been made known. One of the best-known columnists in the country, he has filled the position of entertainment columnist for The Telegram, Toronto, for the last four years. He succeeds Tony Ranicar, moving to Denver for Warners in a similar capacity.

Speaker at the industry communion breakfast in Toronto on Feb. 1 was Inez Cobb, daughter of the late Irvin S. Cobb. Other breakfasts were held in Canada, at Halifax, Saint John, Montreal, and London. Windsor joined those in Detroit, as did Chatham, Sarnia, and other communities. Kitchener joined with the entertainment industry in London, and Hamiltonians joined those in Toronto.

Yet another honor has been accorded L. W. Brockington, president, Odeon Theatres of Canada Limited. Brockington, who is also rector of Queen's University, Kingston, Ont., has been named chairman of the three-man United Nations special appeals board for judging loyalty cases.

All the traditional fanfare of a Hollywood premiere was promised for the Canadian premiere of 20th Century-Fox's "Niagara" at the Seneca, Niagara Falls, Ontario. Manager Jack Ward combined his efforts with those of Sam Glasier, 20th-Fox, to make the occasion a memorable one.

Four theatres opened recently, with work proceeding on one theatre. Opened were: the 400-seat Luxor in Montreal North; E. Gauthier's 500-seat Rio, Sorel, Que.; L. Venne's 600-seat Cinema Joliette, Joliette, Que., replacing the Passe Temps destroyed in a fire last year, and G. E. Potvin's 400-seat Cinema Pocatiere, the first in Ste. Anne de la Pocatiere, Que. Work is underway on Henri Guimond's \$80,000 project in Montreal, while renovations on Premier Operating's 400-seat

Imperial, Port Colborne, have been completed.

CANADIAN CLIPS: Eight theatres are new members of the Motion Picture Theatres Association of Ontario, the Royal, Aurora; Odeon, Brampton; Roxy, Brampton; Odeon, Sturgeon Falls; Roxy, Oakville; Century, Oakville; Roxy, Newmarket, and Brampton Drive-In, Brampton. . . . JARO films in Canada announced that the Coronation film, "A Queen Is Crowned," will have the commentary spoken by Sir Laurence Olivier. . . . "Clochemerle," a French film distributed in Canada by International Films, was withdrawn from the Elgin, Ottawa, by the Ontario Board of Censors, following an official protest by an Ottawa Catholic archbishop. . . . The Canadian Picture Pioneers is planning an annual meeting for Feb. 11 at the King Edward Hotel, Toronto, Coordinator for the meeting is Harry Lester. . . . Roy Kennedy, University, Toronto, has been named business agent for Local 58, stagehands' unit, to fill the position made vacant by the death of William Dineen. . . . A new name has been given the Paarl, Bow Island, Alta. It is now the Beverly. . . . "Women of Twilight" racked up a third week at the Biltmore, Toronto, while "Top Secret" held over at the International Cinema. . . . Graeme Fraser has been elected president and member of the board of directors, Crawley Films Limited, Ottawa. . . . Arthur Barber, a Famous Players projectionist and a member of the 25-Year-Club, passed away at the age of 64. . . . Mrs. Hannah Taylor, 87, mother of Nat Taylor, president, 20th Century Theatres Limited, passed away. . . . George Panos, operator, System, Montreal, was elected a trustee of the Greek Community of Montreal.

—HARRY ALLEN, JR.

Belgium

J. G. Van Reysschoot, electrical engineer, has been appointed manager for the Bruxelles branch of Brockliss-Simplex. A. Gillet, general manager, who headquarters in Paris, France, stated that the activities of the Belgian branch will be extended.

Jap Permit Problem Settled

New York—At an MPEA board meeting last fortnight, the Japanese permit division was believed solved. There are six import permits to be divided among 10 companies. Those giving up permits will have them made up in the next Nippon fiscal year. Columbia, Loew's, Paramount, 20th-Fox, RKO, and Warners won out, with U-I, UA, Republic, and Allied Artists to be squared with a permit apiece off the top of the next Japanese fiscal year import quota.

The MPEA directors had presumably agreed to reduce each company's permit total for the six-month period starting on Oct. 1 by one, cutting the total from 63 to 53 and leaving the disposition of the six for later determination.

The budget was fixed for American industry participation in the Cannes Film Festival. Robert Corkery, in charge of the MPAA's Latin American affairs, made a progress report on Brazil and Argentina, and Carl York, Scandinavia, reported on the Norwegian situation.

Columbia Schedules 30 Tech. Features; 15 Under Wald's Aegis

HOLLYWOOD—The greatest number of Technicolor productions to be made by a studio during one year was announced last week by Harry Cohn, president and head of production, Columbia Pictures, with 30 features scheduled in that period in 1953. Fifteen will be top productions under the aegis of executive producer Jerry Wald, as follows: "Cruisin' Down the River," musical, with a cast headed by Dick Haymes, Audrey Totter, Billy Daniels, the Bell Sisters, Connie Russell, and Cecil Kellaway, Jonie Taps producing and Richard Quine directing; "Miss Sadie Thompson," Rita Hayworth starring vehicle from the Somerset Maugham classic, "Rain," Jerry Wald producing and Curtis Bernhardt directing for Beckworth Productions, "The Wood Hawk," novel by Leo Katcher, Vincent Sherman directing; "Renegade Canyon," to be produced by Kenneth Gamet from John K. Butler's screenplay; "The Broadway Story," musical, to be produced by Robert Arthur; "High Command," to be produced by Lewis J. Rachmil; "Debut," backstage story, Buddy Adler producing from Allan Scott's original; "Ten Against Caesar," western novel by K. R. G. Granger, to be produced by Lewis J. Rachmil; "The Long Gray Line," to be produced by Robert Arthur from Marty Maher's autobiography, "Bringing Up the Brass"; "Liszt," to be produced by William J. Fadiman, and directed by William Dieterle; "Pal Joey," screen version of the Rodgers and Hart musical hit, to be produced and directed by Billy Wilder; "Lola Montez," from Edison Marshall's "The Infinite Woman," Robert Arthur producing; "Tombstone," from the serial by Clarence Budington Kelland, to be produced by Kenneth Gamet; "River of the Sun," based on the novel by James Ramsey Ullman, to be produced by William Fadiman; and "Casanova," to be pro-

duced by Fadiman. A Technicolor commitment has also been obtained for the Kramer Company's picturization of Herman Wouk's "The Caine Mutiny."

In addition, Sam Katzman will have 10 Technicolor films: "Prisoners of the Casbah," "Charge of the Lancers," "Jesse James Meets Bill Dalton," "The Kiss and the Sword," "Tripoli to the Sea," "Battle of Rogue Rover," "Fort Ticonderoga," "Chief of the Senecas," "Drums of Tahiti," and "Meet Me at the Fair" (title subject to change).

The Robert Cohn unit will have two in Technicolor, "The Nebraskan" and "Tarawa," and Scott-Brown Productions will have the Randolph Scott starrer, "Sunset Rim," in the same process. Warwick Productions currently has Technicolor camera crews in the Antarctic for the Alan Ladd starrer for Columbia, "The White South."

To be made in black-and-white, are "From Here to Eternity," picturization of the James Jones novel, with an all-star cast headed by Montgomery Clift, Burt Lancaster, and Deborah Kerr. Buddy Adler produces, and Fred Zinnemann directs.

Other films to be made in black-and-white include: "The Cyclists' Raid," also a Kramer presentation, starring Marlon Brando, Laslo Benedek directing; "A Nice Place to Visit" and "A Name for Herself," comedies by Garson Kanin and Ruth Gordon; "Rough Company," Lewis J. Rachmil producing; "The Circle of the Day," by Helen Howe, to be produced by William J. Fadiman; "Frontier," from the Frank Harris novel, "Reminiscences of a Cowboy," "The Human Beast," based on Emile Zola's classic, to be produced by Lewis J. Rachmil and directed by Maxwell Shane, and "The Big Heat," by William P. McGivern, to be produced by Robert Arthur.

Balaban-Kanter

NEW YORK CITY—Mr. and Mrs. Barney Balaban this week announced the engagement of their daughter, Judith Rose, to Jay Ira Kanter, son of Mr. and Mrs. Sydney Genser, Beverly Hills, Cal., and the late Harry H. Kanter. Miss Balaban attended Mount Vernon Seminary, Washington, D. C., and graduated from the Rye Country Day School prior to her attendance at Bradford Junior College, Haverhill, Mass. Her father is president, Paramount Pictures Corporation. Kanter is a graduate of Fairfax High School in Los Angeles, and attended the University of Southern California. A Naval Air Force veteran, he is a member of MCA Artists Limited.

An April wedding is planned.

TV Ownership Bar Looms

WASHINGTON—Under a bill introduced by Senator Charles W. Tobey, New Hampshire, chairman, Senate Interstate Commerce Committee, last fortnight, television station licenses would be barred to motion picture companies convicted of anti-trust violations.

Schine Named To Committee

WASHINGTON—David Schine, son of Meyer Schine, head, Schine Circuit, last fortnight was named head consultant to the Senate Investigating sub-committee on its proposed investigation of Communist activities.



Spyros P. Skouras, president, 20th-Fox, in New York recently welcomed delegates attending the Community Relations Conference of the Motion Picture Association to witness "Tonight We Sing."

Three Groups Handling Exchange Negotiations

NEW YORK—The distributors' exchange committee, split into three groups, last week began to cover the exchange cities to negotiate new contracts with unions representing front and back office employees. In meetings with employes in Philadelphia and Boston, an impasse was reached.

Headed by Tom Murray, U-I, the committee consists of Joseph McMahon, Republic; Bernard Goodman, Warners; Clarence Hill, 20th-Fox; Michael Rosen, MGM; A. A. Schubart, RKO; Henry Kaufman, Columbia; William Brenner, National Screen Service; Jules Chapman, United Artists, and Arthur Israel, Paramount.

Skouras Heads Fund Raising

NEW YORK—Spyros Skouras, president 20th-Fox last week accepted the chairmanship of the industry committee for the \$500,000 King George VI Memorial Fund, new fellowship program of the English-Speaking Union of the United States. The announcement was made by the chairman of the executive committee of the fund, Lewis W. Douglas.

Executives and stars who will serve on the special committee now being organized under Skouras are: Mr. and Mrs. Ronald Coleman, Joan Crawford, Bing Crosby, Douglas Fairbanks, Rita Hayworth, Nunnally Johnston, Danny Kaye, Joseph A. McConville, Norton V. Ritchey, Rosalind Russell, and Jack Warner. The purpose of the fund, which has no connection with one of similar name being raised in England, is to bring to the United States annually for special training in engineering, agriculture, conservation, and other technical subjects approximately 50 students and technicians from British commonwealth countries.

GPEC Ruling Revealed

NEW YORK—Ralph N. Harder, vice-president treasurer, General Precision Equipment Corporation, told stockholders last fortnight that the Internal Revenue Bureau had ruled tentatively that each of the four dividends of 25 cents per share paid by the corporation in 1952 is 100 per cent non-taxable to the shareholders. The amount of the dividends should apply against, and reduce, the tax cost of the stock, he said, adding that the ruling is subject to the audit of the income tax return of the corporation for 1952.

The income tax returns of the corporation have been audited through the year 1949, and no changes have been made on the audit which would affect the tentative rulings previously given with respect to the non-taxable nature of the distributions made in the years 1944 to 1949, Harder concluded.

Giesseman Joins Cinerama

NEW YORK—Cliff Giesseman joined last week Cinerama Productions Corporation in an executive managerial capacity, handling regional exhibition plans. He will work under Joseph Kaufman, director of exhibition. Giesseman will have the same general regional responsibilities as Zeb Epstein.

"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.

The reasons, however, may be varied—equipment failure, inadequate house-keeping, or a drop in power output. Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.



Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

This Was The Week When

IFE announced that Peter Riethof has been assigned to produce dubbings of two more Italian features through his own company, Riethof Productions, Inc. . . . The Department of Defense urged the commanding generals of all six armies to lend every assistance in exploiting RKO's "Never Wave At A WAC". . . . TOA President Alfred Starr declared that every theatre should show MGM's "The Hoaxters". . . . Mori Krushen, UA exploitation manager, was touring the country in advance of "Moulin Rouge". . . . IFE revealed that President Luigi Einaudi of Italy had awarded the degree of Great Officer of the Italian Order of Merit to Dr. Eitel Monaco, president, ANICA and IFE, for his services to Italy through the Italian motion picture industry. . . . The national Committee of 13 Against Superstition, Prejudice, and Fear announced that it was launching a campaign against superstition on the three Friday the 13ths, Feb. 13, March 13, and Nov. 13, with theatre managers invited to take the lead in their communities.

U-I revealed the use of TV, radio, and newspapers for the three-way territorial saturation advertising campaign for "City Beneath The Sea" in the Cleveland-Detroit, Boston, and San Francisco territories. . . . RKO announced that it was producing a compilation of four two-reel comedies with pianist Liberace as musical master of ceremonies arranged so two or more shorts could be used with a running time of from 45-90 minutes under the title of "Laughs-A-Poppin'". . . . Manhunt and Gunsmoke made known that they were running a "Mystery Picture of the Month", in Manhunt, and "Western Picture of the Month", in Gunsmoke, with Columbia's "Ambush At Tomahawk Gap" selected first by Gunsmoke. Roy M. Green will make the selections.

Western Auto Supply, Kansas City, announced that it was distributing "Mark Trail", a 30-minute non-commercial color film, featuring Ed Dodd, creator of "Mark Trail", which was named one of the outstanding outdoor 16mm. films of 1953 by the National Wildlife Federation. . . . Republic held the world bow of "Fair Wind To Java" at the Paramount, Miami, Fla., and the Beach, Miami Beach, Fla., with stars and company executives on hand. . . . Paramount held the premiere of "The Stars Are Singing" at Schine's Russell, Maysville, Ky., with appropriate festivities.

Third Dimensional Developments . . .

(Here there will be found news of progress in third dimensional and wide screen developments in the industry. Because of the growth of the 3-D process, this department becomes a regular EXHIBITOR service.—Ed.)

More 3-D Productions Set

HOLLYWOOD—Pine-Thomas Productions announced last week that it will film "Sangaree" in three dimensions.

Columbia's "Fort Ticonderoga" will also be filmed by three-dimensional cameras, while MGM has the same idea for "Arena."

Warners' "The Wax Museum" is already shooting in the Natural Vision three-dimensional process.

U-I was to have started production this week on a 3-D show, with all details being kept confidential.

Meanwhile, Jack Rieger, said to be developing revolutionary stereo equipment, is conferring with top studio executives on the newest three-dimensional methods.

Thus far, only Republic, RKO, and Allied Artists haven't made any definite announcement about 3-D shows, but it may not be long.

MGM Has Own 3-D Process

HOLLYWOOD—MGM announced last week that it will use its own recently developed three-dimensional process next month when it begins filming "Arena," a rodeo story by Arthur Loew, Jr., who will produce the picture in Ansco color. The process originated in the studio's color department, which has been experimenting in screen techniques for the past several years.

Brien Aids "Bwana"

NEW YORK—Lige Brien, special events director of United Artists, has been named coordinator of exploitation for the three-dimensional "Bwana Devil," which United Artists is releasing, it was announced last week by Francis M. Winikus, national director of advertising, publicity, and exploitation. Brien, who also will continue as special events director, will set up a national field staff to handle exploitation for the openings of "Bwana Devil" throughout the country.

UA recently made the deal to distribute the Arch Oboler film, assuming all previous contracts made.

3-D Under Discussion At Coast Meeting

HOLLYWOOD—The first SPG producer-press round table last week was highlighted by a discussion on 3-D pictures, with the ultimate conclusion that the story will still be the final determinant of any picture's success.

Sol Lessor and Louis F. Edelman were heard.

The question among most of those present was whether 3-D would be a quick novelty or have a permanent influence on the trade as did the advent of sound.

NJ Allied Seeks Action On Pre-Release Policies

TRENTON, N. J.—Allied Theatre Owners of New Jersey last week called upon the Department of Justice to make a thorough study of distribution's pre-release policy, and "to take appropriate action to obtain an injunction against this discriminatory and destructive sales policy, which, in our opinion, is a direct violation of a decree of the U. S. Supreme Court and constitutes criminal contempt thereof."

The resolution called the pre-releasing of films "an illegal extension of clearance which will result in the closing of many independent theatres." Members were unanimous in condemning this distributor practice.

A report was offered at the meeting stating that in one unidentified territory, exhibitors were being advised in bidding situations on Warners' "The Jazz Singer" that not less than a 50 per cent bid would be considered.

Pickman Outlines Para. Ad Planning

NEW YORK—A vastly expanded advertising, publicity, and exploitation campaign for forthcoming Paramount product on national and local levels was explained in detail by Jerry Pickman, vice-president in charge of the three promotional facets, at the company's division and branch managers' meeting.

The meeting was opened by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

The meeting delegates also attended a home office demonstration of Paramount's new TV color tube.

Pickman was aided in conducting the advertising-publicity session by Sid Blumenstock, advertising manager and assistant advertising-publicity-exploitation department head, and Sid Mesibov, exploitation manager. Also attending was Teet Carle, studio publicity manager.

E. K. O'Shea, distribution vice-president, was another speaker.

The meeting was lengthened to include one more day, devoted to individual meetings of division managers and their respective branch managers with Schwalberg and O'Shea.

NEW YORK—Richard Condon, New York publicity and exploitation department head for RKO and until a week ago director of advertising, publicity, and exploitation, resigned last week following his return from the coast. During his regime, campaigns on "Hans Christian Andersen", "Peter Pan", "Never Wave At A Wac", and "Blackbeard The Pirate" were launched.

Lober Heads UA Foreign Dept.

NEW YORK—Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, last week announced the appointment of Louis Lober as general manager of the foreign department.

Lober was formerly Continental manager in Paris, where he supervised the company's branches in Europe and the Near East.

Art Films and Boxoffice

—By Al Sherman—

(Al Sherman operates the Georgetown, Washington, D.C., one of the more successful art cinema operations in the country. He also acts, and has acted, as a consultant on art cinemas and on foreign film distribution, and is a widely-known publicist, specializing in the field of motion pictures and television, with especial emphasis on the foreign film. Ed.)

WITH increasing interest evident in what is known in the trade as the art cinema, it is decidedly possible that this column may fill a showmanship need. Primarily, it is our desire that the space devoted should concentrate on being a forum rather than an exposition of the writer's own ideas. That is why we urge those of you who now are running art cinemas, and those who contemplate such a step, to take advantage of this space to discuss, pro and con, the good, bad, and uncertain aspects of such an approach to the film patrons' shekels.

THE BEST THING we can do, of course, is to kick off this discussion by attempting to analyze the art cinema and the exhibitor. The words should be in quotes . . . because, truthfully speaking, there is no such thing as an art cinema in the dictionary sense of the phrase. A true art cinema would be devoted to the more esoteric film, to the experimental and the avant-garde, and to motion pictures whose impact on ultimate film techniques may be important, but, of the moment, appeal only to the well-versed critic, the highbrow, and the intellectual, pseudo or otherwise.

BUT ART CINEMA, as we know it in the film business vernacular, popularly has come to be known as a motion picture theatre devoted to the presentation of British and/or foreign language films, with an occasional fill-in of American revivals. That such ventures aren't always successful may be attributed to a number of factors, but the primary cause of failure is the fact that many exhibitors refuse to rise above a taste level in screen entertainment that had been spoiled by a previous addiction to the booking of run-of-the-mill movies.

AN EXHIBITOR who plans an art theatre must toss aside every yardstick by which he previously measured, in advance of playdates the worth of a film. Comparing it with his own home, it may be possible that our exhibitor would not object to dining in some greasy vest joint on two-inch thick china. But at home, this same exhibitor, revealing a pride in his possessions, would urge his frau to use the best Sevres or Wedgwood, especially if company were coming. We assume, of course, that our exhibitor-friend has the



A. W. Schwalberg, president, Paramount Film Distributing Corporation, outlines sales policies and problems in an address before the company's recent meeting of division and branch managers at the Hotel Plaza, New York. With Schwalberg at the head table are, left to right, Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation; E. K. "Ted" O'Shea, distribution vice-president; Barney Balaban, president, Paramount Pictures, and Oscar Morgan, veteran short subjects sales manager.

good taste that goes with a desire for good living.

THUS, our exhibitor friend must have a measure of good taste. He should know something about art, and I mean the kind of art you'll find discussed on the Sunday art pages of your favorite big-town newspaper. He should know books, and not the paper-backed whodunit, but literature of the kind he squirmed through when he went to college, and promptly forgot. Well, he should try to remember or brush up a bit by a visit to the library. He should realize, too, that the reasons for all this are obvious: his patrons-to-be know the good things of life; they know art, music, (and that's another subject worthy of knowledge) literature. They'll want to discuss those things with him. He'd better know enough to be able to offer an evasive answer that makes sense, even if he can't expound with full knowledge of the subject.

THIS MATTER of artistic knowledge and good taste assured, he couples it with buying and booking acumen, and that will be the subject of another sermon.

THESE are the thoughts that, we hope, will kick-off a forum column that will keep me answering your brickbats, your bouquets, and, more important, your evident interest in a phase of film presentation that offers a change in pace, some boxoffice returns, and the feeling that, for once, you're providing a source of complete entertainment satisfaction to potential audiences whose intellectual level and appreciation for the better things in life have, until you came along, deterred them from being regular film fans.

See Need For Far East Houses

NEW YORK—Spyros P. Skouras, 20th-Fox president, reporting to company presidents and foreign department heads at an MPAA board luncheon last fortnight, drew attention to a crying need in the Far East for new theatres.

Eric A. Johnston, who presided, said he would explore the matter further with foreign chiefs.

U-International Shows Greater Profit

NEW YORK—Universal Pictures Company, Inc., last week reports consolidated net earnings for the 52 weeks ended on Nov. 1, 1952, of \$2,307,701 after provision of \$4,290,000 for federal income and excess profits taxes and after \$500,000 for contingent liabilities. After deducting dividends on the preferred stock, such consolidated earnings amounted to \$2.15 per share on the 961,698 shares of common stock outstanding on Nov. 1, 1952.

For the preceding 53 weeks, consolidated net earnings were \$2,267,784 after provision of \$3,125,000 for federal income and excess profits taxes and after provision of \$500,000 for contingent liabilities. After deducting dividends on the preferred stock, this was equivalent to \$2.10 per share on the 960,498 shares of common stock then outstanding.

Film rentals and sales for 1952, according to the company's annual report, were \$64,128,719, compared with \$65,172,580 for the previous fiscal year. Operations in fiscal 1952 covered 52 weeks operations whereas fiscal 1951 included 53 weeks. It continues to be the practice of the company to reflect in its accounts the operating results of subsidiaries in foreign countries having exchange restrictions only to the extent that net earnings resulting therefrom have been or can be realized in United States dollars, regardless of the period in which such revenue may have accrued.

In their report to the company's shareholders, Milton R. Rackmil, president, and N. J. Blumberg, chairman of the board of directors, noted that during the past year the company negotiated a new bank credit agreement providing for periodic principal payments with a fiscal maturity of Sept. 15, 1956. It provided for maximum borrowings in the amount of \$6,300,000, of which \$5,000,000 is in the form of a revolving credit. As of Jan. 22, 1953, the company had borrowed \$3,625,000 under this agreement of which \$2,500,000 represents borrowings under such revolving credit.

It is further noted that the company acquired during the past fiscal year, \$560,000 principal amount of its 3¾ per cent sinking fund debentures, reducing the amount in the hands of the public at Nov. 1, 1952, to \$2,645,000. It also acquired 660 shares of its preferred stock during the past fiscal year at an average cost of \$59.61, reducing the amount outstanding in the hands of the public at the fiscal year-end to 56,380 shares.

House Drops "Free Night"

ST. PAUL, MINN.—The State, neighborhood house, last fortnight abandoned its "free nights" on Tuesdays when on the fourth week revenue fell to a new low. On the "free nights," the boxoffice was closed, and donations were accepted. After the first week, there was a falling off in attendance, contributions, and concessions sales.

Meanwhile, in Memphis, the Ritz, which had a similar "pay as you leave" policy, ended it. The former admission prices were put back into effect by owner Dave Flexer.

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

20th-Fox Giving "Treasure" Complete Treatment In 2 Areas

NEW YORK—Cued by the highly successful merchandising pattern used for "Lure Of The Wilderness," 20th Century-Fox this month is launching the Technicolor "Treasure Of The Golden Condor" via a series of mass, regional openings throughout the company's domestic sales organization.

The campaign, meshed with a strong exploitation drive, is being initiated with the picture saturated simultaneously in the Pacific western and New England states. The western area embraces the situations covered by the San Francisco, Los Angeles, Portland, and Seattle exchanges, and the New England territories serviced by Boston, New Haven, Albany, and Buffalo.

Following the saturation engagements of the adventure drama in the two areas, the production will be showcased in cities of the central and mid-west division and then in the south.

In opening "Treasure Of The Golden Condor" on a territorial basis, every facet of advertising, publicity, and exploitation are being explored to the fullest degree. Television, radio, and newspapers are playing major shares in the overall campaign, featuring cooperative advertising, extensive sniping, etc.

Gag Writers Offer Tieups

NEW YORK—Theatre managers in cities throughout the country are invited to participate in "The Search for More Humor" competitions being conducted by the National Association of Gagwriters in conjunction with the Eighth Annual National Laugh Week, April 1-8.

Every theatre manager can spark the search by holding a contest for "The Best Comedian," "The Best Laughter," or "The Best Comedy Writer or Humorist" in his own community.

Competitions can be held in March, with the winners announced and honored on April Fool's Day. Local chapters of the National Association of Gagwriters will cooperate, as should local radio and TV stations. Those interested can write for details to the National Association of Gagwriters, Room 902, 292 Madison Avenue, New York City.

Brotherhood Trailer Ready

NEW YORK—A short trailer to help exploit "Brotherhood Week," Feb. 15-22, was made last week by Metro under the personal supervision of Dore Schary, and will be included in the newsreel releases for Feb. 6 and 13.

A 20-foot clip trailer, urging patrons to sign the honor roll in the participating theatre's lobby, was also in work.



Lieutenant Joseph Rodriguez, winner of the Congressional Medal of Honor, was honored at a special preview showing of the United Artists' "Medal of Honor" film, depicting his life and deeds in the Korean war, at the Fox California, San Bernardino, Cal., Lieutenant Rodriguez' home town. Rodriguez and his bride are interviewed as manager Russell J. Banks, right, looks on.

Friday The 13ths Offer Chance For Managers

NEW YORK—The National Committee of 13 Against Superstition and Fear will launch a nation-wide educational campaign against superstition on the three Friday the 13ths during this year, Feb. 13, March 13, and November 13.

Suggestions include the organizing of a local Committee of 13 Against Superstition, Prejudice, and Fear, which will automatically be affiliated with the national committee. The local theatre manager becomes first vice-president, founder, and executive secretary. As soon as the local committee is organized, its formation should be announced to the local press, radio, and TV editors. The theatre lobby should be fixed up with various articles connected with superstition such as stepladders, horseshoes, four-leaf clovers, broken mirrors, rabbits' feet, open black umbrellas, skeletons, etc. On Friday the 13th, free admission should be given prospective patrons who are willing to violate one or more of the superstitions on the 13th minute of every hour. The screen show on Friday the 13th should include at least one short pertaining to superstition or a double bill of "scary, horror" subjects. A luncheon of local committees should be held on the days mentioned, and at the affair those present should break all of the superstitions possible.

"Gambler" Gets St. Louis Send Off

ST. LOUIS—U-I's "The Mississippi Gambler" was recently launched on a record breaking world premiere engagement at the Fox.

Stars Piper Laurie, and Julia Adams and Jackie Loughery, Ruth Hampton, and Valerie Jackson were in to plug the event. Cooperating merchants included 600 AG grocery stores, which conducted a "Mississippi Gambler" contest with a top prize of a trip for two to New York, with the stores displaying store and window signs, package inserts, contest blanks, store bulletins, and backing the entire promotion with 3,000 lines of paid newspaper space.

Highlighting the department store promotion was a style show staged by Scruggs Vandervoort and Barney, one of St. Louis' leading stores. Two shows, one at the firm's suburban Clayton store and one at its downtown store, were promoted through 3,000 lines of paid newspaper space and copious window and store displays. Members of the Scruggs' High School board served as models, supported by Miss Laurie and Miss Adams, with KXOK's disc jockey, Ed Bonner, serving as master of ceremonies, and commentary by Ruth Tobin, KSD-TV's "Charm School."

Another promotion was an extensive campaign by Muntz TV, with 1,000 line newspaper ads and radio saturation spots. The company plugged endorsement of better motion pictures for public consumption as a public service, and urged support by moviegoers of this worthwhile picture.

Quality Dairy Company ran a tie-in ad on Miss Laurie.

Ruggeri's Restaurant took a 1,000 line ad plugging the stars and the picture, and Three Sisters shops took a 1,280 lines ad selling a "leg" contest, with Wolff's Clothing Company and Swope Shoe Company taking newspaper ads and window displays. Radio and television cooperated to the extent of 24 interviews with the Hollywood personalities.

Newspaper breaks included pictures of the stars on a visit to Jefferson Barracks Veterans Hospital, of Miss Laurie viewing a new Mississippi River exhibit at the Art Museum, and the usual number of column and drama page breaks. Climaxing the entire promotion was the appearance of the stars at an autograph party in the lobby of the Fox. Miscellaneous activities included a "Coke and Cookie" party for 75 high school editors, and appearances of various stars at various local functions.

The campaign was developed by Bob Johnson, advertising and publicity head, Fanchon and Marco, and executed by Tony Pelusso, manager, Fox, aided by U-I representatives William Gandall and M. L. Plessner.

PEOPLE

HOLLYWOOD—A realignment in the duties of executives functioning under William Goetz, in charge of production at U-I Studios, was announced last week by Milton R. Rackmil, president. Edward Muhl, vice-president and former studio general manager, has been advanced to general production executive. He will retain responsibility for overall studio operation, but will also assume additional production authority under Goetz. James Pratt, former production manager, moves to the position of executive manager, and will assume some of the functions hitherto handled by Muhl, including the chairmanship of the plant operations committee. Gilbert Kurland replaces Pratt as production manager, with George Golitzen as his assistant. Ernest Nims, former head, editorial department, will continue as editorial executive. Richard Cahoon moves in as manager of the editorial department. Muhl, Pratt, and Nims will make up the studio executive production committee headed by Goetz. David A. Lipton, vice-president in charge of advertising and publicity, will serve as consultant to the executive committee on selling and marketing. M. R. Davis, business manager; Morris Weiner, studio manager; Robert Palmer, casting director; Raymond Crossett, head, story and writing department; Percy Guth, head, budgeting and cost control, and George Douglas, studio treasurer, round out the executive production roster.

NEW YORK—Al Rylander, for the past seven years director of special events for Columbia, was last week named that company's exploitation manager. In addition to continuing his supervision of radio and television, columns, stunts, and city desks, Rylander will now supervise the activities of the company's field exploitation staff. The new exploitation manager came to Columbia in 1941 from the Tom Fizdale office as supervisor of columns and special publicity, handling stunts and city desks.

NEW YORK—Ben Kalmenson, Warner vice-president in charge of distribution, last week announced the promotion of Ed Williamson from branch manager in Dallas to southwestern district manager, embracing the company's branches in Dallas, Memphis, and Oklahoma City. Other promotions announced by Kalmenson include H. C. "Cotton" Vogelpohl from sales manager in Dallas to branch manager, replacing Williamson. James C. McCrary moves up from salesman to sales manager in Dallas. Doak Roberts continues with the company in an advisory capacity for the southwest territory.

NEW YORK—C. V. Whitney was elected a member of the board of directors of Cinerama Productions Corporation last fortnight. In making the announcement, Dudley Roberts, Jr., president, said that Whitney will also become special assistant to the president, and in that capacity make his headquarters temporarily in Hollywood. There, he will work with chairman of the board Louis B. Mayer and with Merian C. Cooper, vice-president in charge of production, in developing the corporation's program of new films.

"Support Academy Awards", Says Bray

HARLINGEN, TEX.—Lew Bray, Lew Bray Valley Theatres, last week sent a letter to Charles Brackett, Academy of Motion Picture Arts and Sciences, calling the decisions of Warners, Columbia, and U-I to discontinue support of the Academy Awards dinner "a most ill-advised action."

Bray said he felt the annual dinner "does more to make the nation movie-conscious than any other single event, including star tours and everything else."

He said he hoped the producers who pulled out would reconsider "a most unwise decision," since the industry "should be united for a common purpose and with a common goal in mind."

ROCHESTER, N. Y.—Dr. C. E. Kenneth Mees was last week awarded the 1952 Progress Medal of Great Britain's Royal Photographic Society, the second time the internationally known Kodak scientist has received this top annual award of the photographic organization.

NEW YORK—The Bernard M. Kamber office last week was appointed advertising, publicity, and exploitation representative for Ivan Tors Productions, whose "The Magnetic Monster" will be released by United Artists next month.

NEW YORK—It was announced last week by Charles M. Reagan, MGM general sales manager, that S. J. Gardner, assistant to George A. Hickey, west coast sales manager, had assumed the management of MGM's San Francisco office.

NEW YORK—At a board of directors meeting of the MPEA last fortnight, Ralph D. Hetzel, Jr., was elected a vice-president succeeding John G. McCarthy. Hetzel is already an MPAA vice-president.

Howard Hughes Acts To Ban "Limelight"

HOLLYWOOD—Howard Hughes, RKO board chairman, in a letter to John D. Home, chairman, American Legion Hollywood Post Un-American Activities Committee, stated last week that he was making an effort to persuade the management of RKO Theatres Corporation to take the necessary legal measures to cancel all bookings of Charles Chaplin's United Artists' release, "Limelight."

Replying to a letter from Home urging the measure, and commending the Justice Department for its decision to investigate Chaplin's eligibility to return to the United States, Hughes said that he is not responsible for the operation of RKO Theatres Corporation because "by U. S. government order, the theatre corporation was divorced from RKO pictures."

"Nevertheless," Hughes wrote, "I have been making a most concerted effort to persuade the management to cancel 'Limelight' bookings, and it is my strongest hope and sincere belief that this will be done."

In Batavia, N. Y., the Mancuso, in response to American Legion protests, pulled "Limelight." Thaddeus Cerefin, commander Glenn S. Loomis Post, visited the theatre, and filed a protest with manager Calvin Gaeta. Gaeta said the protest would be turned over to Buffalo's UA exchange. The film had been booked for a four-day run.

RKO Application Withdrawn

NEW YORK—Application in New York Supreme Court for temporary receivership filed against RKO by three minority stockholders was withdrawn without prejudice last week by Louis Kipnis, counsel for the plaintiffs. Reasons for the action were evidence that the company was in full production, its board was completed, and indications were that Walt Disney and Samuel Goldwyn objected to the receivership.

FILM SALESMAN THEATRE MANAGER or SIMILAR INDUSTRYITE

A National Organization has an opening for a field representative to call on all Theatre Circuits and Leading Theatre Owners throughout the U. S. A. to make field surveys and discuss an interesting product. Continuous travel 50 weeks per year on a "follow-the-sun" basis, and informal scheduling to a leisurely progress, promises interesting years.

Must have a car . . . or possibly a trailer . . . and must have a conversant knowledge of the fundamentals of Theatre Business.

Apply giving age, experience, personal background, minimum income needed, and possibly a snapshot photo.

APPLY-BOX 1066

EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.

Miscellaneous In the Newsreels

MOVIETONE NEWS (Vol. 36, No. 10) Washington: Secretary of State Dulles outlines policy. Washington: President Eisenhower to schedule newsreel talks. New York: Henry Cabot Lodge, Jr., new Chief Delegate at U. N. New York: New Italian luxury liner. Korea: Ace Jabara flies Mig Alley again. New York: Parent's magazine honors "Tonight We Sing." Philadelphia: Paper box plant fire.

NEWS OF THE DAY (Vol. XXIV, No. 244) Washington: Secretary of State Dulles outlines policy. New York: Henry Cabot Lodge, Jr., new Chief Delegate at UN. California: Lieutenant Low, jet ace, welcomed. Boca Raton, Fla.: Fashions for girl cyclists. England: Randy Turpin k. o.'s Belgium champ. France: American Indian Chief "War Cloud" takes scalp of European challenger in Paris wrestling match.

PARAMOUNT NEWS (No. 47) Washington: Secretary of State Dulles outlines policy. Korea and Washington: General James A. Van Fleet relinquishes Eighth Army Command. New York: New Italian luxury liner. Boca Raton, Fla.: Fashions for girl cyclists. Rio Grande College: Basketball's "Great Bevo."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 434) Washington: President Eisenhower's cabinet. Washington: Armed Service Committee hears Wilson. Washington: Henry Cabot Lodge, Jr., sworn in as chief delegate to UN. Washington: Lieutenant General Maxwell D. Taylor appointed commander of Eighth Army in Korea. Washington: Secretary of State Dulles outlines policy. California: Lieutenant Low welcomed home. New York: New Italian luxury liner. Austria: "Rayo" enclosed in a bottle with two snakes. Canada: Trout derby. France: American Indian Chief "War Cloud" takes scalp of European challenger in Paris wrestling match.

WARNER PATHE NEWS (Vol. 24, No. 49) Washington: President Eisenhower's cabinet. Washington: Armed Service Committee hears Wilson. Washington: Henry Cabot Lodge, Jr., sworn in as chief delegate to UN. Washington: President Eisenhower briefs Lieutenant General Maxwell D. Taylor. Washington: Congressional leaders confer with President Eisenhower. New York: Churchill leaves for home. New York: New Italian luxury liner. Burma: Asia Socialist parley meets in Rangoon. Chicago: "Miss Flashbulb" finalists. Boca Raton Fla.: Fashions for girl cyclists. Hawaii: Flowers and femmes fill ship's pool. Special: Night and day ski jumping.

TELENEWS DIGEST (Vol. 7, No. 5-A) India: Nehru unveils atomic plant. New York: Atomic energy "bombs" cancer. Ethiopia: Christmas in Addis Ababa. Korea: Army's new cold weather suit. Korea: Ace Jabara flies Mig Alley again. Williams Air Force Base: Nationalist Chinese pilots in training. Boyne City, Mich.: Fishing in city on ice. Grand Rapids, Mich.: Man fishes from armchair in his cozy living room.

MOVIETONE NEWS (Vol. 36, No. 9) Washington: President Eisenhower begins his administration. Independence, Mo.: Ex-President Truman at home. Morgan City,

Night Sessions Set For TV Hearing

WASHINGTON—Night sessions were planned by the Federal Communications Commission in theatre TV hearings, which reopened last week.

Andrew F. Inglis, of the Washington consulting radio engineering firm of McIntosh and Inglis, and Manfred T. Toepfen, president, Toeppen Company, Beverly Hills engineering consultants, testified at first day hearings as witnesses for MPAA and NETTC.

Inglis presented a brief on an intra-city theatre system for Washington, dealing with costs of wire transmission versus micro-wave transmissions. Toeppen presented four briefs totalling 331 pages and dealing with transmission costs, capital investments, and annual operating costs for a New York-Washington theatre transmission system.

He estimated the cost to theatres to be from two to five cents a day per seat, depending upon the theatre's size and other factors.

La.: Tideland's oil is big issue. Weehawken, N. J.: Bus accident. New York: Sol Hurok feted. New York: Spring wools and new autos. Japan: United States helps build up Japanese navy. South Korea: Youths drafted for war. Indo-China: French attack Communists from sky.

NEWS OF THE DAY (Vol. XXIV, No. 243) Washington: President Eisenhower's inauguration.

PARAMOUNT NEWS (No. 46) Washington: President Eisenhower's inauguration.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 25, No. 433) Washington: President Eisenhower's inauguration.

WARNER PATHE NEWS (Vol. 24, No. 48) Italy: Pope Pius elevates new Cardinals. Washington: The Trumans go home, the inaugural ball, Eisenhower's cabinet sworn in, Hagerty's first newsreel press parley, Mrs. Eisenhower's first White House reception, Major John, Korea bound, says goodbye, President Eisenhower begins his administration. South Korea: Youths drafted for war. Korea: UN feeds hungry in Seoul.

TELENEWS DIGEST (Vol. 7, No. 4-B) Washington: President Eisenhower's inauguration. Indo-China: French attack Communists from sky. USSR: First films of Russian doctors; Soviet Union openly endorses anti-Semitism; Russian Jews sent to segregation and forced labor camps (Exclusive films).

NATIONAL LEGION OF DECENCY

Jan. 29, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The 5,000 Fingers Of Dr. T" (Col.); "The Jazz Singer" (WB); "Savage Mutiny" (Col.); "The Silver Whip" (20th-Fox); "Tangier Incident" (Allied Artists); "Treasure Of The Golden Condor" (20th-Fox); UNOBJECTIONABLE FOR ADULTS: "Bwana Devil" (UA); "Dancing With Crime" (Screencraft); "The Naked Spur" (MGM); OBJECTIONABLE IN PART: "City Beneath The Sea" (U-I); "Daughter Of Darkness" (Screencraft); "Girls In The Night" (U-I); "Man Behind The Gun" (WB); "Moulin Rouge" (UA); "Niagara" (20th-Fox).

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

20th-FOX

"The Silver Whip"—Fair western.

Loew's Stockholders Voting

NEW YORK—It was announced last fortnight that the annual stockholders' meeting of Loew's would be held at the home office on Feb. 26.

Directors nominated for reelection are George A. Brownell, Leopold Friedman, F. Joseph Holleran, Eugene W. Leake, Charles C. Moskowitz, William A. Parker, William F. Rodgers, J. Robert Rubin, Nicholas M. Schenck, Joseph R. Vogel, and Henry R. Winthrop.

In the statement to stockholders, Loew's reports that already 11 of the 24 theatres it is required to divest itself of under the reorganization plan approved at last year's annual meeting have been disposed of. One more must be disposed of by Feb. 6, and the remaining 12 must go by Feb. 6, 1954.

Rosenblatt Heads NE Drive-Ins

BOSTON—Ted Rosenblatt, Providence, R. I., was last week elected president, Drive-In Theatre Association of New England.

Donald Sweeney, Julian Rifkin, and Edward Redstone were named as a committee of three to formulate a billboard advertising plan.

Others named were secretary Ed Lider, treasurer Rifkin, and directors James Mahoney, Ray Canavan, Sweeney, Ned Eisner, Henry Gaudet, and James Spiern. Rosenblatt, Eisner, and Lider will investigate plaques for members and questionnaires will be mailed to drive-ins on insurance matters.

Exemption Sought On Tax

WASHINGTON—It became evident last week that at least half of the bills introduced to the present session of Congress have proposed exempting theatres from the federal admission tax rather than repealing the tax on all events covered by it. Theatre exemption was proposed in the first Senate bill dealing with the subject, introduced by Sen. Dirksen, Republican, Illinois. The latest House bill, proposed by Rep. Zablocki, Democrat, Wisconsin, also asked film ticket exemption rather than across the board repeal.

Ohio Communities Beat Tax

TORONTO, O.—The local city ticket tax was repealed last fortnight. Manos Theatres had fought the levy, even closing its two houses as a result. Two nearby communities, East Palestine, O., and Newton Falls, O., also defeated the tax.

NATIONAL BOARD OF REVIEW

Jan. 24, 1953

SELECTED FEATURES: "Face To Face" (RKO); "Peter Pan" (RKO-Disney).

Jan. 17, 1953

SELECTED FEATURES: "Bellissima" (Italian) (I. F. E.); "The Silver Whip" (20th-Fox); "The Naked Spur" (MGM).

PHYSICAL THEATRE



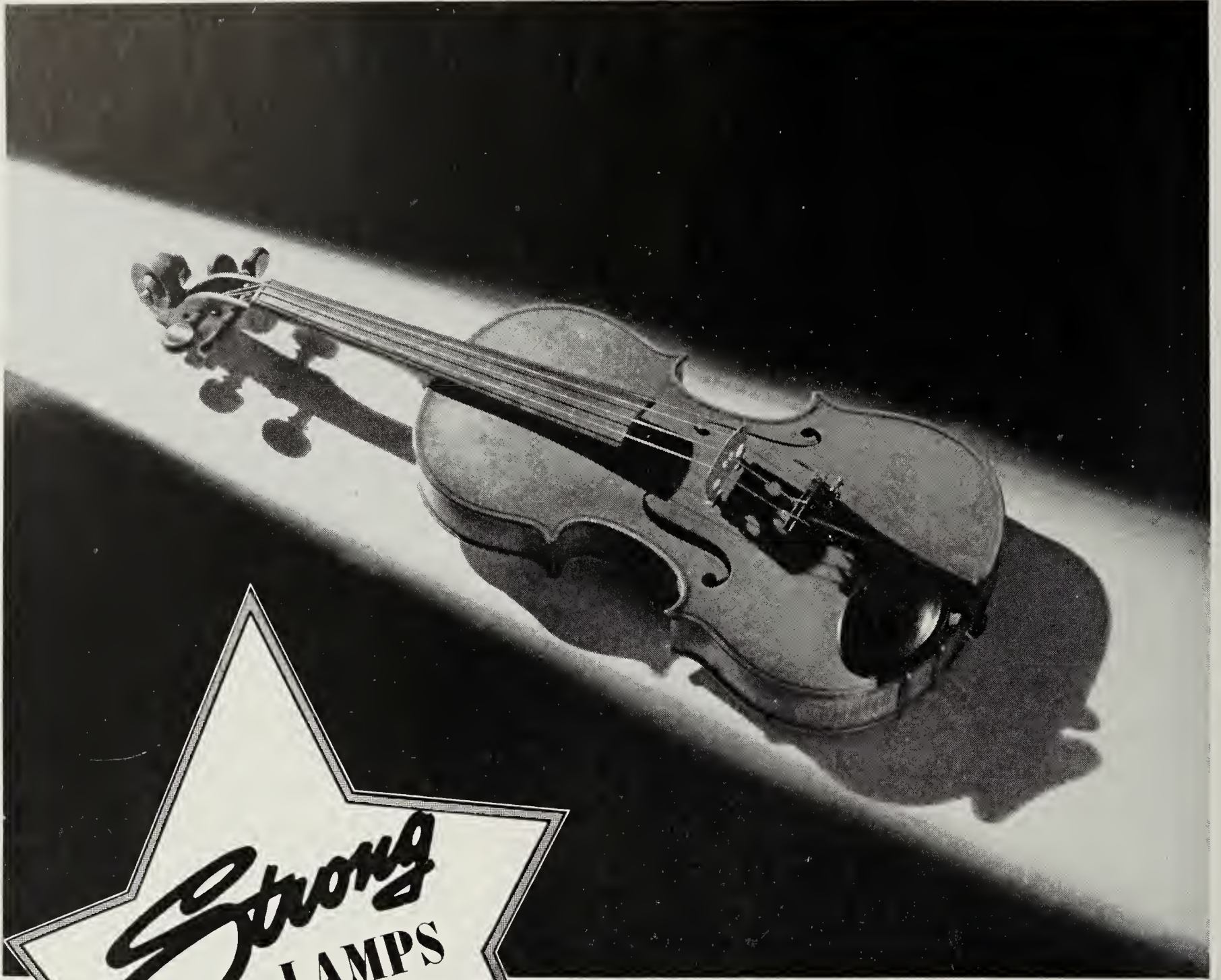
Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

Although strictly modern in design, the Imperial, Caracas, Venezuela, carries in its bearing just a hint of the old Spanish influence in the spacious balconies stretching across the front of the building and in the simple but effective handling of the interior decorations. The theatre is completely air-conditioned.

IN THIS ISSUE:

- | | |
|----------------------------|---------|
| THE ROXY TURNS TO ICE..... | Page 5 |
| NEW PRODUCTS..... | Page 8 |
| SCREEN TOWER HOME..... | Page 11 |



See a Strong dealer or send for free literature.

Photo by Underwood & Underwood

and there's a good reason

As the only lamps produced complete within one factory, Strong lamps can be engineered to obtain the highest efficiencies ever attained. That's why more dealers sell, and more theatres buy Strong-made lamps than any other make.

As the world's largest manufacturer of projection arc lamps, Strong has a line that includes lamps and companion rectifiers especially designed for finest results under every condition.

Accept no substitute or imitation.

THE STRONG ELECTRIC CORPORATION

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Please send free literature on Strong lamps.

My screen is _____ feet wide.

NAME _____

THEATRE _____

STREET _____

CITY & STATE _____

NAME OF SUPPLIER _____

LAYING IT

On The Line

A Long Way To Go

Any list of the outstanding accomplishments in the entertainment world of the past year, would of necessity have to mention the growth and development of large screen theatre television, and its installation in over 100 situations throughout the country.

Glowing and optimistic words have been spoken and written about the future of this new innovation, and this space has been used often to voice its enthusiasm. However, it would do well for all to pause a bit and take stock of the situation.

There can be no arguing with the fact that large screen television has taken long strides in a short period of time. But a fast start does, by no means, guarantee victory. It is a natural, but often dangerous, human failing to believe in something so strongly that you soon reach the point where you take it for granted that everyone else holds the same opinion. There is danger of this very thing happening in the industry today.

An indication that the average movie-goer is not as sold on theatre television as are some in the industry, was found in the results of a recent survey taken by a West Coast college, which has been conducting a continuing study of television.

The three communities involved were Los Angeles, San Francisco, and Salt Lake City. One of the questions asked was, "Would you pay one dollar at a movie theatre to see any of the following telecasts?" For a major sports event 73.3 per cent of those who replied answered NO. For a top variety show 63.9 per cent said NO. For a major football game 74.8 per cent said NO. In no case did more than 30.3 per cent give an affirmative reply.

The answers to another question offers further proof that there is still much to do before theatre TV reaches its full potential. When asked, "Would you pay one dollar per program to see a first quality movie on your home TV if not otherwise available." some 60.6 per cent replied YES. For a major sports event 55.6 per cent answered that they would pay to see it at home.

In evaluating the results of this poll it would do well to remember that the cities involved are on the West Coast where it would seem plausible to assume that motion pictures have their strongest influence.

This is certainly not an attack on theatre television. Our purpose here is to merely emphasize the point that if large screen TV is to succeed it must be handled carefully, and properly sold to the public through the medium of strong attractions, fair treatment, and showmanship.

Large screen television for motion picture theatres has come a long way in a short period of time, but it still has A LONG WAY TO GO.

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The only rectifiers especially designed, manufactured and tested in one plant together with and for use with motion picture projection arc lamps. This is highly important, as efficient operation of each type and rating of arc necessitates a rectifier specifically engineered to its particular requirements.

There is a dependable Strong Rectifier for every type projection lamp:

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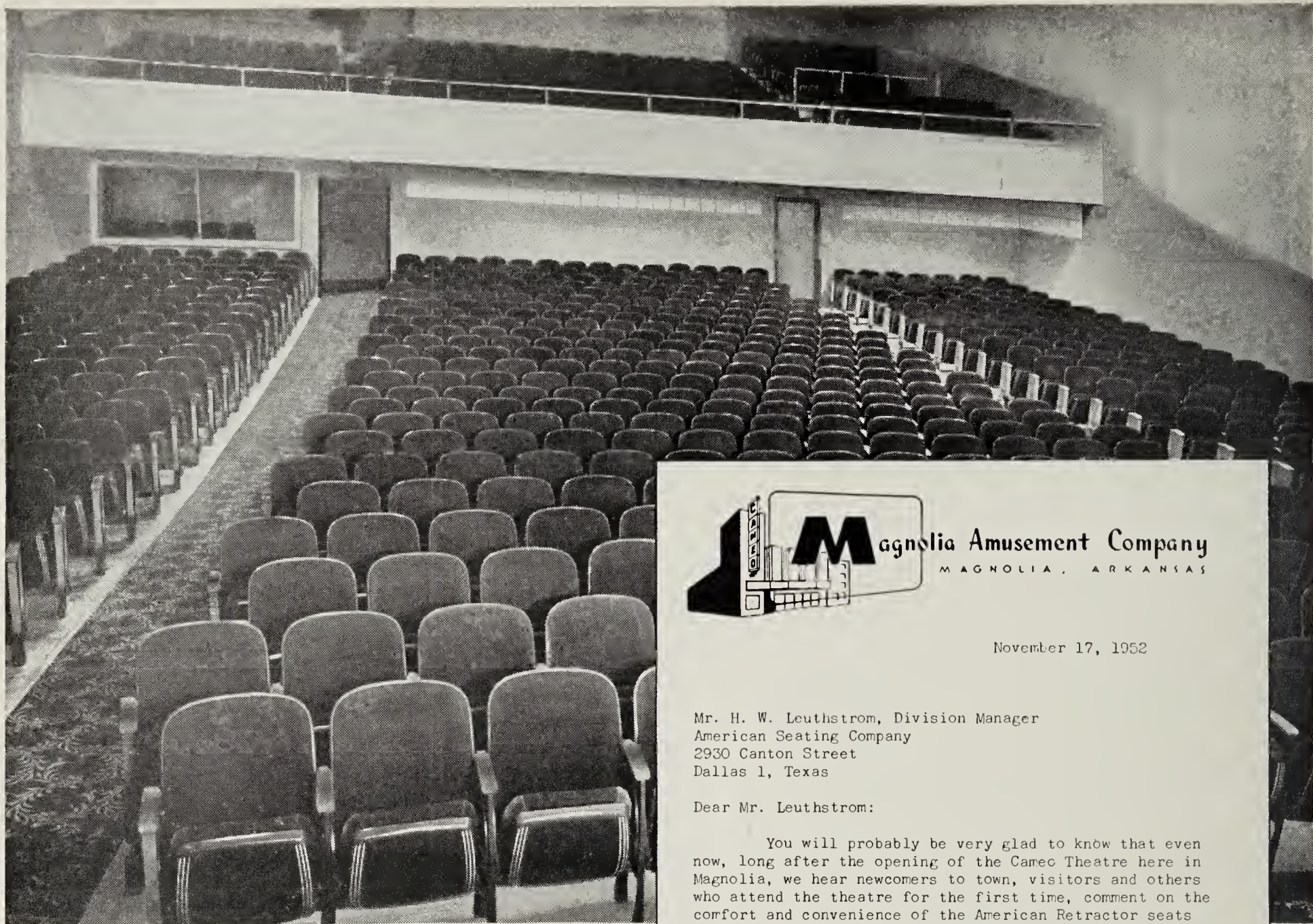
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LENSES OF SUPERLATIVE
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COMPANY, INC.
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*Cameo Theatre, Magnolia, Arkansas
Architects: Ginocchio & Cromwell,
Little Rock, Arkansas*

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"one of the outstanding features of the house"

Wherever American Bodiform Chairs are used—whether Retractor-type or regular, and whether in new theatres or for reseating—their comfort, beauty, and convenience make them an outstanding feature of the house. They are the finest theatre chairs in the world.

FOR RESEATING, experienced operators seeking increased box-office receipts choose American Bodiform Chairs, unexcelled for comfort, beauty, convenience, and durability. The hundreds of Bodiform installations, after many years of hard use, are giving excellent service.

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WORLD'S LEADER IN PUBLIC SEATING

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Manufacturers of Theatre, School, Church, Auditorium, Transportation, Stadium Seating, and Folding Chairs

ALSO DISTRIBUTED BY NATIONAL THEATRE SUPPLY



Magnolia Amusement Company
MAGNOLIA, ARKANSAS

November 17, 1952

Mr. H. W. Leuthstrom, Division Manager
American Seating Company
2930 Canton Street
Dallas 1, Texas

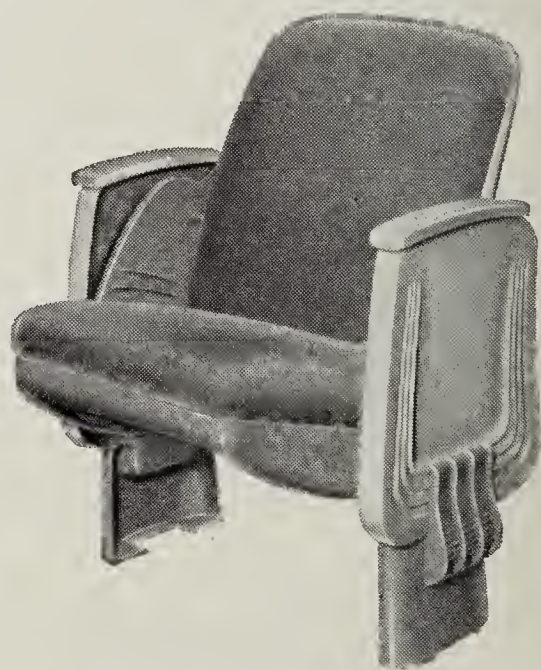
Dear Mr. Leuthstrom:

You will probably be very glad to know that even now, long after the opening of the Cameo Theatre here in Magnolia, we hear newcomers to town, visitors and others who attend the theatre for the first time, comment on the comfort and convenience of the American Retractor seats installed there. The seating arrangement—seats, spacing, etc.—remains one of the outstanding features of the house.

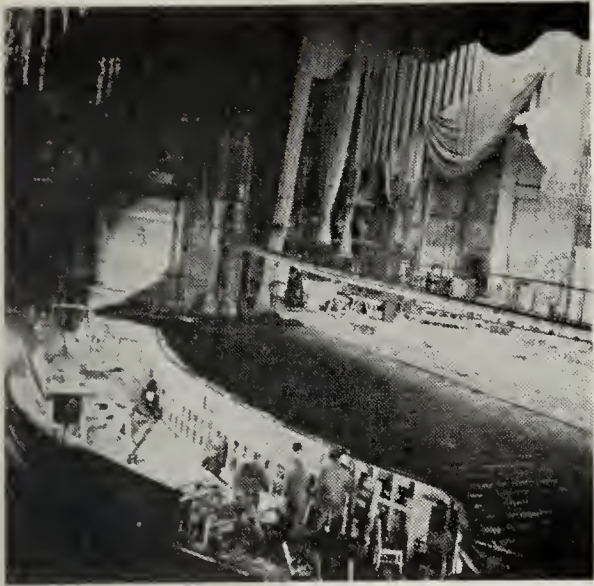
Furthermore, they are holding up well and still look very nice. The red mohair covering material still retains the rich, full color it had when the seats were installed.

Sincerely,

W. P. Florence, Jr.
W. P. Florence, Jr.



American Bodiform Retractor No. 20-001. The Cameo Theatre uses 629 of these, plus 224 American Bodiform regular Chairs No. 16-001

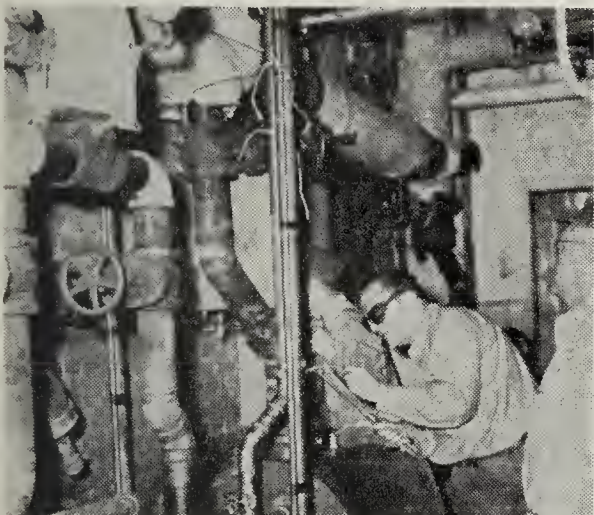


RIGHT: A specially constructed sign informed the public that the theatre was getting ready to convert to an ice policy. ABOVE: The huge stage is torn up by workmen to make way for the most complete ice stage ever constructed.

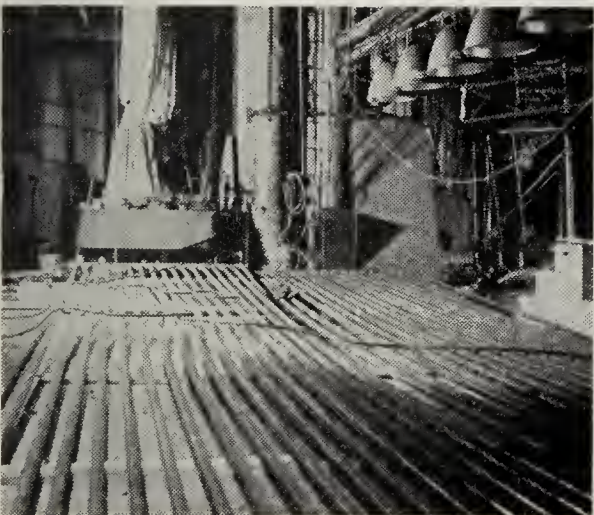


The Roxy Turns To Ice

Famous Theatre Installs The World's Largest and Most Complete Ice Stage



ABOVE: The work of installing the equipment required to produce 3600 feet of iced surface goes along smoothly. BELOW: View of part of the 8000 feet of ultra-violet and neon tubing that supplies special under the ice effects.



RECOGNIZING THE CURRENT popularity of ice shows, the world famed Roxy, New York, recently closed its doors for the first time in 25 years in order to convert to an exclusive ice stage show policy.

Costing an estimated \$200,000, the new ice surface extends from the back wall to the orchestra pit, a distance of 60 feet. The previous ice stage, in back of the

ice surface, in addition to 3000 feet of ultra-violet tubing to heighten fluorescent costumes and props for special effects. The neon under-ice lighting can be flashed on in various color patterns, for unusual effects.

A series of elevations or platforms with lighted ice areas, provides further flexibility for extra ballet-on-ice productions. About 110 kilowatts of stage and over head lighting has been installed as another move to create the most versatile ice surface possible.

In addition to the complete overhaul of the huge Roxy stage, the orchestra pit was also enlarged, and a special Apex marquee sign, constructed by Artkraft-Strauss, was installed to help ballyhoo the ice productions.

Under the new policy the Roxy now carries a permanent chorus line of 32 known as the "Roxy Blades and Belles," with an augmented choral group.

With no advance in prices this new innovation set attendance gross records.

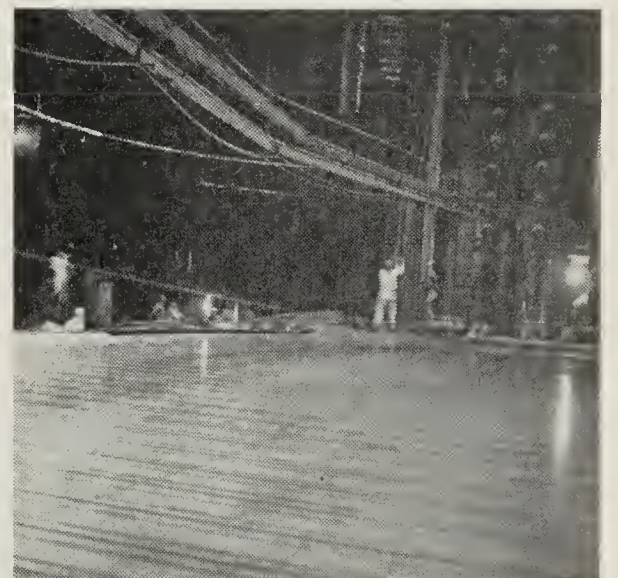
PHYSICAL THEATRE

Vol. 8, No. 2

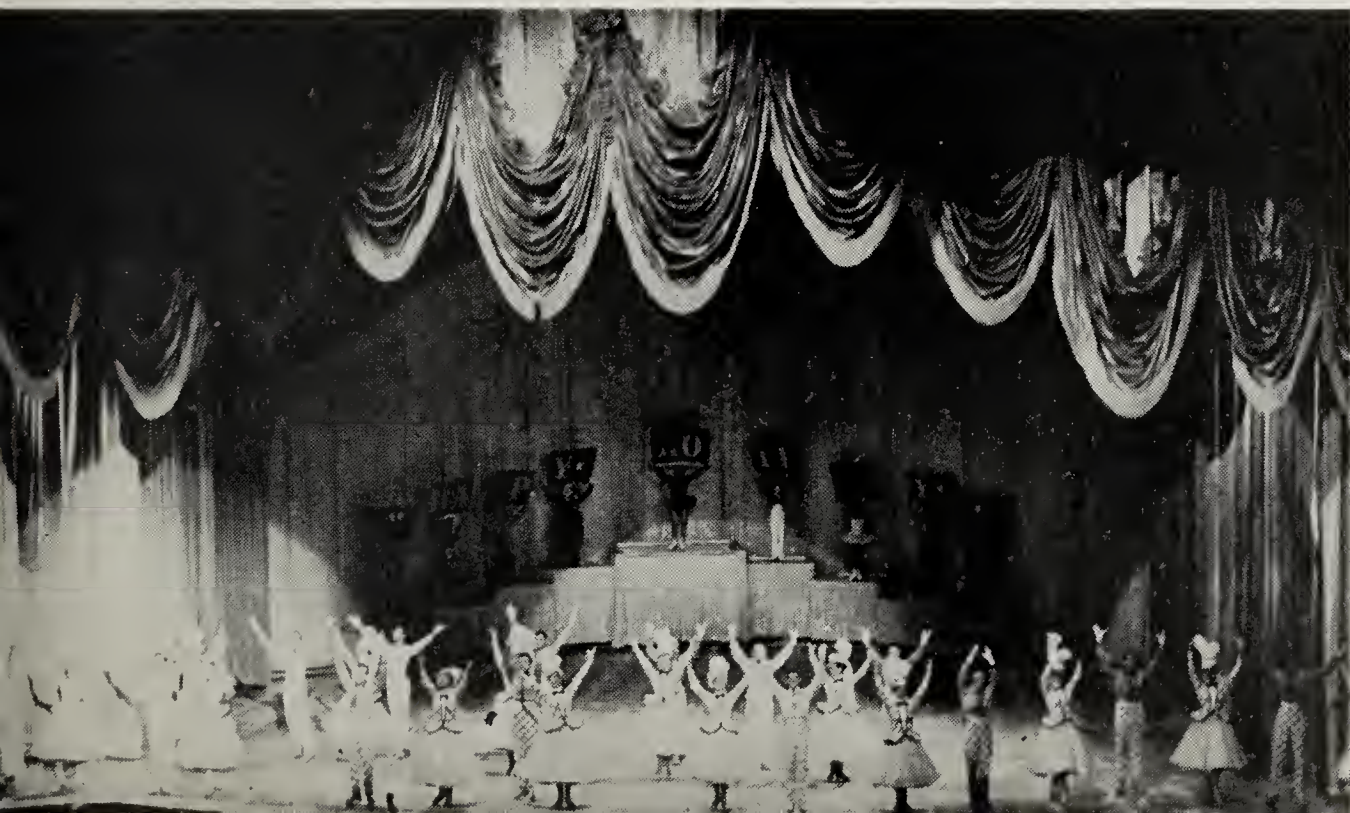
February 4, 1953

picture drop, measured 30 feet. With an overall measurement of 3600 feet, the ice covers an area 60 feet wide, with the addition of two front curved side sections, reaching a total width across the stage of 80 feet. This is said to be the world's largest theatre ice stage.

Approximately 5000 feet of neon tubing in four colors has been installed under the



ABOVE: Final tests and last minute details are taken care of prior to the initial public performance on the slick surface of the 80-foot stage. LEFT: The permanent group of 32 skating artists fill the brilliantly lighted ice area.



Platt Named As RCA Theatre Sales Mgr.

CAMDEN, N. J.—The appointment of A. John Platt as manager of theatre equipment sales in the Engineering Products department of RCA Victor was recently announced by A. R. Hopkins, general sales manager for the department. Platt succeeds M. F. (Marty) Bennett, who has been advanced to RCA Victor's regional management staff.

Platt's entire business career has been devoted to theatre service and theatre sales activities. Joining RCA in 1941, following schooling in the Pittsburgh public schools and the University of Pittsburgh, he was assigned to theatre service by the RCA Service Company. He functioned in this capacity until 1948, except for service in the U. S. Navy during World War II. In 1948 he joined Midwest Theatre Supply, Cincinnati. In 1949 Platt rejoined RCA as a theatre field sales representative.

He is a member of the Variety Club and the Society of Motion Picture and Television Engineers.

Isaac New Cinerama Executive

Lester B. Isaac recently was named assistant general manager of Theatre Operations in Charge of Technical Services for Cinerama Production Corporation, working with general manager Joseph Kaufman on plans to extend the new medium to at least 25 key cities during the coming year.

Isaac has been Director of Visual and Sound Projection for Loew's, Inc., which he joined in 1926. During World War II, he was consultant to the Office of Strategic Services. For many years, he was an official of Local 224, I. A. T. S. E. and played a prominent part in the development of sound and projection equipment. He is a member of the Society of Motion Picture and Television Engineers.

Floor Care Handbook Available

Minneapolis-Multi-Clean Products, Inc., is presently issuing a 44-page illustrated handbook entitled, "Your Floors and How To Maintain Them." It presents a comprehensive description of various types of floors and gives procedures to be used in cleaning and maintaining asphalt tile, concrete, terazzo, rubber tile, wood flooring and linoleum. This new booklet also tells how to shampoo rugs, carpets, and upholstered chairs.

Hail New Westinghouse Home Movie Projection Lamp

NEW YORK—A new motion picture projection lamp for home movies, hailed by optical engineers as the biggest screen-lighting development in 20 years, was recently introduced by the Westinghouse Lamp division.

Key to the new lamp is a smaller, more compact filament which puts more light on the screen than any other projection lamp of equal wattage, according to lighting experts.

The new projection bulb is the culmination of years of continuous research and engineering by Westinghouse, with the assistance of Bell & Howell Company motion picture and optical engineers, who tested experimental lamps and contributed ideas used in the new development.



An interesting use of changeable copy display boards has been adopted by Video Theatres, Oklahoma City, for their drive-in theatres. These free standing illuminated panels will be installed at road intersections a considerable distance from the drive-ins themselves. Wagner equipment used.

Golden Heads New NPA Division

WASHINGTON, D. C.—Nathan D. Golden was recently named as head of the newly formed Motion Picture, Scientific and Photographic Products division of the National Production Authority, Department of Commerce.

This move represents a consolidation of two industry divisions. Charles W. Potter, assistant NPA Administrator, said the merger was dictated by considerations of sound management in the face of recent budget and personnel reductions.

"Relaxation of controls combined with a growing familiarity of industry with NPA regulations has substantially reduced the workload of the two divisions," Potter said. "The merger is particularly appropriate because of a strong relationship between products administered by the two divisions in such areas as lenses and other optical equipment."

Before taking over the new division, Golden directed NPA's Motion Picture and Photographic Products division since its establishment in Jan. 1951.

National D-I Convention Will Present New Ideas

MILWAUKEE—All signs seem to indicate that the National Drive-In Convention, to be held at the Hotel Schroeder Mar. 24-26, will be one of the most successful ever held, according to publicity chairman Bob Peck.

Peck stated that among the subjects to be covered at the convention will be how to promote better relations, and ways and means for increasing boxoffice receipts.

"Not since the birth of the drive-in theatre," said Peck, "has so much spirit and enthusiasm been displayed, nor have so many ideas come forth for the benefit of the drive-in operator." He said that some of the "most unusual and unique promotional stunts, completely new to the drive-in field," will be introduced to aid in bringing in outside revenue.

The convention is open to all outdoor theatre operators whether affiliated with Allied, or not. It is said that it will be of special interest and benefit to those contemplating building, inasmuch as they will be given suggestions and ideas on what to buy, what to build, and other vital information.

This and That Around the Trade

... Emanuel (Manie) Sacks was elected as vice-president and general manager of the RCA Victor Record department, it was announced by Frank M. Folsom, president of the Radio Corporation of America. In addition to his new responsibilities, Sacks will continue to function as staff vice-president of RCA. As head of the Record department he succeeds Paul A. Barkmeir, who has been named as vice-president and director of regional offices of the RCA Victor division ...

... Multi-Clean Products, Inc., recently announced their purchase of the Floor Sanding Machine division of the Lincoln-Schlueter Floor Machinery Company, Chicago. Manufacturing operations are being transferred to the Multi-Clean factory in Saint Paul, Minn. ...

... Election of Blair Foulds as a vice-president of General Precision Laboratory, Inc., Pleasantville, New York, was announced by Herman G. Place, president of the company. GPL is a wholly-owned subsidiary of General Precision Equipment Corporation ...

... The Kollmorgen Optical Corporation recently moved its plant from Brooklyn, N. Y., to Northampton, Mass. The sales offices are now located at 30 Church Street, New York ...

... In a recent listing of the 10 outstanding achievements in radio-electronics and television during 1952 by Dr. C. B. Jolliffe, vice-president and technical director of the Radio Corporation of America, the "emergence of theatre television into a new industry and service, providing large-screen viewing in nearly 100 locations from coast-to-coast," was named as one of the important developments of last year ...

... William Balderston, president of the Philco Corporation, recently announced that Philco will build a new plant for the manufacture of refrigerators and home freezers at Connersville, Ind., at an estimated cost of \$4,000,000. It is expected that the new plant will be in operation before the end of 1953 ...

... The Plastics Department of Rohm & Haas Company, Philadelphia, is issuing a new 24-page booklet entitled "Plexiglas—The Outdoor Plastic—For Signs," featuring many natural color illustrations demonstrating the many different uses of signs made of the weather-resistant acrylic plastic Plexiglas ...

... The Adler Silhouette Letter Company, Chicago, recently announced the opening of a new plant in Los Angeles, and which was scheduled to be in operation the early part of this year ...

... A new tapered slotting, that causes the letter to "lock" on the bar, has been developed by Wagner Sign Service, Inc., Chicago, for application to their line of colored plastic letters. This improvement, on which patents are pending, makes the Wagner letter the only changeable letters that are positively not disturbed by even high winds, it is claimed.

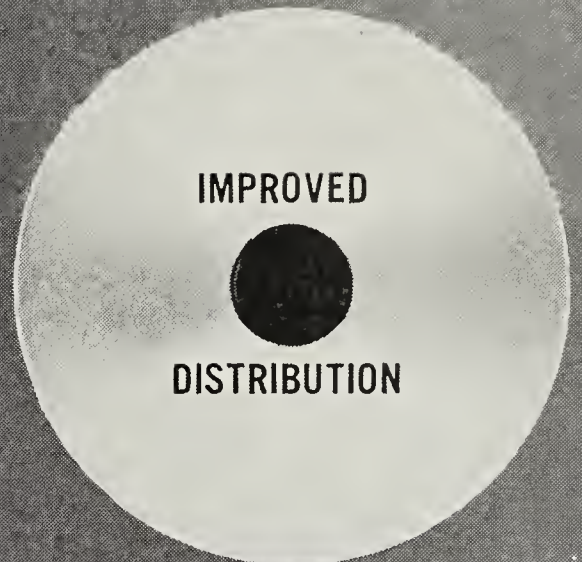
They do it with Mirrors...
and **NEW NATIONAL** 9 mm **"SUPREX"** CARBONS!



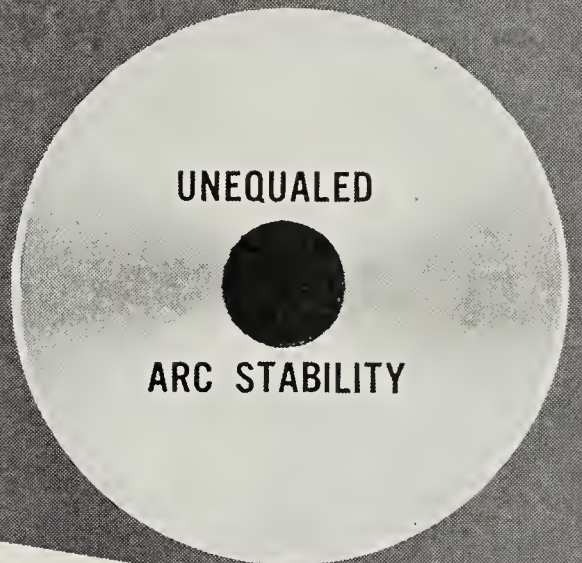
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Throughout the country, there's no trick to the greatly improved screen light in theatres using "Suprex" carbons. It's simply that they have switched to NATIONAL CARBON'S NEW 9 mm "SUPREX" positive carbon... either as a replacement for previous 9 mm carbons or as a conversion trim from former 8 mm carbons in the same lamp.

Yes, projectionists know what they want and they're quick to see that the new 9 mm "Suprex" carbon has it. For example, look at these recent comments following comparative tests in theatres of every size, both indoor and drive-in:

HAVE YOU TRIED THEM?
if not, ask your dealer for the new 9 mm "Suprex" carbon.

★ **"MORE LIGHT...BETTER PICTURE..."**

★ **"NOTICEABLY MORE STABLE, BETTER COLOR..."**

★ **"EXCELLENT RESULTS..."**

★ **"CONVERTING FROM 8-7 TRIM IN SIX HOUSES...VERY PLEASED..."**

★ **"BETTER SIDE-TO-CENTER DISTRIBUTION...OUR NEXT ORDER IN FOR THE NEW 'SUPREX' CARBON..."**

**BUY WISE—
DEMAND TO
SEE
THE DIFFERENCE!**



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NEW PRODUCTS

... that have theatre interest

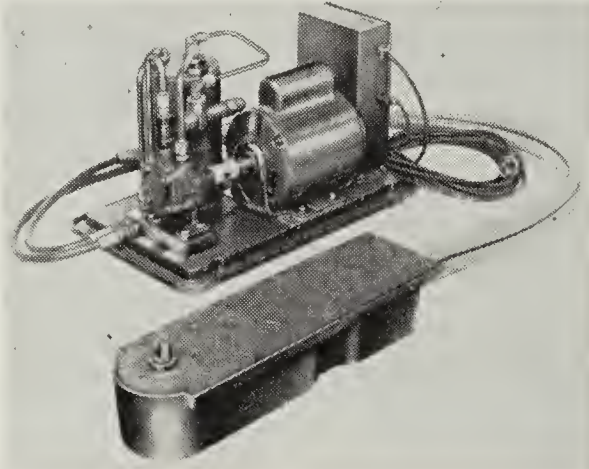


Automatic Door Control

Production of a newly designed electrically operated hydraulic door control was recently announced by the Dor-O-Matic division of Republic Industries, Inc., Chicago.

The automatic "Invisible Dor-Man" is said to open any type of door made of glass, wood or metal, the instant a person steps on the carpet leading through the doorway. This new door control system consists mainly of the door control mechanism which is concealed in the floor, and the hydraulic unit, equipped with a one-half horsepower motor. Because of the compactness and convenient size of the power unit, it is claimed, it can easily be hidden from view at any distance from the door. The electric cord is simply plugged into any standard 110-volt AC circuit.

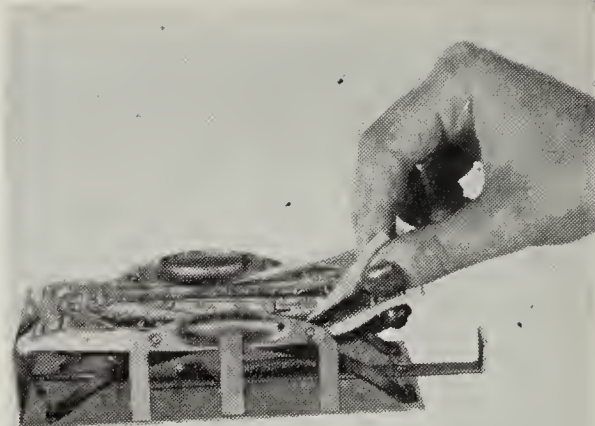
No alterations are required in applying the "Invisible Dor-Man" to any standard stock door. No special devices are placed in the head jamb, and the operating units are completely concealed. In case of power failure, the door will operate manually, without locking or jamming, according to the manufacturer.



This completely automatic door control system made by Republic Industries, Inc., features a emergency manual control that will permit the doors to be hand-operated in a power failure.

Cashier Device

Designed to make the cashier's work easier, faster and more accurate, Cashand is a new metal device for handling paper money, and is manufactured by the Cashand Company, Chicago. Said to fit the bill compartments of all cash registers, cashier drawers and cash boxes now in use, the device is easily installed in a few seconds, and features a spring construc-



This new device, made by the Cashand Company, is designed to aid cashiers in the handling of paper currency so that the possibility of giving the wrong change is kept to a minimum.

tion which keeps the bills aligned and evenly stacked. An automatic, self-adjusting riser plate keeps one bill or a capacity load level with the top of the compartment for instant withdrawal. Special rubber flare buttons at the front fan out the edges of the bills and keep them separated to eliminate any possibility of picking up more than one bill at a time. The flare feature prevents new bills from sticking together, it is claimed, and makes them as easy to handle as used currency. One bill or a stack can be inserted in the device instantly by a slight downward pressure of the fingertips.

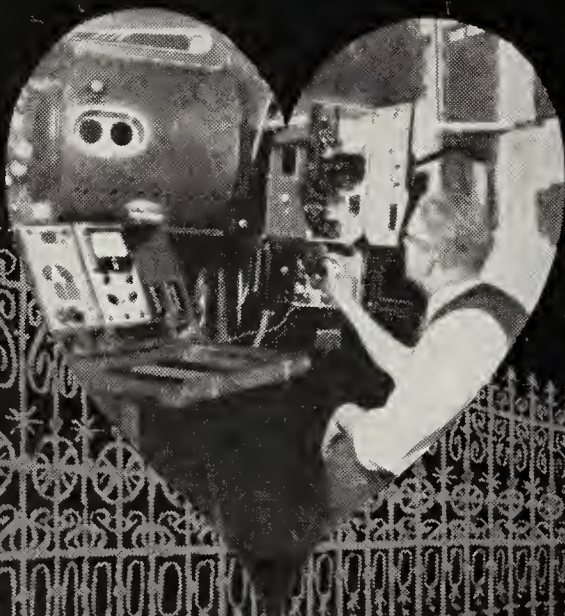
Prevent Septic Tank Clogging

The availability of a new discovery that liquefies waste material in septic tanks by continuously reproducing itself, was recently announced by the Fermex Company, Newark.

Marketed under the trade name of Fermex, the product consists of a newly discovered active ingredient that has been combined with a special fermentation process to continuously reduce organic waste material to a liquid. It is claimed by the manufacturer that Fermex will provide trouble-free septic tank operation, in a single, safe application per year, preventing clogging and eliminating the need for pumping out the tank. Fermex is said not to affect metal pipes, porcelain, or

(Continued on page PT-10)

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ISSUE OF FEBRUARY 4

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ADDRESS.....
CITY, STATE.....

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She wants
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ELBOW ROOM



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TC 701 ENCORE Chair provides "club
chair" comfort in a theatre seat.

More leg room, more room for arms and shoulders

... these are keynotes of today's successful theatre planning. In

Heywood-Wakefield's ENCORE, you find the necessary width and
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comfort. In construction, you have permanently fastened coil springs
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Full length back panel eliminates pinching hazards. No protruding parts to snag clothes.

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For maximum service, more even usage, seat cushions are easily removable for relocating without the use of tools.

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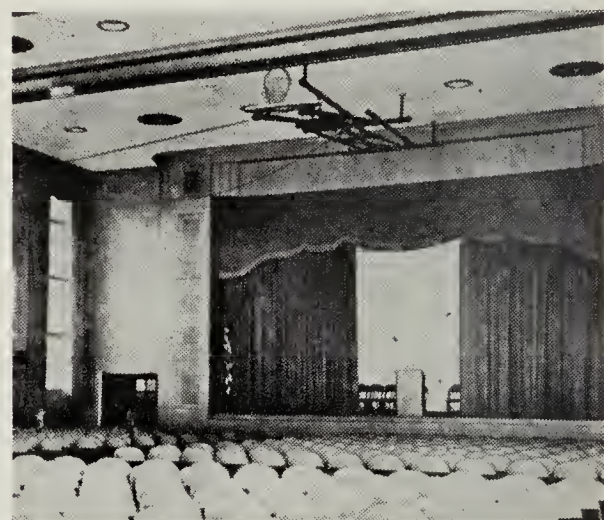
Name.....
Theatre.....
Street.....
City and State.....

(Continued from page PT-8)
cement block, and it is used simply by pouring a one-quart solution down the toilet bowl and flushing.

Fiberglas Stage Curtains

Duracote Corporation, Ravenna, O., is the manufacturer of a new line of fabrics made of Fiberglas reinforcing cloth, and known as Dura-Decor. This permanently fire-resistant material is coated by a special process with a synthetic plastic resin that is long-lasting and will not crack, peel, or harden, it is said.

The manufacturer claims that Dura-Decor fabrics are ideal for audio-visual curtains. Nap-free surface resists catching dust and lint and will not absorb dirt. Dusting is all that is normally required to clean the fabric. All Dura-Decor colors are suitably opaque for proper darkening without a lining cloth. With no nap to wear off and become shabby-looking, and with no exposed threads to snag, this new fabric is said to be tough and long lasting. It is available in two weights and nine colors.



A view of stage curtains that are made out of Dura-Decor fabrics, which use fiberglas as a base, making them permanently fire-resistant according to the Duracote Corporation claim.

All-Aluminum Ladder

A new line of aluminum ladders, called Oro-Lite, was recently announced by the Oro Manufacturing Company, Chicago. The new extension ladder is made of aluminum throughout with rungs one inch in diameter, and ribbed for safety and added strength. Joints are of special design and have no bolts, rivets or welds. The ladder also has two sets of slide guides for added strength and rigidity. Bottom brackets are heavy duty extrusions, and safety shoes may be had at extra cost.

These ladders, according to the manufacturer, have dependable, quick-acting locks that hold the extensions securely.

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DRIVE-IN THEATRES

There's no place quite like home for the family of Howard T. Chapman, owner and operator of the Cherry Hill Drive-In, Cowpens, S. C. For home, in this case, is a deceptively roomy lean-to structure in the screen tower of their theatre, and few rural families can top it for comfortable living.

The two-story dwelling has a living room, bedroom, kitchen, and bathroom on the first floor, and maid's quarters, another bedroom, another bath and large storeroom upstairs. There is enough space in the entire structure to provide 12 rooms.

The idea of building the house in the screen tower was conceived at the same time that construction on the drive-in was begun, and the building of both was directed by Chapman, without the aid of formal plans, and with mostly unskilled labor.

Construction of the house is along simple lines. Ten large creosoted poles form the main support of the structure, with five of these, 65-foot base poles spaced 12½ feet apart, holding the framework for the face of the screen, and five



Rear view of the Cherry Hill Drive-In, Cowpens, S. C., reveals the exterior of the screen tower which serves as the living quarters for the family of exhibitor Howard T. Chapman, who built and designed the drive-in. The interior is tastefully decorated for comfortable living, with modern conveniences.



A view of the modern, fully equipped Chapman kitchen reveals that a screen tower home can mean pleasant up-to-date and gracious living.

"pusher" poles placed in a leaning position 24 feet directly behind the base poles. Viewed in profile, the structure is a right triangle, with the base formed by the ground line, the side formed by the screen edge, and the hypotenuse represented by the sharply sloping roof of the house. The "pusher" poles were securely fastened to the base poles 11½ feet from the top of the latter. Large bridge spikes were driven around the bottoms of all ten poles to grip them firmly in steel-reinforced concrete of the front porch.

Supporting the roof of the front porch are five concrete block columns, built four feet behind each "pusher" pole, and reinforced with storm drain pipe on the inside. Two other columns like these were constructed, one on the entrance side of the theatre, and one at the exit, as starting points for the aluminum fence that surrounds the drive-in.

The house is of frame construction with white asbestos shingles. A ladder has been installed up the center of the aluminum roof for use when the screen is painted.

Screen Tower Home

A South Carolina Exhibitor Builds and Designs Modern D-I Dwelling

A six-inch asbestos tube was run from the house chimney at the porch line to the top of the screen tower to eliminate back drafts. Ventilators for the dwelling areas have been set in the side of the building.

From the front porch, measuring 10 feet, three inches by 51 feet, eight inches, the front door opens into a large living room that has been tastefully furnished with antiques and decorated in a pastel shade of dusty rose. The Chapmans plan to put an arch through the living room into the space where the piano now stands, to lead into a combination den and bedroom to be built under a large stage which will be erected for the presentation of "live" shows. Also contained in this area under the stage will be a back porch and an adjoining garage.

The 24½ x 18½-foot bedroom area accommodates the entire family, and has a number of closets. The walls are done in

light blue, and the floor is covered with gray-black asphalt tile. Adjoining is a tile bathroom. An intercommunication system connects the bedroom to the box-office, and is left on all night to warn of intruders.

The 17 x 13-foot kitchen is done in pale yellow with white enamel woodwork and white plastic tile which runs around the room under large double windows to the back door. The asphalt tile floor is cream with traces of red.

A door in the kitchen opens on a flight of stairs which lead up to the second floor. Here are found two finished rooms, one of which is occupied by the maid. The maid's room, measuring 13 x 14 feet, is done in pale green. One of the unfinished rooms is used for storage and drying laundry in bad weather.

The drive-in home is heated by an air circulating oil burner installed in the bedroom. Since the dwelling is insulated with rock wool; it is quite easy to heat in the cooler months, and is comfortably cool in summer.

The entire Chapman family firmly maintain that they wouldn't trade places with anyone they know, for they sincerely believe that nowhere else could they find such a full measure of happiness as that which they enjoy.



This room in the Chapman home is furnished in excellent taste and compares favorably with the home of any other rural dwelling family.

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NEWS OF THE

Territory

BRANCHES

Atlanta

In booking were: Frank Merritt and Harry Curl, Acme Theatres, Birmingham, Ala.; Mack Jackson, Strand and Jackson, Alexander City, Ala.; Rube Joiner, Joiner Booking Service; Floyd Tate, Tate, Boaz, Ala.; Sidney Laird, Al Dun Amusement Company, West Point, Ga.; the Maddox boys, Georgia; John Carter, Brookhaven, Ga., and Nat Hancock, Jefferson, Jefferson, Ga.

The Strand, Cullman, Ala., closed. . . . Piedmont, Ala. repealed its ordinance against Sunday movies. . . . J. D. Brown will have his new 300-car drive-in at Valdosta, Ga., open around March 1. Dixie Theatre Supply, Albany, Ga., supplied all equipment.

Hubert Lyons, former manager, RKO, has been appointed division manager, IFE, with offices at 115 Walton Street. . . . Harry Dennis is building a new 600-car drive-in, The Bon-Air. . . . J. E. Jackson is the new owner, Garden Drive-In, St. Petersburg, Fla., formerly owned by James C. Mensen.

A number of improvements have been made at the Largo, Largo, Fla., George Parsells is manager. . . . Sal Aragoma, Jacksonville, N. C., has started work on his new 650-drive-in at Fort Lauderdale, Fla., The Starlight. Aragoma owns theatres in North Carolina.

Carlton Bowden, Lakeland, Fla., has been appointed manager, Ritz, Bartow, Fla., Florida State Theatres. He replaces P. G. Bailey, who goes to Fort Myers, Fla. . . . Al Saunders installed new Century equipment in his drive-in at Bonifay, Fla.

Charlotte

Funeral services were held in Atlanta for Mrs. J. E. Everett, mother of H. H. Everett, Stewart and Everett Theatres, Inc. Deepest sympathy goes to the family. . . . Dr. H. C. Carr is the new owner, Wave, Carolina Beach, N. C., formerly operated by Stewart and Everett Theatres, Inc. Theatre Booking Service will handle the buying and booking. . . . Mrs. Bleeka Thompson has taken over operation of the State, Mooresville, N. C., formerly owned and operated by Dale Groom. . . . A number of theatres closed in North and South Carolina due to the flu epidemic. . . . Mrs. Fibber McGee, wife of Fibber McGee, Winston Salem Drive-In, Winston-Salem, N. C., died suddenly. Deepest sympathy goes to the family. . . . Johnny Kime announced that his new 600-car Marine Drive-In, Havelock, N. C., will open soon. He also owns the Marine Drive-In, Jacksonville, and Ocean Park Drive-In, Morehead City, N. C. . . . The Green, Branchville, S. C., closed. . . . Irvin Beck, Ding Hao Drive-In, Have-

lock, N. C., ran into a deer. It wrecked his car to the tune of \$500. However, he now has the deer in a deep freeze. . . . Doug Basie, booker, 20th-Fox, joined the armed forces. . . . Belton Hogan, booker, RKO, is in a government hospital, at Columbia, S. C. . . . Cy Dillon, Republic branch manager, attended a sales meeting in Miami, Fla. . . . Joe Andson, formerly of the Ritz, Tabor City, N. C., was a visitor, as was Levi Overton, Levon, Enfield, N. C. . . . O. F. Autry has taken over the Gilmont, Mount Gilead, N. C., formerly owned and operated by John Saintsing, Norlina, Norlina, N. C. . . . Ralph Simpson announced that the Carolina, Gastonia, N. C., would reopen after being closed since May 31. . . . Kit Bowden, Palace and Ritz, New Bern, N. C., was confined in a local hotel for four days with the flu. . . . Harold Robinson, husband of Vera Robinson, cashier, Republic, was in the hospital. . . . Mr. and Mrs. Jimmy Greenleaf returned after vacationing in Florida. He is the U-I branch manager.

Carolina Booking Service has taken over buying and booking for the North Wilkesboro Drive-In, North Wilkesboro, N. C., formerly handled by Queen City Booking Service.

"See Your Congressman Today"

Memphis

Lindley W. McClintock, for 10 years Paramount manager, died at his home following a heart attack. At the time of his death he was manager, Bel-Air Motel, having retired from Paramount in 1951. Born at Sacramento, Cal., McClintock had been with Paramount in San Antonio, Tex., and Dallas, where he was branch manager before coming to Memphis in 1941.

20TH-FOX—Miss Loraine Burris received a promotion from booker's stenographer to student booker. . . . Visitors included Mrs. J. C. Noble, Leland, Miss.; H. R. McFerrin, Sattilo, Miss.; Gene Higginbotham, Leachville, Ark.; W. R. Ringo, Lake City, Ark.; Glen Brown, Reyno, Ark.; Orris Collins, Paragould, Ark.; C. J. Collier, Shaw, Miss.; Mrs. E. C. Gullett, Benoit, Miss.; Walter Kirkham, Commonwealth Amusement Company, Kansas City; K. K. King, Searcy, Ark.; Lawrence Landers, Batesville, Ark.; Don Landers, Harrisburg, Ark., and Roy Cochran, North Little Rock.

U-I—J. V. Frew, district manager, Atlanta, was visiting. . . . Exhibitors in included Tom Ford, Rector, Ark.; Moses Sliman, Luxora, Ark., and Oney Ellis, Mason, Tenn.

COLUMBIA—Jimmy Pope, salesman, had the flu. . . . Nicholas Brieger, home office, was in.

Buford Partlow is the new owner, Gem, Sattilo, Miss. He bought it from H. R. McFerrin, who owns other theatres in Mississippi.

New Orleans

Mrs. Nolla D. Tisdale Hodges, mother of William A. Hodges, owner, Hodges

Theatre Supply, died in her 80th year.

Ernest V. Richards, Jr., was voted an honorary membership in the Young Men's Business Club at the recent luncheon meeting at the Roosevelt. Guest speaker was Pat O'Brien who urged the members of the club to be on guard against religious intolerance.

Don Kay returned to Dallas in the interest of "Hitler's Children." While here, he assigned Herb Paul, formerly with Dixie, as representative for "Bring On The Girls."

Baton Rouge, La., callers were Robert Long, Rebel Drive-In, and Rev. C. T. Withers, East End. . . . Max Connnett, Newton, Miss., spent the greatest part of the week at his buying-booking headquarters.

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MOTIOGRAPH trad

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150 Walton Street, N.W., Atlanta 3, Ga.
229 South Church Street, Charlotte 2, N. C.

City and suburban exhibitors seen about were: Rene Brunet, Imperial; S. E. Mortimore and Lyle Shiell, Skyvue; D. J. Olistier, Abalon; Frank Ruffino, Gaiety, and Paul Brunet, Dixie. . . . Bob Conrad, Bruce, Jennings, La., visited buyer-booker Russell Callen, Associated.

R. A. "Al" Guidry and his pops, Milton, checked bookings at Gentilich. The former handles the buying and bookings for the Gem, Abbeville, La.; Bijou, Erath, La., and Bijou, Delcambre, La., besides holding the reins of the Nona, Lafayette, La.

Paul Ketchum formerly field representative with U-I, is now UA's sales manager in the Dallas branch.

Lost: A ruminating horned quadruped with long hair, in plain every day language, a goat. Anyone encountering this bewildered quadruped dashing through Louisiana should call Doyle Maynard, Don, Natchitoches, La. "The bearded ruminant took his leave on Christmas Day in a capricious departure," related Maynard, after the latter placed his little daughter's pony, a gift from Santa, on the enclosed back yard swards. The Maynards inherited the two goats with the purchase of their present home site. The goat took one bitter look at the new companion, dug his horns in the ground, reared up, took a long dash over the fence and off he went.

Bob Kelly, Dixie Films, Inc., checked in after a business excursion. . . . J. Omer Herbert reopened the Sorrell, Bayou Sorrell, La. . . . Alex Maillho, UA manager, accompanied Claud Bourgeois, newly appointed salesman, on his initial calls in southwest Alabama and western Florida. . . . L. J. "Jack" Downing, Haven, Brookhaven, Miss., said that the missus is back home resting after several months confinement in a Nashville, Tenn., hospital.

William Murphy, Jr., Southeastern Theatre Supply, was a Lake Charles, La., caller. He conferred with Maurice Kleinman, New Moon Drive-In, an Open Air Theatres, Inc., project. The ozoner will be RCA-equipped. On his return home, he visited Joe Pentard, Star, Lafayette, La., all-Negro theatre now in the construction stage. This will also feature RCA equipment.

James Prichard, Monogram Southern division manager, was a caller. . . . Charles Greco assumed operation-ownership of the Harlem, Thibodaux, La., heretofore owned by Joe Wallace. Paul Brunet will manage. He isn't the same Paul Brunet of New Orleans' Dixie, not even kith or kin.

Paramount added another employee on its 25-year service list. Honoring Lillian Flick, inspection department, William Holiday, manager, presented her a certificate of merit, a watch, and a 25-Year Club pin in behalf of the entire personnel.

Mrs. Lillian Lutzer, Dallas, between trains to Bossier City, La., conferred with her buyer-booker, Waddy Jones, in the interests of her Barksdale Drive-In.

E. I. Hawkins, Jackson, Miss., sold the Delhi, Delhi, La. Reports were that the new owners anticipated closing it on Feb. 1. Hawkins still owns the Lathon, Flora, Miss.

Frank Smith, Grand, Grand Isle, La., and the Smith Refrigeration and Sales Service, surprised every one as he appeared on crutches. His right leg is still in a cast due to a fall on a dance floor. It happened at a Christmas party, and since then Smitty said he spent most days in a hospital.

In from Laurel, Miss., to check bookings with Theatre Service Company were "Preacher" Crossley and Reuben De Gruy, accompanied by S. L. Measells. Also seen about were William Sindy, Patio, and E. Jenner, Ellisville, Miss.

Russell Longshore is the new assistant booker at UA. . . . Al "Fuzzy" St. John arrived from Hollywood to start on his tour of personal appearances under the direction of Bob Roberts, 218 South Liberty Street.

D. J. Olistier, manager, Abalon, reported that Joel Bluestone will do the buying and booking for that theatre as well as for Lewis Watts' Strand, Oil City, La. The Abalon is owned by Watts and Nick Lamantia, Bogalusa, La. Bluestone has also taken over the buying and booking for C. McGowan's Starlite Drive-In, Canton, Miss., and has several other deals on the fire.

Mr. and Mrs. Neal Robertson, Robertson-Barrows Enterprises, Crestview, Fla., were in. . . . Clarence Thomasie, Gay, Harvey, La., was rushed to Touro due to a heart ailment. He will be bedded there for several weeks. His friends wish him an early recovery. . . . William Holiday, manager, Paramount, was off to a sales meet in New York City.

At Gentilich were Gulf Allied President Abe Berenson; Milton and Al Guidry; E. R. Sellers, Yam Drive-In, Opelousas, La.; Ernest A. MacKenna and Eldon Briwa, Joy; Max Connett, Newton, Miss., and Bob Saloy, Babe Cohen, Lippert; Henry Glover and E. W. Schroeder, Monogram Southern; Bob Conrad, Jennings, La.; Joel Blustone, buying and booking representative; William Cobb, Exhibitors Service; Mr. and Mrs. Neal Robinson, F. F. Goodrow, and John Richards, Slidell Theatre, Inc.

Alabama Birmingham

The Acme Theatres' Strand, in operation since 1917, closed. Frank Merritt, Acme Theatres, said the 800-seater is available for anybody who wants to lease it.

Arkansas Little Rock

Roscoe Ates was in for a state three-day "March of Dimes" kick-off in Little Rock, Eldorado, and Camden, sponsored by exhibitors.

"Movietime, U.S.A.'s" first 1953 group came in for a 15-town and city tour of Arkansas, with James Craig, Coleen Gray, and producer William Pine comprising the contingent. The group was met by the Arkansas "Movietime" committee headed by Jack Bomar, Arkansas exhibitor and tour chairman, and also attended the convention of the Arkansas Theatre Owners.

Florida Miami

American-Yiddish stage production bows into the Variety, Miami Beach, on Feb. 7. Films will be stopped altogether at this house for the time being. New manager is Charles Barnes, transferred from the Royal. Other managerial changes include Ralph Ryder, from the Embassy to the Royal, and Bill McCotter, from Atlanta and North Carolina, to the Embassy.

Seen around town were Fred Bassett, from RCA's Atlanta office, and Herb Small, from Jacksonville's Southeastern Theatre Equipment office.

Vera Ralston and Fred MacMurray were on hand at the world premiere of "Fair Winds To Java," Paramount and Beach. . . . Home from fifteen months of service in Germany is Everett "Buddy" Walshon, who rejoins Wometco. . . . Midnight spook shows are scheduled for Feb. 13, at the Boulevard and 27th Avenue Drive-Ins, and at the Strand and Parkway. . . . A shift of Wometco zone managers finds Bill Goller back at the Tower, Dana Bradford at the Rosetta, and Herb Rubinstein at the Center. While the latter is hospitalized for an operation, Don Jacocks will be acting manager, Center.

The final session in Republic's sales meetings was held at the Columbus Hotel. James R. Grainger, executive vice-president and director of sales, presided. Sales manager Walter L. Titus, Jr., headed a contingent which included branch managers E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; L. V. Seicshnaydre, New Orleans; Harold Laird, Tampa, Fla.; Nat Wise, Memphis; John J. Houlihan, Dallas, and David Hunt, Oklahoma City. Sales managers Francis A. Bateman, Paul Webster, James V. O'Gara, and John P. Curtin, whose districts were covered in recent sales meetings, also attended, and other Republic executives included Richard W. Altschuler, president, Republic Pictures International; Douglas T. Yates, vice-president, Republic Pictures International; William Saal, executive assistant to president Yates, and Steve Edwards, director of advertising and publicity. The entire group attended the world premiere of "Fair Wind To Java," at the Paramount here and the Beach, Miami Beach, Fla.

El Portal's controversial drive-in plan still was in the balance after a stormy Council session. The application of Harold Clark, owner, 8600 Club, to build the outdoor theatre behind his property at 8600 Biscayne Boulevard was sent to the Planning and Zoning Board.

NEWS OF THE

Territory

Chicago

A rapid increase in the infant population is assigned by City Collector William T. Prendergast as a major reason for the failure of 24 theatres to renew their licenses for 1953, with a resulting loss to the city of about \$10,000. He said that many parents who would like to go out for entertainment find themselves compelled to stay at home.

The Variety Club held a house warming in its new quarters in the Congress Hotel. . . . Kerasotes Theatres bought eight acres a mile west of Rantoul, Ill., for a 400-car drive-in.

Erwin Noyer, Nortown manager, is giving youths birthday passes with merchandising tie-ins. . . . Art Belasco was named Ziegfeld assistant manager.

Marshall Migatz, Hinsdale, Hinsdale, recovered from illness in a Los Angeles hospital.

Mrs. Hazel Noyer, mother of Erwin Noyer, Nortown manager, passed on. . . . John Fraught was named Bryn Mawr manager following the passing of Abe Tague. . . . Jerry Pickman, Paramount, came to make arrangement for the dinner to be given Adolph Zukor in April on the occasion of his 50th year in the industry and 80th birthday.

The Oriental is offering patrons three hours of auto parking, between noon and 5:30, for 30 cents, and four hours thereafter for 40 cents. . . . The Monroe, owned by James Jovan, switched to a first-run policy.

Celebrities in entertainment and sports will be invited to a series of Monday night stags being arranged by the Variety Club. . . . Studs Terkel, newspaperman and conductor of radio and TV programs, was made manager, Cinema Annex, home of Italian first-runs.

Morris Sussman, who took over the Adelphi when his brother, Ludwig Sussman, died, gave up his lease, and the theatre is now being operated by Isadore Lipcowitz, owner of the building. Ludwig had operated the Adelphi for 24 years. Minnie Buettner, who had assisted the Sussmans for many years, is being retained. . . . Frank Bright, Uptown assistant manager, visited in New York for a while.

Louis Aurelio, Paramount salesman, is the dad of a new daughter.

An extended run for "Moulin Rouge" was asked of Federal Judge Igoe by United Artists. . . . Matt Plunkett, former manager, Grand and Palace, and now Uptown, Detroit, manager, came to visit.

Harold E. Louis, 39, West manager, passed on after a month's illness. His widow and two children survive.

A luncheon was tendered John Dromey, head buyer-booker, Great States Theatres, at the Blackstone Hotel. Over 100 industryites honored him. Dromey, with the organization for 30 years, was gifted by Great States. Dave Wallerstein, general manager, Balaban and Katz and Great States; Duncan Kennedy, Great States, and "Doc" Blanford, western division manager, MGM, were speakers. The luncheon climaxed the "John Dromey Drive," which featured special promotions to increase business in Great States Theatres.

The Illinois Supreme Court dismissed the case against the Essaness Theatre Circuit and Edwin Silverman filed by Minnie Stern, wife of Emil Stern, former Essaness partner. The court said the defendants were not guilty of fraud or deception in the purchase of the Woods building for \$1,250,000.

Irving Mack, president, Filmack Studios, announced the appointment of Phillip Lepinsky to the position of director of the company's new full animation department.

Interrogatories seeking to ascertain clearance data and prices paid for product by competing theatres were served on defendants in the Avenue \$200,000 anti-trust suit being heard by Federal Judge LaBuy. . . . Carl Henbrook, Starlet Drive-In, Shelburn, Ind., is convalescing from surgery.

Phil Bland, Bland Theatres, is better after hospitalization. . . . Bob Harrison, Goodman-Harrison Theatres, accepted the appointment as amusement division chairman in the Red Cross drive. . . . Mrs. Jane Crenshaw, Princess, New Burg, Ind., recovered from illness. . . . Thomas Sullivan, executive secretary and vice-president, National Association of Popcorn Manufacturers, left to hold

regional meetings in New York, Philadelphia, and Boston. . . . Art Stern, who, with his father operated theatres here, is now manager, Ritz, Los Angeles.

Claude Flater, 43, Tivoli owner, Spencer, Ind., passed on.

Dallas

Leon Brandt, exploitation manager, RKO, was in to join David Golding, director of advertising and publicity, Samuel Goldwyn Productions, in a tour of four cities to set campaigns for "Hans Christian Andersen." The two met with Robert J. O'Donnell and Frank Starz, Interstate Circuit.

The State American Legion has passed a resolution commending MGM for producing "The Hoaxers," and, at the same time, resolved to commend W. E. Hellums, Interstate Theatres manager, Austin, Tex., for showing the picture.

G. F. Lee, who has managed the Guild and Alameda, Crystal City, Tex., since 1948, leased the Texas, Carrizo Springs, Tex.

Denver

Edward Anderson, 87, retired theatre owner, died at his Colorado Springs, Colo., home after illness. Until his retirement in 1938, he operated theatres in Denver, Greeley, and Pueblo, all in Colorado, and in Salt Lake City, Utah. He is survived by his wife.

Dick Ivy, Allied Artists' office manager-booker, left to join Intermountain Film Exchange in a similar capacity. Howard Ross, formerly on the job at Allied Artists, and now a salesman, was in the office temporarily until an office manager could be hired.

Jack R. Pattison, shipper, Allied Artists, is returning to work following his discharge from the army. . . . Tom Griffing is opening a new drive-in, the



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the best balanced, most complete tonal range; life-like reproduction; delicate shadings of voice; musical qualities never before approached; uniform sound level throughout the theatre.

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B. F. SHEARER COMPANY

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Duke City, with 500-car capacity, at Albuquerque, N. M. . . . George A. Smith, Paramount western division manager, stopped here for conferences with Jim Ricketts, branch manager.

Westland Theatres has plans ready for the erection of a new theatre on the site of the old Mesa, which will be demolished. The new theatre will cost around \$150,000.

Civic Theatres is remodeling the Egyptian, giving it a new front, and installing new Simplex XL projection. It will erase the old name, and call it the Holiday. . . . Plans are ready for the erection of a new 800-seat theatre in Worland, Wyo., by Lloyd Kerby, who already owns a theatre and a drive-in. . . . Lester Zooker, district manager, U-I, was in for conferences with Mayer Monsky, branch manager.

Seen on Film Row were: Larry Starsmore, Bill Hart, and Don Elliott, Colorado Springs, Colo.; Albert Petry, Pagosa Springs, Colo.; Dr. F. E. Rider, Wauneta, Neb.; L. R. Rademacher, Rushville, Neb.; Merle Gwinn, Benkelman, Neb.; Robert Smith, Steamboat Springs, Colo.; C. E. McLaughlin, Las Animas, Colo., and Frank Aydelotte, Fort Collins, Colo.

MGM is going all out on the Colorado premiere of "The Naked Spur" on Feb. 6 at the Paramount, preceded by a round of activities that will find Governor Dan Thornton, Mayor Quigg Newton, MGM, and theatre forces united in the big event of the year. Coming on from Hollywood will be James Stewart, Robert Ryan and Vera-Ellen and producer William H. Wright, director Anthony Mann, and Jay C. Flippen, who will m.c. the various events. The State Legislature will proclaim Feb. 6 "Hollywood in the Rockies Day," and Governor Thornton will have the stars meet the legislature and present Stewart with a special plaque honoring him for his outstanding performance in the picture. Because of the importance of the occasion and the main activities to be held, MGM has assigned two field division press representatives to handle the premiere. They will supplement William Prass, regularly assigned to this area.

Des Moines

Some 200 exhibitors, distributors, and others attended a brotherhood meeting at the Orpheum with the Rev. L. K. Bishop, Chicago, as the principal speaker. . . . Permission for the Central States Theatre Corporation to build a drive-in near Boone, Ia., was held up by a township board of trustee following a complaint that it would interfere with church activities. . . . Work started on construction of a new Marcus community theatre at Marcus, Ia. Citizens are donating their services to build the house. . . . Arthur G. Stolte, city manager, Tri-States Theatres Corporation, is retiring from the business after starting out in it in 1914. He became associated with the A. H. Blank Enterprises in 1918, and has been with the veteran theatre man since. . . . The Moorhead, Moorhead, Ia., will close after one year of operation,

with owner Ralph Martin deciding to devote his time to farming. . . . The Nation, Lost Nation, Ia., will close, it was announced by Clyde Nelson, owner. . . . Bill Lyons, booker for Warners, resigned to become assistant manager, RKO Orpheum. . . . The State, Waterloo, Ia., has been reopened by the Dickinson Operating Company, Kansas.

Kansas City

Sunflower Drive-In Theatres, Inc., has been incorporated in Topeka, Kans. J. E. Pennington is resident agent. The firm plans to conduct, operate, and carry on a general entertainment and commercial business, including the exhibition of motion pictures.

Howard Larsen, head, Civic Theatre Corporation, Webb City, Mo., announced that he will proceed with the erection of the new Webb City Drive-In, following action by City Council in granting him a permit. The project had been held up by the city zoning law. Larsen said he hopes to complete the large, modern 432-car drive-in by May 1. Larsen also operates the Civic and Larsen.

Los Angeles

U-I salesman Jules Gerlick is back following an operation. . . . Vic Scheer, former manager, Largo, Watts, Cal., assumed the reins for the Midway, operated by Ray Robbins. . . . Pacific Drive-In booker Sol Segall resigned to enter the financial field. . . . Al Bondy, distributor of General Electric shorts, planed in. . . . Operation of the Bay, Pacific Palisades, Cal., has been taken over by Dick Grossman, who formerly had the Panorama, Van Nuys, Cal.

The sales and booking departments of United Artists returned from San Francisco after attending a meeting. . . . The Academy is being reopened by Mort Goldberg, who operates the Empire. . . . After illness, Florence Stein, Warner head inspectress, returned. . . . Charles Crawford, formerly with the Edwards Theatres, reopened the Garvey, Wilmar, Cal.

Cinema Park Drive-In booker Jack Van Leer resigned. . . . Off to Washington was John Evans, navy booker. . . . Earl Goldberg, Film Transport chief, and his wife embarked for Honolulu. . . . The mother of Wayne Ball, Columbia branch manager, passed away. . . . John O'Neill, Allied Artists salesman, is recovering from a broken collar-bone injury sustained in an auto mishap. . . . Both the Del Mar and the Normandie suffered slight damage from fire. . . . Simon Lazarus assumed operation of the Century. . . . "Red" Jacobs, Realart franchise holder, planed in from San Francisco. . . . In to buy and book were Bill Alford, Judge Pawley, Al Olander, Joe Markowitz, George Diamos, and Tom Mullin.

William B. Zoellner, head, MGM's short subjects and newsreel sales, arrived on the first lap of a six-exchange western tour.

Gorman Heimuller, Allied Artists booker, returned following a bout with pneumonia.

Milwaukee

In Merrill, Wis., one of the most civic-minded exhibitors could very well be called C. E. Fenlon, manager, Badger. After seeing MGM's "The Hoaxters," Fenlon decided to show it free to the public, with particular emphasis on children. Special showings were scheduled. For children below the seventh grade, a teacher came along, and first gave them a brief history on Communism and the evils it presents. "The Hoaxters" also was shown for regular patrons, and the idea was given a page one editorial in The Daily Herald. In four other cities in the surrounding area, Lou Orlove interested the chiefs of police, mayors, Chambers of Commerce, public relations men of large organizations, Rotarians, K of C, Lions, Boy Scouts and Girl Scout leaders, and all patriotic organizations to publicize the showings.

Larry Beltz, Wausau, Wausau, Wis., was in. . . . Ray Smith, Ray Smith Theatre Equipment Company returned after being at St. Joseph's Hospital. . . . Ray Wicher, Classic and Sparta, Sparta, Wis., was in.

The Variety Club held a board meeting. . . . The Capitol, West Allis, Wis., runs weekends. . . . Walter Baier, Fort Theatres, Fort Atkinson, Wis., is in Florida.

Carl Willinghams has taken over the Kiel, Kiel, Wis., and the Towne, New Holstein, Wis., from S. Chapman. . . . Walter Hickey, formerly a salesman in the Wisconsin territory and also an exhibitor in Brandon, Wis., is bed ridden in Atlanta, and would be pleased to hear from any of his old associates and friends. Write to 430 Boulevard, N. E., Atlanta. It will do him good at this time. . . . Tom Lees sold his Lake, Lake Mills, Wis., to Bill Bralich, who is also operating the Myra, Palmyra, Wis.

The Reel Fellows Club held a luncheon for elections of officers. The following were elected: L. J. Siedelman, president, Republic; Mort Kramer, vice-president, Columbia; George Edgerton, secretary-treasurer, 20th-Fox, and Bill Schwartz, sergeant-at-arms, U-I, and trustees, Bob Baker and Morrie Anderson, RKO.

George Harris, one of the oldest projectionists in this part of the country, is ill. He is a projectionist at the Fox, Wisconsin. . . . Louis Orlove, MGM exploiter, went to Chicago to interview Robert Taylor.

Minneapolis

North Central Allied, in a bulletin to members, asked that exhibitors in the First, Fifth, Sixth, and Eighth Congressional districts write to their Congressmen for help in securing the repeal of the federal amusement tax.

Answers have been filed by attorneys for the defendants, the major distributors, and Minnesota Amusement Company, to the suits brought by the suburban St. Louis Park and the neighborhood

Hollywood. . . . Several meetings have been held to plan for industry participation in "Brotherhood Week," Feb. 15-22. The local committee includes Eddie Ruben, Harold Field, Terry McBride, Robert Whelan, and Harry Weiss. . . . Don Miller, Warner exploiteer, was in. . . . Saul Malisow, branch manager, 20th-Fox, was in southern Minnesota with Don Halloran, salesman, calling on accounts.

Herman Goldberg, building supervisor, Warners, and J. A. Walsh, in charge of branch operations for Paramount, were in. . . . Ben Marcus, Columbia midwest district manager, was in. . . . The Southern Minnesota Exhibitors Association held its monthly meeting.

Gen Kudzia has been promoted to office manager-head booker at Republic, replacing Jack Kelvie, new office manager, 20th-Fox. . . . Clem Jaunich, Sterling, Austin, Minn., brought suit against the state to obtain a \$250,000 award for parking lot space condemned for a state highway. Samuel P. Halpern, Minneapolis film attorney, is representing Jaunich. . . . William Gedris, president, Ideal Seating Company, Grand Rapids, Mich., was in.

Recent out-of-town exhibitors were: Joseph and Keith Mlinar, Spring Valley, Minn.; Vern Schaefer, Adams, Minn.; Clarence Morris, Morgan, Minn.; Lauren Clark, Parkers Prairie, Minn.; Samuel Pietz, Hosmer, S. D.; Alice Mersereau, Spring Grove, Minn.; Mrs. Alfred Van Tassel, Watertown, Minn.; Paul Ayotte, Wabasha, Minn., and Lawrence Wiesner, Cannon Falls, Minn. . . . Patrons huddled together under storm coats to keep warm when the heating plant broke down in the Uptown, Sioux City, Ia. They were watching "Lost in Alaska."

Carl Willingham is the new owner, Town, New Holstein, Wis., and the Kiel, Kiel, Wis. . . . Henry Steffen sold out his interest in the Sunset Outdoor, Alexandria, Minn., to Mr. and Mrs. Wallace Bloom, now the sole owners. . . . B. A. Bengtsson, owner, Saturn, Pierpont, S. D., called for bids for reconstruction of the house, damaged badly by fire several weeks ago.

Oklahoma City

A check from Cooper Foundation Theatres brought \$1,000 into Oklahoma's "March of Dimes." The Foundation has given \$4,000 to the National Foundation for Infantile Paralysis in a year. Ed Thorne, manager, Oklahoma City Foundation theatres, said, "The size of this gift was probably prompted by the fact Iva Hoig, manager of one of the Lincoln, Neb., theatres, was a polio victim last summer." Hoig, at one time, was manager, Criterion.

Joe Turner, Dome, Lawton, Murray, Palace, and Austin Drive-In, Lawton, Okla. completed the remodeling of the Lawton. It will be featured as an art theatre. . . . W. I. Lakey closed his Rialto, Carmen, Okla. He has no immediate plans to reopen. . . . O. A. Johnson purchased the Rex, Keota, Okla.

Exhibitors seen around were: Mrs. C. W. Duncan, Avalon-Redskin, Wetumka, Okla., and Avon, Weleetka, Okla.; E. A. Anderson, Riverside Drive-In, Norman, Okla. and Skyview Drive-In, Ardmore, Okla.; H. D. Cox, Caddo, Binger, Okla., and Nusho, Carnegie, Okla.; Ruby Jones, Ritz and Jake, Shawnee, Okla., and Crest, Stillwater, Okla.; R. Lewis Barton, Barton Theatres; W. T. Kerr, Platt, Starlight Drive-In, Sulphur, Okla., and Mrs. Izah Adams, Ritz, Sulphur.

M. "Red" Hainlen, manager, Tiger, Ralston, Okla., has advised patrons that the theatre will no longer charge admission, but will ask audiences to donate whatever they think the show is worth. The move was dictated by the fact that payment of the 20 per cent federal admission tax was forcing the theatre out of business.

Omaha

Film rentals were the main topic of discussion as Iowa-Nebraska Allied met to confer on the National Allied board meeting. Discussion centered around the print situation which an officer rapped as "a system of unfair clearances between towns not in substantial competition with one another." The development of three-dimensional films was also under attention, and discussion was held on the plan to gather material on forced prices for submission to National Allied officials. In charge of the meeting were Al Myrick, Lake Park, Ia., president; Charles Jones, Eldora, Ia., secretary; Elmer Huhnke, Omaha, treasurer, and Leo Wolcott, Eldora, Ia., chairman of the board.

Portland

Due to the fact that in the past two years only 12 features reviewed contained objectionable scenes, it was reported that the City Motion Picture Censor Board is to be abolished.

St. Louis

A Brotherhood Week rally for theatre owners, managers and employees, and exchange personnel was staged in the Missouri. Clarence D. Hill, Columbia manager, is distributor chairman, and Harry C. Arthur, Jr., president, Fanchon and Marco, and Russell Bovim, manager, Loew's State, are exhibitor co-chairmen. Henry Riegel, district manager, Fanchon and Marco-St. Louis Amusement Company Circuit, is assisting in the handling of details of the co-chairmen's duties, while Bob Johnson, advertising and publicity manager, Fanchon and Marco-St. Louis Amusement Company Circuit, heads the publicity committee. Distributor chairman Hill presided at a special meeting of exchange managers, and arrangements were completed for the participation. Each exchange manager was assigned a definite number of theatres in the territory to be handled by his sales force.

In Casey, Ill., LeRoy Baston and John Kirby announced plans for the construction of a 400-car drive-in on Route 40

west of this city. They let the contract for RCA sound and projection equipment, speakers and posts, etc., to the St. Louis Theatre Supply Company.

In Vienna, Ill., O. L. Turner, Turner-Farrar Theatres, Harrisburg, Ill., purchased 100 acres of land just west of the city limits to be the site of a contemplated 400-car theatre. . . . In Mount Carmel, Ill., the Uptown was undergoing a complete interior face lifting.

In Alton, Ill., William Powell, mid-western district manager, Smith Management Company theatres, spoke on "Movies, a Vital Community Asset" at a meeting of the Kiwanis Club. Arrangements for the talk were made through Joe Goldfarb, owner, Uptown, and officers of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois. Myra Stroud, managing secretary, MPTO, accompanied the speaker to the gathering.

In Belleville, Ill., owners of theatres were among the Belleville business men who cooperated in the arrangements for the third annual GI Pal dinner.

Mrs. Russell Bovim, wife of the manager, Loew's State, as a district captain of the "Mothers' March on Polio" was among the 36,000 women of St. Louis and St. Louis County in the one-hour campaign.

All of the theatre owners of St. Louis and St. Louis County and the managers of exchanges were invited to attend a meeting of the Amusement Employees' Welfare Fund executive board. . . . Mr. and Mrs. J. B. Giachetto, Springfield, Ill., were visiting their daughter and son-in-law in San Antonio, Tex. Giachetto is managing director and executive secretary, Frisina Amusement Company, Springfield.

The St. Louis Amusement Company contemplates an early reopening of its Maffitt, dark since May 18, 1952. . . . Ben Steinberg, Columbia booker, drove Mrs. Steinberg and their son, Craig Steven Steinberg, to Paris, Tenn., where Mrs. Steinberg spent a couple of weeks visiting her parents.

Out-of-town exhibitors seen along Film Row included: Howard Bates, Cape Drive-In, Ilmo, Mo.; Charles Weeks, Jr., and his mother, Dexter, Mo.; Joe Goldfarb, Alton, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Dean Davis, West Plains, Mo.; Homer Hulsey, St. Clair, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Elvin H. Weicks, Staunton, Ill.; Joe Katz, Benld, Ill.; Rani Pedrucci and Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Mr. and Mrs. A. B. Jefferis, Piedmont, Mo., and Curtis Downen, who plans to open a drive-in near McLeansboro, Ill., early in April.

Tom Canavan, former representative for Altec, joined the Fanchon and Marco-St. Louis Amusement Company's organization as a sound and projection supervisor. . . . Bob Cohun, a salesman for 20th-Fox in the Des Moines and



Charles Niles is chairman, Iowa state committee, in the current trade national tax repeal campaign.

Omaha territories, started traveling eastern Missouri for that company under exchange manager Gordon Halloran.

A. B. Jefferis, Piedmont, Mo., exhibitor and president, Mid-Central Allied Independent Theatre Owners, was a patient at St. Mary's Hospital, Richmond Heights, Mo., when his appendix flared up.

Herman Ferguson, Malden, Mo., exhibitor, returned to the Campbell Clinic, Memphis, to have the cast removed from his right leg. . . . Jack Kane, one-time manager for United Artists and a veteran film salesman, completed arrangements with Lutheran church authorities to handle the national distribution, except for Oklahoma and Texas, of "Reaching From Heaven." Concordia Pictures was formed, and Kane has taken desk space in the Realart exchange. The picture is to open a run at the Keith, Indianapolis, on Feb. 13, Jack announced. It has already played several situations in Illinois.

Mr. and Mrs. Bill Waring, Jr., Cobden, Ill., were back from a Florida vacation. . . . Mr. and Mrs. Loran Cluster, Salem, Ill., were vacationing in the Florida sunshine.

Leo F. Abrams, 57, architect-builder, who designed a number of theatres and drive-ins, died of a heart ailment at Barnes Hospital. . . . Word from Taylorville, Ill., was that two boys found smoking cigarettes in the balcony of the Capitol were each fined \$5 plus court costs of \$6.

Salt Lake City

Edward L. Hyman, United Paramount Theatres vice-president, and his assistant, Bernard Levy, were in from New York.

San Antonio

The Ritz, Negro patronage house, ran the Mexican-produced "Little Dark Angels." . . . Mrs. Becky Gallegos returned to the staff of Aztec.

Among the exhibitors in to book were: Earl J. Tinsman, Ples-Tex, Pleasanton, Tex.; Max and Antonio Silvas, Silvas, Asherton, Tex.; Mateo Vela, Iris, Alice, Tex., and Francisco Islas, Aztec, Big Springs, Tex. . . . A search was under way for a man reported to have taken \$90 from the Family, Nacogdoches, Tex.

John H. Rowley was the installing officer for the Variety Club, Houston, Tex., at recent ceremonies.

San Francisco

Jack Erickson, manager, 20th-Fox, has been named chairman of fund-raising activities for the year in Northern California. . . . Bill Lanning, head booker, Columbia, was confined by illness. . . . Greta Yaconi, PBX operator, left United Artists. . . . Ethel Tramasure is assistant resident manager John Coyne's new secretary at MGM. . . . Emil Davis, National Screen Service executive, was confined by the virus. . . . Switchboard operator Audrea Howard resigned from U-I, and has been replaced by Lorraine McQuillon. . . . William Penn, who resigned from U-I to sell for Foreign Film Exchange, opened offices at 125 Hyde Street. The San Francisco office will handle Portland and Seattle. Films now being sold in addition to "Anna" are "Times Gone By" and "Without Pity." . . . The Paramount brings in a musical variety show for one day, Feb. 7.

State visitors were: Mrs. Delcie Boles, Crescent City; Otto Koepke, Corcoran, and Julian Hill, Dos Palos. . . . United-California is installing a new RCA screen in the Lincoln, Lincoln, Cal., and Blumenfeld is doing the same thing at the Sierra, Stockton, Cal. . . . Fox West Coast put the 867-seat Broadway, Burlingame, Cal., on a Friday, Saturday, and Sunday basis. . . . The brothers William and James Gannon closed their San Jose Drive-In, San Jose, Cal. . . . The Alam Rock Drive-In, Alam Rock, Cal., closed some time ago, is now having some of the grounds turned into a trailer camp. . . . The Hill Drive-In, Riverdale, Cal., formerly operated by G. E. Turner, is now being handled by Howard W. Hill. . . . El Rey, Salinas, Cal., formerly bought and booked by General Theatrical, is now being handled by Tom Molloy. . . . United-California's Granada, Reno, Nev., burned down. Origin of the \$200,000 fire is not known. . . . The Ed Rowden Theatre Agency has been named to book the 850-seat Colonial, Sacramento, Cal.



Charles P. Skouras, president, National Theatres, Inc., recently presented a gold card pass in Los Angeles to Gus A. Metzger, pioneer showman, in observance of his 75th birthday. Metzger is head, Metzger-Srere Theatres, Southern California, and also chairman of the board, Southern California Theatre Owners Association.



When men from Republic's midwestern sales district met recently at the Blackstone Hotel, Chicago, for a two-day sales session, seen were James R. Grainger, executive vice-president and director of sales, congratulating Paul Webster, appointed midwestern sales manager, as, left to right, branch managers Robert F. Withers, Kansas City; Jack Frackman, Milwaukee; Harry Lefholtz, Omaha; J. E. Loeffler, Minneapolis; Ken Welden, recently appointed to Des Moines; Abe Fischer, Chicago, and Nat E. Steinberg, looked on.

The Pacific Coast was set to get its premiere showing of Sol Lesser's three-dimensional motion pictures produced under Process Stereo Techniques, Limited at the Telenews, Oakland, Cal. To launch the new technique of motion pictures, the theatre put on its most extensive advertising campaign in recent history.

Edward L. Hyman, vice-president, United Paramount Theatres, and his assistant, Bernard Levy, together with western division manager Jerry Zigmond, Los Angeles, were in for conferences with district manager Earl Long.

U-I will, for the first time, combine the use of TV, radio, and newspapers for a three-day territorial saturation ad campaign on "City Beneath The Sea," Orpheum.

Seattle

B. D. Stoner, district manager, 20th Century-Fox, was in, and also conferred with Charlie Powers, Portland branch manager, who came up to see him. . . . The Washington State Press Club held an open house for Seattle showmen, club members, and Film Row guests to hear a broadcast on the New York critics' award. It was aired locally over KOMO. Among those present were Will J. Connor, executive vice-president, John Hamrick Theatres; Bill Thedford, executive vice-president, Evergreen Theatres, and A. J. Sullivan, branch manager, United Artists. . . . The Coliseum prepared to collect all discarded trousers every midnight and give them to the Salvation Army and St. Vincent De Paul. The reason was "Invasion, U.S.A.," in which Seattle figures as a target for atom bombs in a future war. . . . Miriam Dickie was back after a vacation. . . . Film Row visitors included George Borden, Mrs. Francelle Henry, Harry Ulsh, and Bob Rosenberg.

James Danz, president, Sterling Theatres, Inc., announced that operation of the Palomar will cease within two months, and the theatre will be converted into a bowling alley.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Unusual sentences were imposed on two 17-year-old youths, convicted of severely beating an aide at the Kentucky, suburban Latonia, Ky., after having twice been ejected for vandalism. They were placed on probation for a year, ordered to appear before the trial commissioner a week later to recite the Ten Commandments, "word for word," pay out of their own pockets all medical bills incurred by the usher, be at home by 11 p.m., attend school every day and make passing grades, attend church every Sunday, and not drive cars for a year. Louis Wiethe, owner of the house, charged that vandals were driving him and neighborhood store owners out of business, and city commissioners have been urged to enact legislation making parents responsible for contributing to juvenile delinquency.

Plans for an elaborate local observance of the annual "Brotherhood Week," Feb. 15-22, are being made by a committee composed of distributors' chairman E. M. Booth, MGM branch manager; exhibitors' chairmen Rube Shor, S. and S. Amusement Corporation president, and Jerome Schinbach, RKO division manager, and publicity chairman, Joseph Alexander, RKO public relations director.

Away on business were George H. Kirby, Republic branch manager, to a meeting in New York City; Herman Hunt, exhibitor, and Mrs. Hunt, to New York for a board meeting of TOA; Edward Salzberg, Screen Classics, to Mount Vernon, Ky.; Robert H. Dunbar, Warner branch manager, to West Virginia; Jay Goldberg, Realart branch manager, to Dayton, O., and Milton Gurian, Allied Artists branch manager, to Columbus, O.

Sam Huber a 25-year film sales veteran and recently a Republic salesman, joined Realart as West Virginia and Ohio salesman. . . . Bernard W. McMonigle, Falls Church, Va., is a new Manley, Inc., salesman, with headquarters in Pittsburgh. . . . Dick Miller, former Paramount salesman and more recently booker and buyer for the SUR Circuit, Salem, W. Va., resigned to enter the insurance business in Dallas.

Frank Duker, West Virginia salesman for Allied Artists, was recuperating from a heart attack in the hospital at Middletown, O. . . . Dorothy Schuster, secretary to Rube Shor, S. and S. Amusement Corporation president, returned to work after illness. . . . Louise Holthaus, National Screen Service biller, is recuperating from the flu. . . . Jill Rosenfeld, daughter of Richard Rosenfeld, Standard Concessions president, is recovering from a blood infection.

Thousands were turned away from the downtown Albee when The Post and WCPO, its radio station, sponsored a free three-hour TV showing of the inauguration of President Eisenhower. . . . Rose Yeager, inspectress, and LaVerne Wagner, receptionist, 20th-Fox, celebrated their birthdays with ice cream and cake for their fellow employees. . . . Rosemary Perry former National Screen Service booker, is the happy mother of a baby girl, Linda. . . . Patricia Burling is a new receptionist at Paramount, and Billy Wood is a new biller at Columbia.

Exhibitors in were: Max Matz and John Powell, Bluefield, W. Va.; G. B. Lively, Huntington, W. Va.; Jack Custer, Dunbar, W. Va.; Carl Pfister, Troy, O.; Mrs. Catherine R. Jones, Waverly, O.; Roy Wells, Bob Keyes, and Elmer Redell, Dayton, O.; Mr. and Mrs. R. A. Emerick, Germantown, O.; A. D. Curfman, Westerville, O.; Theodore Christ, Spencerville, O.; Dick Dickerson and Harold Reyes, Cleveland, O.; Jack Needham, Columbus, O.; Hank Davidson, Lynchburg, O.; C. A. Metro, Portsmouth, O.; Harry Wheeler, Gallipolis, O.; John Vlachos, Harrison, O.; George Turlukis, Hamilton, O.; William Cain, Paintsville, Ky.; Nelson W. Ward, Somerset, Ky., and A. H. Bales, Brooksville, Ky.

Mothers with children under six are invited to bring them to the nabe Elston on Wednesday afternoons to view cartoons and a full-length feature. The purpose is to accustom young children to seeing movies more adequately presented than is possible on home TV sets.

Allied Artists had four films showing in downtown houses at the same time, "Hiawatha" and "No Holds Barred" at the Grand, and "Torpedo Alley" and "Wagons West" at the Capitol.

Two U-I stars in to bally were Rock Hudson, for "The Lawless Breed," and Chet Allen, for "Meet Me at the Fair." . . . John Goodnow, Palace, Huntington, W. Va., reported packed houses when he put on a "humdinger" of a campaign for UA's "Breaking the Sound Barrier."

A display of jet engine models in the lobby of the downtown Capitol attracted more than 15,000 spectators over a weekend, according to William Rush, house manager. The display was a bally for UA's "Breaking the Sound Barrier."

Meyer Adleman, Philadelphia, States Film Service president, and T. O. McCleaster, 20th-Fox division manager, were visitors here. . . . Ray Laws closed the Grand, Lebanon, O. . . . Sympathy was extended to Mary Weller, secretary to James S. Abrose, Warners district manager, on the death of her father, Norbert Weller.

Cleveland

"Bwana Devil" was the most important local event of the week. Warners' Allen reports a new opening day attendance and gross record. Attendance on opening day in the 3000-seat house

was better than 7,000, according to theatre district manager Dick Wright and advertising-publicity representative Jacques Kahn. Admission prices are hiked for this engagement to 85 cents and \$1 to 5 p.m., and \$1.25 after that.

Ernest Schwartz was unanimously elected to serve a 20th term as president, secretary, and general manager, Cleveland Motion Picture Exhibitors Association. Other reelected officers are: Albert E. Ptak, honorary vice-president, and Ted Vermes, treasurer. Two new members were named to the board, Joe Rembrandt, Center-Mayfield, and Roy Gross, head, Gross Circuit.

The RKO Palace had a capacity free audience from 10:30 a.m. to 2:30 p.m. for the inauguration presentation on the TV screen, sponsored by The Cleveland Press.

S. P. Gorrel, Leonard Mishkind, and Albert Lefton, were hosts to everyone who lives in or near Orrville, O., on Jan. 29 when the Orr celebrated its sixth birthday anniversary. The owners bore all expenses of the party, paying for the first-run feature, a big birthday cake served with coffee in the lobby, and special prizes. Date of the birthday party coincided with "The March of Dimes" drive so the management had conveniently placed receptacle in the lobby where guests could contribute.

Jack Essick, Modern Theatres Circuit, reported that the return engagement of "Kind Hearts and Coronets" coupled with "A Run for Your Money" did so well at the Mayland that the engagement was extended. An added attraction is free coffee.

George Tarassoff, Columbia office manager-booker, resigned to become assistant director, Berlitz School of Languages. For the past several years, he has been teaching Russian night classes. Martin Grassgreen is here from Indianapolis office to succeed him.

The new Wick Drive-In Hotel, Youngstown, O., built by Meyer Fine, Sam Stecker, and Leroy Kendis, Associated Circuit, and Henry Hellriegel opens on March 1. . . . Jack Armstrong, general manager, Carl Schwyn Circuit, named Fred Lentz, Toledo, O., city manager to succeed Thor Hauschild, resigned. Lentz is now supervising the Paramount and State, Toledo, the Maumee, Maumee, O., and the Palace, Perrysburg, O.

Mr. and Mrs. G. W. Huff took possession of the Hudson, Hudson, O., which they purchased from Loren Solether. Huff was the projectionist under the Solether regime. The new owners plan to do some redecorating. Solether continues to operate his Falls, Chagrin Falls, O. . . . Urban Anderson is in Florida but will return when the drive-ins open. . . . "The Quiet Man" had a sensational repeat engagement at the Shaker.

State visitors included Steve Vernarsky, Hibbard; George Planck, Loudenville; Blair Russell, Millersburg; Frank Slavik, Wellington, and the regulars from Akron, Canton, and Youngstown.

. . . Eleanor Roth resigned her job as MGM biller for matrimonial intentions, succeeded by Irene Sorkin. . . . Jeff Livingston, U-I, spent several days conferring with Duke Hickey, territorial exploiter.

Max Mink, RKO Palace manager, has a Feb. 19 opening date on "Peter Pan." . . . Ralph Banghart, special publicity representative, Walt Disney, was a visitor.

Tony Reinman, one-time Columbia booker and more recently in charge of State Shipping, has been appointed United Artists booker succeeding Betty Bluffstone, who resigned to join Imperial as office manager-booker. . . . David Sandler, president, Theatrecraft Manufacturing Corporation, shipped his Mobiltone in-car speakers to Paducah, Ky., to equip a new drive-in that Lake Edwards is building. It is Edwards' third ozoner in that area, the third to be equipped with Mobiltone speakers.

To aid in the industry's public relations program, Art Leazenby, Paramount publicity representative, is giving talks before civic-minded groups. . . . Frank Arena, manager, Loew's Ohio, for the third consecutive year donated the use of his large lobby for the annual exhibit by the Cleveland Society of Professional Photographers. During the exhibit, manager Area moved his ticket box to the entrance of the auditorium so that the public may see the exhibit free of charge.

Sam Stecker, Associated Circuit official, left to join the Florida film colony. . . . It was birthday week. Celebrating were Otto Braeunig, RKO office manager, and Warner salesman Eddie Catlin on Jan. 16; RKO booker John Sabat on Jan. 15, and RKO salesman Arthur Goldsmith on Jan. 22.

An industry "Brotherhood Week" meeting was held in the WHK auditorium, presided over by Harry Buxbaum, distributor chairman, and exhibitor co-chairmen Max Mink and Frank Murphy. Invitations to attend were sent to every northern Ohio exhibitor.

Rock Hudson, star of U-I's "The Lawless Breed," Hippodrome, took over the town during his four-day visit in company with studio publicity man Jack Diamond and publicity representative Duke Hickey. His first appearance was before the members of the Cleveland Motion Picture Council. He met with press and radio representatives for interviews at a luncheon in the Statler Hotel, appeared on radio, and also appeared on the movie-sponsored half hour TV program "Lights-Camera-Questions."

Detroit

Earl J. Hudson, president, United Detroit Theatres, heads the industry committee for "Brotherhood Week," Feb. 12-22. Jack Zide, Allied Film Exchange and Chief Barker, Variety Club, serves with Hudson on the committee.

William Ahrens, manager, Ecorse Drive-In, suburban Ecorse, returned from a Miami, Fla., vacation. He visited the home office of his circuit in Cleveland on his way back.

John Boyd resigned his position with United Film Service. . . . Frank Perry, manager, Madison, is back after illness. . . . Benjamin Rosen, Confection Cabinet, was vacationing in Florida.

Renovation of the fire-damaged Regent began. The Regent was damaged by fire started by vandals several weeks ago. The Regent, a United Detroit Theatres house, was damaged to the tune of \$20,000.

Harry Owen, projectionist, Century, had the brace removed from his neck, which was broken in an auto accident.

Indianapolis

Bernard Brager, manager, Republic, attended the regional sales meeting in New York City. . . . Rush Williams, office manager, United Artists, announced the arrival of a baby girl at Coleman Hospital. The mother was a former employee at Affiliated Theatres. . . . United Artists has a new availability clerk, Debbie Masten.

Ray Thomas, salesman, U-I, was saddened by the death of his brother-in-law. . . . Frank Warren, salesman, U-I, was on the sick list. . . . Joseph Bohn, Realart, was in Chicago. . . . Kenneth Dotterer, salesman, 20th-Fox, was confined with a severe cold. . . . Columbia exploiter Roy Jones spent several days in the interests of "The Four Poster" and "The Happy Time."

Robert Johnson is the new assistant shipper at 20th-Fox. . . . The Union, Liberty, Ind., has been acquired by Don French. . . . The name of the Auditorium, Connersville, Ind., was changed to the Fayette. . . . The Brown, Brownsburg, Ind., and the Community, Greenwood, Ind., were scheduled to close. . . . Robert Muleahy is the new student booker at 20th-Fox. . . . Bruce Kixmiller awarded the prizes at the Block Auditorium for art displays.

Visitors included: Matt Scheidler, Hartford, Hartford City, Ind.; J. Ackron, Ritz, Tipton, Ind.; J. Whitley, Colonial, Kokomo, Ind.; Nick Paikos, Diana, Tipton, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; Kenneth Law, Cozy, Argos, Ind.; E. Ornstein, Ornstein Circuit, Marengo, Ind.; William Passen, Amuseu, Jasonville, Ind.; Paul Love, Cozy, Dugger, Ind.; Fletcher Brewer, State, Lafayette, Ind., and Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.

Pittsburgh

Allied Motion Picture Theatre Owners of Western Pennsylvania in a recent bulletin reports that Ted Manos brought in 30 business people from all walks of business, male and female, to a screening of an MGM picture. MGM furnished a brochure of coming attractions to each, and cooperated 100 per cent. These

people returned to their homes with a new outlook on the business, and each one of them is now a potential salesman for the Manos Theatres, MGM pictures, and the business in general, the bulletin declared.

The Bart Datollas, Datola, New Kensington, Pa., were in Washington to attend the inauguration. . . . The Avella, Avella, Pa., has been sold by Frank Babich to Camillo Cionni, who also owns the Blue Moon Drive-In, Wellsburg, Pa. Phil Brozier had owned the house for many years.

Stern Theatres advised that personnel in the New Castle, Pa., theatres which it took over will remain the same. Lou Lutz is general manager, Don Campbell, house manager, Penn, and Mrs. Todd manager, Victor.

Nat Dorfman, Walt Disney office, was in to start the exploitation ball for "Peter Pan," Warner. . . . M. A. Silver and his Warner Circuit gang were hosts at the regular "Family Night" party in the Variety Club. . . . Andy Battiston, theatre broker and distributor of "Because of Eve," was in the hospital for a check-up.

Jack Kahn, publicity head, Warner Circuit, came back from Cleveland, where he set up the campaign for "Bwana Devil." . . . Art Cohen has been named assistant manager, Stanley. He replaces Tom Budhanec, who reported to Uncle Sam. . . . William Frawley came from Hollywood to attend the baseball writers' dinner. He is a close friend of Fred Haney, new Pirate manager.

The Sam Goulds celebrated their 22nd wedding anniversary. He owns the Arcadia, neighborhood house. . . . John Harris has leased the late Maria Montez' Hollywood home until his own place is finished.

M. A. Silver, Warner Circuit zone manager, was named on the board of directors of Fabian Enterprises, which will take over the Warner Circuit in March. Silver has been zone manager here for the past 11 years.

Norbert Stern, who owns seven drive-ins in this area, has bought a piece of property in Miami Beach, Fla., with plans to build an outdoor house down there. . . . Jack Diamond, U-I studio publicity department, guided Rock Hudson on his personal appearance tour. . . . Bernie Ellinoff, Warner Theatres' booking office, is an angel now, even if it is a small one. He has a piece (\$375 worth) of Arthur Miller's drama "The Crucible."

Charles G. Couch, former theatre owner and operator of the first nickelodeon in Carnegie, Pa., passed away. He was the Grand and Carnegie, Carnegie, owner for many years.

Nick Goldhammer, Allied Artists division manager, was a recent visitor, conferring with branch manager Abe Weiner. . . . Dan Rosenberg, treasurer's representative, and Paul Daniels, field representative, were visiting RKO.

NEWS OF THE

Territory

Boston
Crosstown

A joint meeting of exhibitors and distributors to outline plans for the industry's participation in "Brotherhood Week," Feb. 15-22, was held at the Hotel Bradford. Branch manager James M. Connolly, 20th-Fox, chairman for the exchanges, and district manager Ben Domingo, RKO Theatres, chairman for the exhibitors, called the meeting. Paul Levi, ATC, and James "Red" King, RKO Theatres, are co-chairmen of publicity. The meeting attracted more than 300 industryites. Jack Drummey, executive director, northeast region, National Conference of Christians and Jews, was the emcee, and the first speaker was Elmer Ward, Goodall-Sanford Company, an industrialist in the textile business, and also the New England NCCJ chairman. Colonel Elliott Niles, the confidential advisor to two Presidents also spoke. He is the Boston jubilee chairman. Dr. James Eagan, NCCJ vice-president, told the group that the industry is the most important group with which the Conference deals. "Brotherhood Week" theatre kits were on display. Domingo, stricken with a serious attack of virus, was unable to attend the meeting.

The first 1953 meeting of the Drive-in Theatre Association of New England was held. Officers were elected, and plans for cooperative buying and advertising were introduced. The meeting was put forward one day in order not to conflict with the Boston Advertising Club's luncheon at which Howard Dietz, MGM, came on to be the chief speaker. The announcement of Dietz's address caused such a demand for tickets that officials of the Ad Club were forced to hold the luncheon meeting at the Hotel Bradford in the main ballroom as the Hotel Statler, where these luncheons are held each month, could not accommodate the crowd. Charles E. Kurtzman, northeastern division manager, Loew's Theatres, Inc., was the chairman of the day's program.

George Riel, retired exhibitor from Manchester, N. H., died suddenly, leaving his widow, a son, and two daughters. He operated the Granite Square there before his retirement. The theatre has been closed.

Mrs. Bessie Pinanski, mother of Abner Pinanski, managing director, Pilgrim, died. She was the widow of Israel Pinanski and was an aunt of Samuel Pinanski, president, American Theatres Corporation.

Colonel William Shirley, producer's representative, was in for missionary work on UA's "Moulin Rouge." He and UA publicist Joe Mansfield were huddled over the plans for tie-ins with department

stores, restaurants, etc. . . . Norman Glassman, president, Independent Exhibitors, Inc., and his son, Bruce, returned from a Miami, Fla. vacation. Other Florida vacationers were Bob Zerinsky, New England exhibitor, and Benny Rogers, Embassy.

The Howard announced matinees Mondays and Wednesdays. . . . Tuesday nights, the Dreamland has adult admission set for a quarter. . . . At the College, Sid Kleper planned big campaigns for "My Pal Gus" and "Treasure of The Golden Condor." For "My Pal Gus," Kleper lined up school bulletins, safety pole cards, bumper strips, book tie-ins, hairdress co-op., camera tieup, candy bars, pet shop angle, a WELI contest tiein, daily announcements on WYBC and WBIB, table tents and doilies, and all kids named "Gus" free on opening day. For "Treasure of The Golden Condor," he had lobby cutouts with sound effects, treasure chest, lucky bag winners, WELI anagram contest, daily announcements on WBIB, WYBC, and WAVZ, school bulletins, libraries tieups, heralds to school kids, travel bureaus window and counter displays, 500 masks through the junior police, coloring contest, sidewalk stencils, lucky bags, imprinted with numbers of lucky numbers displayed on a treasure chest in the lobby, treasure hunt, merchants' tiein, and a super market deal wherein guest tickets were hidden behind cans in the grocery department.

Bill Canning, district manager, Yamins Circuit, staged a matinee for women only on opening day of "My Cousin Rachel," Durfee, Fall River, Mass., and drew the best opening matinee in six months. The affair was well plugged.

Irving Bloom, for 20 years in the theatrical promotional tiein business, returned from Florida. . . . Arch Oboler, producer of "Bwana Devil," Metropolitan, arrived before the opening for a press interview.

The feasibility of the Commonwealth of Massachusetts acquiring a channel and erecting and maintaining suitable facilities for telecasting educational programs was aired at a hearing at the State House on Senate Bill 513. This seeks to establish a commission for making an investigation and study relative to the use of television for educational purposes. These telecasts would be on the air eight hours a day, and would be aimed at the entire community, reaching groups lacking opportunity for advanced education. The state-owned TV station would complement existing educational facilities. Broadcasts for classroom use were mentioned for further consideration. There were no opponents to the measure at the hearing attended by more than 200 persons. Ray Feeley, executive secretary, Independent Exhibitors, Inc., of New England and Frank Lydon, executive secretary, Allied Theatres of New England, appearing as proponents, offered an amendment to the bill "that the commission make certain in its considerations that the channel acquired shall not be used for the telecasting of any material

primarily produced for amusement and entertainment of the character that is customarily exhibited in public buildings or theatres which are subject to local taxation." The legislators were warned that the state must act before June 2 or lose its opportunity to establish the high-frequency TV station restricted to these educational programs. The date for the deadline is set by the FCC for the state to petition for the use of TV Channel 2. Immediate action was urged by prominent educators and spokesmen for civic groups.

The main ballroom of the Hotel Bradford was filled with industryites and advertising men for the Advertising Club's luncheon when Howard Dietz, vice-president, Loew's, came on from New York to be the chief speaker. He told some amusing anecdotes of his rise in the motion picture world, and speaking more seriously, said, "I am not apprehensive about any dislocations that may come in the motion picture business. Whether or not three-dimensional, or even four-dimensional films become the fashion, there will always be a basic appetite for the medium of motion pictures. The dislocation today is only momentary." On the subject of advertising, he said, "We have different problems of advertising from those handling standard brands. Motion pictures are variable. Sometimes we have to say startling things about them to attract attention, but I am a firm believer in advertising, and, so far as we can, I believe that motion pictures should be advertised in the way the big industrial companies handle their products. To my mind, newspapers and magazines are the key to successful advertising." He told the group of three pictures coming from the MGM studio and spoke briefly on the merits of "The Bad And The Beautiful," "Julius Caesar," and "Lily." Charles Kurtzman, northeastern division manager, Loew's Theatres, was emcee at the luncheon, which was attended by more than 500 persons. Seated at the head table were: Herman Rifkin, Allied Artists; Walter Brown, Chief Barker, Variety Club; James Connolly, 20th-Fox; John Kane, Paramount; Frank Dervin, Republic; E. Myer Feltman, U-I; Tom O'Brien, Columbia; Harry Segal, United Artists; Hatton Taylor, RKO; Benn Rosenwald, MGM; Frank Lydon, Allied Theatres of New England, and Ray Feeley, Independent Exhibitors, Inc. Also at the head table was Elaine Stewart, introduced to the public in "The Bad And The Beautiful." At the conclusion of Dietz's address, the MGM film, "The Hoaxers," was shown.

Harry Zeitz, president, Zeitz Theatres, New Bedford, Mass., and Mrs. Zeitz are planning to fly to Miami, Fla., and from there to Havana. . . . Max Magorsky, head, shipping room, National Screen Service, has lost 20 pounds on a doctor's diet, and is now down to a mere 182 pounds.

Film District

At the January meeting of the Colosseum, called by John Peckos, 20th-Fox, president, a new treasurer was elected.

Fred Shohet, U-I, is replacing Jerry Callahan, who resigned because of the pressure of business. It was voted to have the Colosseum start a series of annual dinner-dances with the first annual affair to be held in the spring at a hotel. At that time, a souvenir program ad book will be distributed. The Colosseum is a separate unit from the Motion Picture Salesmen's Club. The MPSC has on its membership roll not only film salesmen but those affiliated with allied theatre fields, such as popcorn salesmen and dealers in dishes and other items.

After 22 years as a secretary at RKO, Thyra Brown resigned and was married to Carl Anjou, Everett, Mass., where the couple will reside. She was secretary at one time to Gus Schaefer, former district manager, RKO. The office force presented her with a farewell gift, and the office girls gave her a luncheon and shower at the Towne House.

Charles Repec, MGM salesman, is back after a long hospitalization looking fit and rested.

Joe Mansfield, UA publicist, and Paul Levi, ATC publicist, are busily engaged on the campaign for "Kansas City Confidential," ATC's Pilgrim, following the engagement of the Tri-Opticon third dimensional films.

James M. Connolly, 20th-Fox branch manager, reports that over 105 theatres in New England are supporting the saturation advertising campaign staged by 20th-Fox on "Treasure Of The Golden Condor," which opens in 50 New England engagements on Feb. 4, with the remainder closely following that date. Phil Engel, 20th-Fox publicist, drove to Manchester, N. H., for a meeting with managers of the Shea Circuit to outline the radio and newspaper campaigns on the film. General manager Ed Fahey, Shea's called the meeting.

New Haven

Crosstown

The State building has been purchased by Modern Utilities, Inc., from Mrs. Vera Meadow. The new owners plan to remodel the front, and use the lobby for the display of merchandise.

Walt Wilson, Paramount assistant manager, was ill.

Meadow Street

"Tobacco Road," legit show, was booked into the Palace, Danbury, for three performances. . . . The Manchester High School Band was on the stage of the State, Manchester, in conjunction with "Stars and Stripes Forever." . . . Manager Charles Cohen, Art Cinema, Bridgeport, is back after being ill.

The Carberry, Bristol, and Luxor, Unionville, had free admissions for youngsters. . . . The Parkway, Bridgeport, had a 20th anniversary dividend with free admission to children accompanied by parents. . . . The Barnum, Bridgeport, used dollar family tickets on

certain days. . . . The Warner, Torrington, booked in the "Tobacco Road" legit show.

A "Brotherhood Week" meeting was held at the Bijou with exchange personnel and exhibitors attending. Jules Livingston is exchange chairman with Henry Germaine, Carl Reardon, Walter Silverman, Max Birnbaum, Phil Gravitz, Ben Simon, Sidney Cooper, and John Pavone assisting. Harry F. Shaw and Harry Feinstein are exhibitor co-chairmen, and Lou Brown is publicity chairman.

New at National Theatre Supply is Miss Frances Hogan, who formerly worked at the Board of Health. . . . Sam Rosen, Rosen Film Delivery, flew back from Florida when his daughter was hospitalized. . . . New three-dimension high intensity Walker screens were reported installed in the Warner and Merritt, Bridgeport; Garde, New London; Jewett City, and Eastwood, Hartford. National Theatre Supply is making the installations.

Circuits

Loew Poli

Elaine Stewart in "The Bad and the Beautiful" was in for a press luncheon. . . . Jose Greco, in person at the Shubert and Parsons in a legit show, was due to be interviewed to bally "Sombrero." . . . In Meriden, "Dixieland Minstrels," for the benefit of the Memorial Hospital, was held at the Palace.

Connecticut

Branford

"Man Alive," informative 12-minute film, was included on a program at the Branford by arrangement of the Branford Cancer Committee.

Bridgeport

A 21-year-old DP was stabbed by a gang of hoodlums while sitting in the Bostwick, and two youngsters were sent to the reformatory in connection with the incident.

Fairfield

Everything points to the USO benefit show at the Community today (Feb. 4) being a success. Jointly sponsored by the American Legion Posts and Veterans of Foreign Wars, the main aims are to meet the budget requirements for the United Defense Fund and to send Easter presents to Fairfield men and women now serving in Korea. The benefit performance will feature the premiere showing of "She's Back On Broadway." Invited guests include Lieutenant Governor Ned Allen, Harold Russell, General Leslie Groves and Lieutenant General Pete Quesada. Edwin Foster Blair is general chairman of the show.

Hartford

Attorney Herman M. Levy, general counsel, TOA, and executive secretary, MPTO of Connecticut, registered with

the Secretary of State as a lobbyist for the present session of the legislature for the MPTO of Connecticut and the Connecticut Association of Public Accountants.

Visitors included Richard F. Walsh, president, IATSE; Harry Browning and Bob Sternberg, New England Theatres, Boston, and John McGrail, New England exploiteer for U-I.

New Britain

Joe Barenstein, Strand manager, was released from the Hartford Hospital. Michael Mowchan was relief manager. . . . Sperie Perakos, general manager, Perakos Theatres, put a new schedule into effect at the Hi-Way and Beverly, Bridgeport, with both theatres now offering two complete evening performances.

New London

James B. McClellan has been elected president, Local 439, for his eighth term. Installation officer was Frank M. Gookin, Local 454, Attleboro, Mass. Other officers are: vice-president, W. W. Lucas; financial secretary-treasurer, John S. Kane; recording secretary, Benjamin H. Rose, and business agent, Fred W. Nowell, and executive board and trustees, Cleary Patterson, Thomas V. Kenure, and Leslie Nowell.

Maine Gorham

Catholics moved into the Playhouse for their Sunday morning services.

Portland

The Colonial, once a leading theatre, will soon be torn down. The theatre closed 10 years ago.

The State offered a savings bond and 20 guest tickets in a coloring contest in conjunction with "Plymouth Adventure." . . . L. Eugene Gerry, assistant manager, terminated his duties at the State, and went to the Colonial, Natick, Mass. as manager. . . . More than 800 children attended the party at the State arranged by the Junior Chamber of Commerce.

Yarmouth

Lew Packard, operator, Yarmouth Drive-In, posted the sign: "When snow is gone, Grass has riz, This is where, The movies iz."

New Hampshire Alton

Funeral services were held Jan. 18 for Arthur M. Twombly, 70, theatre operator for 15 years.

Plymouth

A new outdoor theatre will be constructed here by Mount Prospect Lodge on Route 3. The drive-in will have speakers for 450 cars. The theatre, on which work has already begun, will be leased to a firm operating three other ozoners. They will receive an option to buy in five years, stated Irving Resnik, lodge manager.

NEWS OF THE

Territory

New York City
Crosstown

The Holiday is being operated by Michael Rose Productions, Inc. . . . The Public, now called the Ancellis, is being operated as a Spanish language house by Harry Harris. . . . Hal Wallis arrived from Hollywood for a business visit.

Thomas O'Connor, RKO Theatres treasurer, was appointed home office chairman, "Brotherhood Week," Feb. 15-22.

The services of John Scarne, expert on exposing dishonest gambling and author of several books on gambling, have been engaged by U-I in connection with "The Mississippi Gambler," Loew's State, and a comprehensive schedule of network and television and radio appearances was set for him.

Emery Austin, assistant to Dan Terrell on MGM exploitation, arrived from Atlanta to assume his new duties at the home office.

Harry H. Goldstein, eastern advertising and publicity director, Allied Artists, returned after a tour of Boston and New England territory, setting up campaigns on "Flat Top." Blake McVeigh, who assisted Goldstein, also came back.

Lloyd Lind, supervisor of exchanges, Allied Artists, was back from the coast following a conference with Steve Broidy, president.

Jesse L. Lasky arrived for various discussions on distribution plans for his forthcoming feature, "Big Brass Band."

The first National Television Film Council Luncheon meeting of the new year had as guests TV editors from trade papers and magazines. Included in the program was the inauguration of the newly-elected officers and board.

Cinema Lodge, B'nai B'rith, set a "Triple Feature Evening," billing Dr. Frank Kingdon, Elias Kagan, and the showing of "The Magnetic Tide."

Joe Sugar, newly-appointed branch manager, United Artists' local exchange, was guest of honor at a luncheon tendered by the New York film buyers to welcome him to the metropolitan area. Harry Brandt served as toastmaster at the luncheon, arranged by Larry Morris B. S. Moss Circuit, and Joe Ingber, Brandt Circuit.

Mitchell Leisen, director, "Tonight We Sing," 20th Century-Fox Technicolor musical, arrived in connection with the forthcoming world premiere at Radio City Music Hall.

The first full-length feature film in three-dimensional Natural Vision to be

shown in New York, "Bwana Devil," will have its premiere on Feb. 18 at Loew's State.

Dan S. Terrell, exploitation-publicity manager for MGM, left for the coast for a visit to the studio. . . . Hilda Lesser, secretary to E. M. Saunders, MGM, returned from a vacation.

Eleanor Parker received a citation from the National Ladies Auxiliary of the Air Force Association for her performance in "Above and Beyond" at the premiere of the MGM film at the Mayfair.

One of the largest advertising and merchandising splashes accorded a motion picture by a leading department store was awarded "The Star" by Gimbels, coinciding with the production's opening at the Rivoli.

New Jersey Allied Theatre Owners went on record at a meeting in the Stacy-Trent Hotel, Trenton, N. J., advocating the end of the 20 per cent federal amusement tax. President Wilbur Snaper, Perth Amboy, presided at the session, which was attended by representatives from 21 counties. Among members of the New Jersey Legislature House of Assembly introduced by Snaper were Assemblyman Fred E. Shepherd, Union County; Assemblywoman Florence Dwyer, Elizabeth; Mrs. Margaret Haines, Newark, and Frank Thompson, J. Richard Kafes, and Edwin J. Snediker, New Brunswick. George Gold, chairman, legislative committee, called up exhibitors to enlist the aid of all theatremen in the state, and President Snaper asked the membership to wire, write, and petition the 14 Congressmen. He also stressed the need of obtaining the aid of civic societies in the drive to have Congress abolish or reduce the tax. John Clark Hildinger, executive, Hildinger-Henry Enterprises, chairman of the reception committee, won acclaim for his successful efforts in producing a capacity gathering.

New York State
Albany

N. Y. Key West Amusement Corporation was authorized to conduct an amusement business, with offices in Yonkers.

Named to the exhibitor committee for "Brotherhood Week," Feb. 15-21, are: co-chairmen, Charles A. Smakwitz, Warner Theatres zone manager, and Harry Lamont, Lamont Theatres president; Saul J. Ullman, Fabian Theatres division manager; Frank Williams, Benton Theatres head booker; Gus Lampe, Schine Circuit general manager; Robert Johnson, Smalley Theatres buyer-booker; Charles Gordon, Olympic, Utica, and Guy Graves, Schenectady city manager for Fabian. Cooperating with Jack Goldberg, MGM resident manager and distributor chairman, are: Nat Rosen, 20th Century-Fox; Ray Smith, Warners; Norm Jackter, Columbia; Leo Greenfield, U-I; Dan Houlihan, Paramount; Arthur Newman, Republic; Nate Dickman, Allied Artists, and Bob Adler, United Artists. National

Screen Service has distributed literature and accessories for the 25th anniversary of the National Conference of Christians and Jews.

A plea that recipients of Fabian Theatres annual passes contribute to funds for industry sufferers from tuberculosis at Will Rogers Memorial Hospital was made by Saul J. Ullman, Fabian upstate manager and exhibitor chairman for the hospital in the exchange district.

Nate Winig, former Chief Barker, Variety Club, has been elected to the board of directors of Shaker Ridge Country Club.

Industry representatives to the inauguration of Dwight D. Eisenhower as president were J. Myer and Louis W. Schine, Schine Theatres. They and the Mesdames Schine made the trip to Washington with George B. Chelius, Jr., general manager, Ten Eyck Hotel, Albany, and Mrs. Chelius. The group was in the party of William L. Pfeifer, Republican State chairman.

John P. Byrne, eastern MGM sales manager, wound up a two-day Albany visit.

The New York State Council of (Protestant) Churches, in its first memorandum of the New Year to legislators, expressed strong opposition to "Bingo" bills like that sponsored by Senator John G. MacDonald and Assemblyman Lucio F. Russo, Staten Island Republicans. It would legalize "Bingo" games for religious, charitable, benevolent, and veterans' organizations. A few days before the church group issued the blast, Mayor A. B. Anderson, also manager, Pontiac, Saranac Lake, and James La Farr, manager, Malone, Malone, were arrested by State Police for staging "Lucky" in the two theatres. Charged with a misdemeanor, the managers pleaded innocent. Trial dates were set.

A graphic presentation of the message on the importance of "the brotherhood of man under the fatherhood of God" featured a Variety Club dinner for "Brotherhood Week," addressed by Dr. Carlyle Adams, religious editor, The Times-Union, and lecturer on philosophy and religion at Russell Sage College; Rabbi Samuel Wolk, Temple Beth Emeth, and Rev. Richard N. Hughes, secretary, Albany Federation of Churches. Perhaps the most serious and eloquent speaking ever heard at a Tent 9 gathering, it was greeted with pin-drop silence, except for applause at the finales. Dr. Adams sketched the history of "Brotherhood Week" since

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Monsignor Hugh McMenamin, Denver, suggested it to the National Conference of Christians and Jews in 1934. Practical steps to make the principles of brotherhood effective throughout the year are one of the National Conferences three-point program, Dr. Adams stressed. The speaker also said that "The motion picture industry plays a big part in the 'Brotherhood Week' effort." Dr. Adams referred to the important contribution made by George Skouras. Rabbi Wolk recalled he had joined the National Conference of Christians and Jews in 1928. Then he was an assistant rabbi in Boston. Rev. Mr. Hughes, who recently came from Michigan to assume the post vacated by Rev. Harvey W. Hollis, quoted from a statement by Harold Rushmore, a convert from Communism, on the need for constant recognition of brotherhood ideals. Charles A. Smakwitz, exhibitor co-chairman, and Jules Perlmutter, Chief Barker, thanked the speakers. Jack Goldberg, Metro manager and distributor chairman for "Brotherhood Week," also sat at the head table. Among others present were: Gerald Atkin, Warner Theatres exploitationist and publicity director for the campaign in the exchange district; Ray Smith, Warner manager, and Milt Levins, Warner headbooker; Ralph Ripps, MGM salesman, and Frank Carroll, MGM headbooker; Nat Rosen, 20th-Century-Fox manager; Saul J. Illman, Fabian upstate manager, and Joe Saperstein, his assistant; Dan Houlihan, Paramount manager, and W. Gordon Bugie, Paramount salesman; Leo Greenfield, U-I manager, and Gene Lowe, U-I salesman; Dr. Samuel Kalison; Sylvan Leff, Utica exhibitor and Realair-Astor's upstate franchise holder, and Henry Seiden.

The Board of Regents backed the decision of the director of the Division of Motion Pictures to deny a license for the showing of "Teen-age Marriage." The Board stated that it "portrays narcotic addiction, both with respect to marihuana and heroin among a group of teenagers. It is our opinion that the picture would 'incite to crime,' is 'immoral,' and would 'tend to corrupt morals' in that it shows addiction to vice, the satisfaction of degrading and depraved appetites, and corruption in principles and conduct, particularly among teen-age children, grossly contrary to good moral behavior. Therefore, it may not be licensed in this state."

Buffalo

Two hundred exhibitors and distributors, wives, and friends attended the annual installation of officers of the Variety Club. Taking office were: Dewey Michaels, Chief Barker; Billy Keaton, First Assistant Chief Barker; Marvin Jacobs, Second Assistant, and William E. J. Martin, Property Master. Elmer Lux, who introduced the speakers, requested those attending to stand in respect to the memory of three recently departed members, George Winters, William Tishkoff, and Frank Wyckoff. Dave Miller then announced that for the club's charity, the cerebral palsy clinic, Childrens Hospital, it has collected a total of \$65,979.57. He thanked the women of Variety for their help. Jack Beresin, National Chief

EYEING THE

Exchanges

NEW YORK — With the "Charles Feldman Silver Anniversary Drive" in full swing, hopes are high that U-I will maintain the lead which it now has until May 2.

MGM — Selma Harris, former secretary to the district manager, was back after a vacation in Great Britain. . . . Promoted from the contract department, Margarita McGregor is now a secretary. . . . Biller Mary Mayhem was ill. . . . Rosalind Fruchtzweig, relief switchboard operator, left. . . . Night shipper Jerome Nadell gave his daughter, Helen, in marriage. . . . Ill in St. Francis Hospital was shipper Barney Mannion.

MONOGRAM — Everyone was happy to welcome Cina Piscitelli, secretary, back after illness. . . . The office was awaiting the final outcome of the "Razz Goldstein Drive."

COLUMBIA — Tickets for the night club party and floor show at the Harlem Branch YMCA may be gotten from clerk Frances Taylor. . . . Birthday greetings went to file clerk Joyce Jones. . . . Inspectresses Frances Belskin and Millie Taliaferro were ill. . . . Saddened by the loss of her brother-in-law was inspectress Mae Maloney.

RKO — It was birthday season for print booker Sadie Castanza, night shipper Albert Bernstein, New York booker Murray Blutreich, Sonia Robbins, boxoffice department, and the film room's Louise Harris. . . . Typist-clerk Sandy Freilich was ill.

BONDED — Head shipper Harry Newman became the father of a college graduate when his son Herbert received

Barker, stated, that throughout the country, he had never seen a more active tent. He then swore in the new officers. Jack Chinell, RKO branch manager, and his wife, Helen, held a cocktail party preceding the dinner.

Ken Caldwell, National Theatre Screen Refinishing Company, was in Miami, Fla., to supervise the installation of his Caldwell Halo Screen for National Theatre Supply in the Center, Wometco Circuit. . . . Bert Ryde, business agent local 233, was in Miami, Fla., to attend the executive board meeting of the American Federation of Labor. His wife accompanied him.

Romance is jelling in the life of Ed Smith, RKO shipper, and Mildred Vohwinkle, daughter of the late Barney Vohwinkle, who owned and operated the Genesee. . . . Leo Murphy, former sales representative for Sports Service Corporation, resigned.

Louie Oddo, Film building, is slowly improving, but still confined to his home since his accident. Everyone hopes for his complete recovery.

his degree from City College's School of Engineering. . . . Shipper Romeo Zaccane stashed away another year.

U-I — Recently discharged from the army, Hal Makofka is an apprentice in the booking department. Before his army interlude, he was an assistant manager, and, while in the service, acted as projectionist and wrote a film column for an army newspaper. . . . Remodeling of the office began. . . . Booker Harvey Reinstein was off to Vermont for a skiing expedition. . . . Assistant branch manager Nat Goldberg was hit by a virus.

20TH-FOX — Frances Singer was overjoyed at the discharge from the army of her future son-in-law, and was busily making plans for her daughter's marriage. . . . Booker's assistant Martha Kafka celebrated her silver wedding anniversary. . . . Mike Nuzzola, salesman, was ill. . . . Shipper Sam Katz saw his wife off to Flordia. . . . Lillian Kahn, head, billing department, was ill.

PARAMOUNT — Carol Hoagland, secretary to Henry Randel, attended a graduation dinner for her sister, Lois, presenting her with a watch. . . . A Valentine's Day wedding is planned for Joe Curtain, booking department. . . . Clerk Philip Fontanetta will be going for his army physical. . . . The accounting department's new addition is George Casiano, a dischargee from the army.

RAMBLIN' 'ROUND — U-I was looking for two girl typists. . . . George Hornstein was in Flordia. . . . Joe Brenner has taken over national distribution for the French "The Rules of The Game" and "Love Story." . . . United Artists telephone operator Merle McKinna was ill. . . . Favorite has two headed for Loews Circuit, "Great White Hunter" and "Captain Kidd." . . . Booker for Famous, Charlotte Goldstone, celebrated being a year older.

—J. A. D.

Patricia Hardy, Jaclynne Greene, and Don Gordon, featured in U-I's "Girls In The Night," were in in connection with advance promotion.

Ed Suckfeldt, superintendent, Film building, is recuperating after undergoing an operation at Buffalo General Hospital. . . . Condolences go to wife Edith Wyckoff and daughters, Mrs. Karl N. Gerst and Mrs. Roland Suran, on the sudden and untimely passing of Frank Wyckoff. He owned Economy Poster Exchange, located in the Film building at the time of his death. For 15 years, he operated a poster exchange which was later taken over by National Screen Service.

—M. G.

Saranac Lake

Mayor Alton B. Anderson and James Lafarr, Malone, with managers, were arrested by state police on lottery charges in connection with games of a "Bingo" nature played at the theatre.

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Hundreds Attend Philly "Brotherhood" Meeting

PHILADELPHIA — The motion picture industry, in preparation for "Brotherhood Week," Feb. 15-22, commemorating the 25th anniversary of the National Conference of Christians and Jews, held a mass meeting at the Erlanger, with several hundred employees and executives of independent and circuit theatres, branch managers, and exchange employees in attendance.

Dr. Andrew W. Gottschall, Philadelphia director, NCCJ, and Dr. Martin P. Chworowsky, director, Albert M. Greenfield Center of Human Relations, University of Pennsylvania, spoke on the strides NCCJ has made in creating harmony among all peoples, what still must be done in the field of promoting tolerance, and how the industry can best participate in "Brotherhood Week."

Philadelphia heads of "Brotherhood Week" observances are William Goldman, president, William Goldman Theatres, exhibitor chairman; Joseph G. Leon, U-I branch manager and chairman of the meeting, distributor chairman, and Everett C. Callow, Warner Theatres publicity chairman.

Goldman made the theatre available for the meeting.



Joseph G. Leon, U-I branch manager, Philadelphia, is the first to sign up in the area's support of "Brotherhood Week" following the recent opening meeting for the 25th anniversary of the National Conference of Christians and Jews. Trade executives and employees met to hear Dr. Andrew W. Gottschall, Philadelphia NCCJ director, left, and Dr. Martin P. Chworowski, director, Albert M. Greenfield Center of Human Relations, University of Pennsylvania, discuss plans for industry participation in "Brotherhood Week" at the Erlanger.

The Fox held a preview of 20th-Fox's "Niagara."

Lou Cohen still is operating the Abbey Playhouse but is also selling cars for Fierstien Brothers, which has a Kaiser-Frazer agency. Cohen says he will be glad to hear from friends interested in buying a new or used car.

Patricia Hardy, Jaclynne Greene, and Don Gordon, featured in U-I's "Girls In

The Night," were in connection with advance promotion.

Vine Street

The National Screen Service-Independent Poster Exchange hearing has been postponed until May 4. . . . Nelson Wax's Boxoffice exchange was ransacked over a weekend.

Condolences are extended to Charles Donohue, RKO booker, upon the death of his mother. . . . Ralph Whitehall, National Screen Service counter man, suffered a paralytic stroke, and was in Hahnemann Hospital in serious condition.

David Law, Warner cashier, was back after illness. . . . Glenn Norris, 20th-Fox division manager, was in. So was Clarence Hill, home office. . . . Both exchange unions, F-7 and B-7, were awaiting further word from the distributors' labor negotiating committees with the latter advising it would be some time before they got back to Philadelphia again.

Among those visiting on behalf of forthcoming U-I pictures were Rock Hudson, and Julia Adams.

The trade was sorry to hear of the death of Bill Ford, one-time owner, Lyric, Atlantic City, N. J., who passed away after illness. He was on the retired list, and had been out west for his health.

Everyone was glad to see Jack Greenberg back after his recent hospitalization. . . . Joe Engel, Screen Guild, says that he, too, will have a 3-D short within the next few months.

NEWS OF THE

Territory

Philadelphia Crosstown

When Mr. and Mrs. Abraham M. Ellis presented to Har Zion Temple Center the house and grounds on the southwest corner of Wynnefield Avenue and Georges Lane, adjacent to the Temple campus, Ellis said, "I would like to see the establishment of a regular Jewish Day School from the nursery school level to the early grades of the elementary school, where our children could receive both a Jewish education and a general education under the auspices of Har-Zion Temple." Ellis a prominent exhibitor, is a member of the board of directors of Har Zion.

Sidney E. Samuelson, president-general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, announced that the 15th annual membership meeting of the association will be held on Feb. 24.

In a realignment of real estate assessments, some theatres obtained decreases, among them the Stanley, from \$661,600 to \$634,600; Aldine, from \$456,900 to \$440,600; Goldman, from \$788,200 to \$770,800 and Randolph, from \$617,400 to \$589,000. The Fox received a boost from \$1,501,200 to \$1,551,300.

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Two members of Local 307 passed away. Morris Korf, 73, who had been at the Cross Keys, died on Jan. 26. Services were held at Joseph Levine and Sons funeral parlors, with interment in Mt. Sharon Cemetery. Sol Borman, 59, at the Great Northern for many years, also died.

Norman Lewis, veteran exhibitor, has a hobby, collecting calendars. Industry-ites who wish to aid him in his endeavors are asked to send him the calendars at his office, 219 North Broad Street. He has quite a collection, which he will display to any interested trader.

District of Columbia Washington

Kay Norton, publicity manager, RKO, was in with the eight NATO Wacs who were guests of honor at the world premiere of "Never Wave At A WAC" at the RKO Keith.

Local showmen were given a sendoff from drama critic Jay Carmody, The Evening Star, for the part they played in making the 1953 inaugural affairs a

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First "Sex Education" Films Play Philadelphia

PHILADELPHIA — The first of what is expected to be a series of sex education films played the city last fortnight following similar engagements upstate.

The Dante and Admiral played "Street Corner," and featured the "actual birth of babies" angle.

The S-W Earle is also slated to play a film of the same type some time before it closes in late April. "Mom and Dad" is set for this house.

Jack Harris is distributing "Because of Eve" and "Bob and Sally," while there are said to be others expected to be playing the state.

Up to a few months ago, all such films were barred by the State Board of Censors.

success. Among those receiving applause were Joel Margolis, Jack Foxe, and Allen Zee. The large contingent of Hollywood stars in for the inaugural included George Murphy, Esther Williams, Walter Pidgeon, Allan Jones, Hoagy Carmichael, Abbott and Costello, Toly Martin, the Champions, and Ethel Merman.

The red, white, and blue bunting of the inaugural still bedecks Washington stores, but Jack Foxe, Loew's publicity chief, needs no inaugural reminder. He wound up with a fever of 104, but three shots of penicillin, plus several days in bed, made him good as new again. He worked with Warner Theatres' publicity ace, Frank LaFalce.

Producer Arch Oboler and production assistant Miss Jerry Kay came in for the opening at the Warner and the Ambassador of "Bwana Devil." . . . Metropolitan manager Sidney Hoffman reportedly is excited over a pending prospect of becoming manager of a first-run. . . . Bill G. Karris, assistant manager, Warner, underwent an operation for a war injury. His upper jawbone was replaced with a plastic one. The operation was performed in his doctor's office.

The Dupont on Feb. 10 will interrupt "High Noon" for one night to run a premiere, "Mahatma Gandhi, 20th Century Prophet," under the auspices of the Indian ambassador. . . . Shirley Booth, star of "Come Back, Little Sheba," is due in Washington for a screening on Feb. 8 at the Motion Picture Association's Academia. Regular run will start on Feb. 11 at the Playhouse.

VARIETY CLUB NEWS — New members of Tent 11 approved by the membership committee include: Al D. Valente, co-owner, Tick Tock night club; Robert H. Brient, vice-president, Elmer H. Brient and Sons, Inc.; John Puleo, actor; Richard Cohen, Minerva Film Exchange; Maynard I. Wayne, night club owner, and associate member, Gilbert G. La Gorce, assistant director of advertising, National Geographic magazine. . . . Victor J. Orsinger, Chief Barker, an-

nounced the following committee appointments: welfare, Morton Gerber, chairman, and George Crouch and Nathan D. Golden, vice-chairmen; ways and means, Frank M. Boucher and Jack Fruchtman, chairmen, and Jerome A. Adams and Sidney Lust, vice-chairmen; membership, Gerald R. Price, chairman; public relations, Alvin Q. Ehrlich, chairman, and Alvin Epstein and David Polland, vice-chairmen; finance, Fred S. Kogod, chairman; house and entertainment, John Gins, chairman, and Hirsh de LaViez and Joel Margolis, vice-chairmen; planning and improving physical facilities, Orville Crouch, chairman, and Jack Foxe and Gerald Wagner, vice-chairmen; speakers and distinguished guests, Jake Flax and J. E. Fontaine, co-chairmen, and ladies, R. Wade Pearson, chairman. The ladies committee is composed of all of the Variety Club women who will be called upon during the year to assist in the many social and charitable endeavors. . . . The board of governors elected Dr. Sylvan Danzansky and Harry Coonin to sit in at board meetings for the year 1953, on an ex-officio basis. . . . Joe Gins, chairman, house and entertainment committee, sent out cards announcing a Valentine party on Feb. 14. . . . Arthur Steloff, WWDC, has been approved by the membership committee for regular membership. . . . Clark Davis, District Theatres, celebrated his birthday on Jan. 31. Other barkers celebrating birthdays are: Ben Caplon, branch manager, Columbia, Feb. 1; George Y. Wheeler, NBC, 3; Dr. Morton Handmacher, and Ervin Ornstein, 4; Fritz Hoffmann, District Theatres, 5, and Lloyd Wineland, Sr., Wineland Theatres, 6. . . . On Feb. 11, at 9:30 a.m., over WTTG, the Variety Club ladies will be on television in an audience participation show. The work of the club will be discussed. If any ladies are interested in attending, they may contact Mrs. Sara S. Young. . . . Tent 11 members are rooting for the recovery of Fire Chief Millard Sutton, a member of Tent 11, who was seriously injured in a fire and explosion. He is at Casualty Hospital, and cards would be appreciated.

A celebrity-packed audience headed by top-ranking government and military officials, foreign diplomats, and stage screen, radio, and television personalities jammed the RKO Keith for the world premiere of RKO's "Never Wave At A WAC." Festivities got under way on schedule with the arrival of the U. S. Army Field Band and the Women's Army Corps Band, followed by the precision WAC drill team from Fort Lee, Va. Premiere ceremonies, both inside and outside the theatre, were covered by a 45-minute television broadcast, with Elaine Shepard, TV "Hollywood Reporter," handling the interviews with celebrities. In addition, commentator Hazel Markel taped interviews with prominent personalities for broadcast on her daily radio show. Stage ceremonies in the theatre were mc'd by Mrs. William Randolph Hearst, Jr., and included appearances by General Omar N. Bradley and eight representatives of the armed services of seven NATO countries flown from Paris for the premiere. Following the screening, producer Frederick

Brisson was host at a reception at the Hotel Statler honoring General and Mrs. Bradley and the Joint Chiefs of Staff.

At Sandy, Jerry Sandy was sick with the flu. . . . At Paramount, Miss Anna Bernd was reported doing nicely at Sibley Hospital. . . . At National Screen Service, salesman Harp Levin, Philadelphia, was a visitor.

At Republic, assistant cashier Ida Leniek was out with the flu; contract clerk Mrs. Doris Musselman resigned for her first date with the stork, and clerk-typist Bertha Mae Amanet celebrated her birthday.

A recent visitor was Jesse Stern, owner, Montrose, Montrose, Va. . . . Equity branch manager Mike Mills parked his car on G Street, was gone about 20 minutes, and came back to find himself out \$300.

At Warners, phone operator Mrs. Corinne Bertin was sick with the flu, as was poster clerk Roy Cook, Theatre Advertising. . . . At Columbia, both booker Freddie Sapperstein and clerk-typist Martha Uhler were out with slipped discs, and biller Althea Bryant was ill with the flu.

At Allied Artists, branch manager Milt Lipsner is sporting a new watch. His office won the National Monogram Award for November. His business was up 205 per cent over November a year ago.

Rudolph Berger, MGM, was down to Charlotte. . . . At 20th-Fox the personnel was shifted around. Booker Leona Gunsberg resigned to go back to New Jersey. To replace her, Marion Bowen, head booker Sara Young's secretary, was given that promotion. Anna Suchta was transferred from the cashier's department, and Dorothy Hawkins replaced her. Aileen Poe, takes Miss Hawkins' desk. . . . 20th-Fox Virginia salesman David Rosenthal is moving to Cleveland to become branch manager for United Artists. The office party held in his honor was a success.

—RICK LAFALCE

Delaware Wilmington

A. J. Belair, president, Rialto Theatre Company, and Mrs. Belair returned from their New England visit. . . . The Rialto bowling team broke previous high-three in the Diamond State Major League with 2603 when all five girls rolled over 500, led by Dot Neutz with 546 and Ernie Rash, A. J. Belair's secretary, with 524. . . . The trade was saddened by the death at the age of 85 of Albert Oliver Herman Grier, dean of the editorial staff, The News-Journal newspapers. . . . Henry L. Sholly, EXHIBITOR correspondent, was in charge of the program of the monthly meeting of Laurence Roberts Post 21, American Legion, as vice-chairman of public relations. . . . Ben Shindler, manager, Ace, vacationing in Florida, was on the sick list. . . . John O. Hopkins, Jr., manager, Hopkins, returned from

Washington with some good photos he took on inauguration day. His father, Dr. John O. Hopkins, Sr., who also went to the inauguration of President Eisenhower, was on the sick list. . . . Earle G. Finney, manager, S-W Ritz, had a second candy giveaway in a promotion with Berlo Vending Company. . . . Peggy Hayden, S-W Ritz, is back following an operation.

—H. L. S.

Maryland Baltimore

The Hippodrome's opening date has been set for Feb. 20 with "Hans Christian Andersen," according to owner Isador M. Rappaport. The house has been closed since its stage was damaged by fire last spring. There will not be any stage shows. . . . Bob Rappaport, Town, had Elaine Stewart, MGM starlet, in tow to herald "The Bad and the Beautiful."

Rodney Collier, Stanley manager, provided no end of TV appearances, radio interviews, and press conferences for Jerry Kay, in town to represent Arch Oboler for "Bwana Devil." Charlie Baron, United Artists, was also here in advance for the same three-dimensional film.

Art Terry, United Artists branch manager, stopped off for a visit. . . . Walter Macneal, Rome Theatres' maintenance chief, was in Bon Secours Hospital. . . . Irving Cantor resigned as Town manager to return to the Schine Staff in Rochester, N. Y. . . . Alfred Voglein, now a Century aide, formerly was at the Parkway for years. . . . Polly Williams, New, married Edward Imbrogulio, and resigned. . . . Leon Back, general manager, Rome Circuit, attended the opening of "The Four Poster" at Ford's. . . . Walter Gettinger, owner, Howard, and Mrs. Gettinger were also first-nighters. Likewise Oscar B. Coblentz, Jr., Alpha owner, and Mrs. Coblentz.

Fred Schanberger, Jr., coowner Keith's, was reading a Florida trip to recuperate from his recent illness. . . . William G. Myers, DeLuxe owner, traveled to Maryland's Eastern Shore on business.

—G. B.

Leonardtwn

Manager T. L. Harrison, Jr., Park, Lexington Park, Md., was planning to arrange his lobby like a gambling den to exploit "The Mississippi Gambler." . . . The Park and Plaza, aiding "The March of Dimes," had milk bottles representing the 48 states in the lobbies for the convenience of those wishing to donate from their home state.

New Jersey Trenton

A hold up of the Garden was foiled by Mrs. E. Branum, who pressed an alarm bell button. The alarm alerted the house staff. Mrs. Branum said the bandit

stepped out of a crowd on the busy street, pushed the muzzle of a revolver through the booth window, and demanded: "Hand over the money!" Police quickly answered the alarm bell, but the bandit escaped.

New Jersey Allied Theatre Owners went on record at a meeting in the Stacy-Trent Hotel advocating the abolishment of the 20 per cent federal amusement tax. President Wilbur Snaper, Perth Amboy, presided at the session, which was attended by representatives from 21 counties. Among members of the House of Assembly present were Assemblyman Fred E. Shepherd, Union County; Assemblywoman Florence Dwyer, Elizabeth; Mrs. Margaret Haines, Newark, and Frank Thompson, J. Richard Kafes, and Edwin J. Snediker, New Brunswick. George Gold, chairman, legislative committee, called upon the exhibitors to enlist the

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Arnold Leopard, manager, Maryland, Hagerstown, Md., decorated his marquee recently with a cutout of Esther Williams for "Million Dollar Mermaid."

TRADE SCREENINGS

PHILADELPHIA

PARAMOUNT—(248 North 12th) Feb. 6, 2:30, "Off Limits" (Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.)

aid of all theatremen in the state, and President Snaper asked the membership, to wire, write, and petition the 14 Congressmen from the state. He also stressed the need of obtaining the aid of civic societies in the drive to have Congress abolish or reduce the tax. John Clark Hildinger, Hildinger-Henry Enterprises, chairman of the reception committee, won acclaim for his successful efforts in producing a capacity gathering.

Pennsylvania Coaldale

Condolences are extended to Eddie Jones, booker-buyer, Magazzu Circuit, upon the death of his mother.

Duncannon

In connection with the showing of "Stars and Stripes Forever" Bill Coleman, manager, Markan, promoted a parade with the Veterans of Foreign Wars' Drum and Bugle Corps. The parade got a lot of attention, and helped business.



Seen conferring at Paramount's recent week-long division and branch managers' sales meeting at the Hotel Plaza, New York, are, left to right, Hugh Owen, eastern and southern division manager; A. E. Fitter, assistant to Owen; George A. Smith, western division manager, and Howard Minsky, mideastern division manager. A. W. Schwalberg, president, Paramount Film Distributing Corporation, presided at the session.



Larry Graver, manager, S-W Mastbaum, Philadelphia, arranged a big lobby display to herald the recent opening of Warners' "The Jazz Singer."

Reading

The Majestic, Mount Penn, Pa., Harry Friedland, manager, is staging Monday night local talent shows under the title, "Alan Lane's Talent Time." . . . Manager Paul E. Glase, Embassy, celebrated another birthday.

Virginia Richmond

Morton G. Thalhimer, president, Neighborhood Theatre, Inc., attended the TOA board meeting in New York. Morton G. Thalhimer, Jr., has been appointed a member of the TOA concessions committee. . . . Roy Mathews resigned as assistant manager, Fabian's Colonial. . . . Lou Golding, Fabian official, was in from New York. . . . Al Bernstein, manager, Bellwood Drive-In, now doing relief managerial duties for Fabian Theatres, returned from vacationing in New York and Florida.

The Chesterfield County police reported that thieves broke into the Twin Pines Drive-In refreshment booth, and took money out of the cigarette machine. The Rainbow Drive-In, Colonial Heights, was also broken into, and \$200 and 15 cartoons of cigarettes were stolen.

James Forrest resigned as manager, Radium, Cape Charles, and joined the Schine Circuit. Edwin Webster is the new Radium manager. . . . Dave McCoy, manager, Beacon, Hopewell, left for active duty in the army reserves, and his wife, Celia, took over the operation of the theatre until his return. . . . Thomas Carnell was transferred from the Brookland to the Westhampton, succeeding John Zenner, and Carl Moore, relief manager, was promoted to manager, Brookland.

At the Neighborhood Theatre, Inc., home office, Harold Wood was sick with the flu. A. O. Budina was out for a few days, and Walter Kolm and Emmalee Dudley also lost several days on account of illness. . . . Maurice Nunnally, NTI home office, a musician, played in the band for the ice show at the Mosque. . . . Wade Pearson was a visitor to the NTI home office from Arlington. . . . Bob Overcash, NTI engineer, is vacationing in Florida. . . . Gordon Culley, assistant manager, State, had the grippe and missed a couple of days. So did Julia Elliott, concession attendant.



A huge display for Paramount's "The Stooge" was recently set up in the lobby of the S-W Stanley, Philadelphia, by manager Mort Levine.

George Stitzer, Byrd assistant manager, made several good tieups with the Army Recruiting Station on "Never Wave At A Wac," Byrd and State. Outstanding was a banner stretched across the front of the barricade at Ninth and Broad where the new bus station is being built. Recruiting "A" boards with tieup one-sheets were set up all over town, and Thalhimers Department Store used a window plugging recruiting and the picture. The band from Fort Lee gave a concert in Capitol Square, appeared on WTVR, and gave a concert on the stage of the Byrd. Former members of the WAC living in Richmond were invited to be guests of the Byrd, and the governor was also invited.

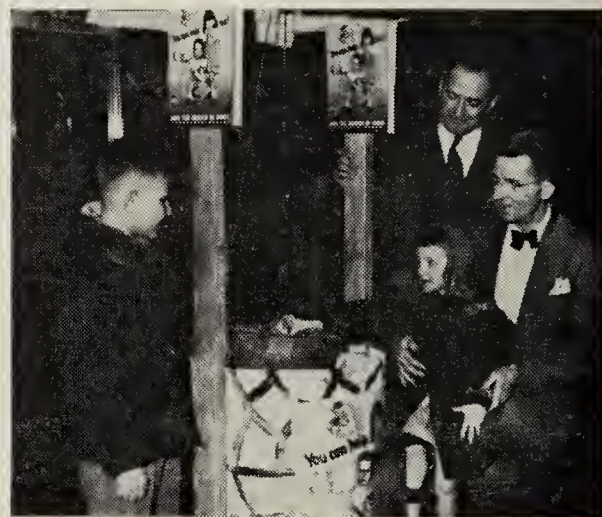
Sam Pulliam, manager, Grand, pulled a stunt during the showing of "Invasion, U.S.A." which created comment. The marquee copy read: "It will scare the pants off you, 'Invasion U.S.A.'", and underneath he stretched a clothesline, and hung up a number of men's and women's briefs.

—S. T.

Variety Club Tent 13, Philadelphia

"Niagara" was screened through the courtesy of 20th-Fox.

Plans are being set for the annual "Johnny Night" in the late spring.



Beverly Price, five, a sufferer from infantile paralysis, recently made the first donation to "The March of Dimes" wishing well set up in front of the Maryland, Hagerstown, Md. Manager Arnold Leopard is shown holding Beverly as Claude Poole, Colonial manager, looks on. On the left is Richard Heiberger, 12, improving after a polio attack.

Allied Artists

ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210)—(Monogram).

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half 61m.—see Sept. 10 issue—(5216)—(Monogram).

BATTLE ZONE—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—(5208)—(Monogram).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).

DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Serles average—54m.—see Aug. 27 issue—(5243)—(Monogram).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).

MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322)—71m.

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204)—(Monogram).

SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—Far the lower half—71m.—see Aug. 13 issue—(5218)—(Monogram).

STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Rice—Okeh western—67m.—see Jan. 28 issue—(5332).

TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).

TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).

BIG WILDERNESS—Kirby Grant, Chinook.

COPPERHEADS—Bill Elliott, Marjorie Lord.

COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggy Castle.

CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys.

FANGS OF THE ARCTIC—Kirby Grant, Chinook, Inga Borg—(5222)—(Monogram).

FORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor)—(5303).

HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry—(5323).

JALOPY—Bowery Boys, Jane Easton, Mona Knox—(5318).

KANSAS PACIFIC—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor)—(5302).

MARKSMAN, THE—Wayne Morris, Elena Verudgo, Stanford Jolley.

ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color).

SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).

WHITE LIGHTNING—Stanley Clements, Barbara Bestar, Steve Brodie—(5326).

Columbia

(1951-52 releases from 401

1952-53 releases from 501)

AFFAIR IN TRINIDAD—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).

ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 14

FEBRUARY 4, 1953

BARBED WIRE—W—Gene Autry, Pat Buttram, Anne James—Routine series entry—61m.—see July 16 issue—(474).

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).

CALIFORNIA CONQUEST—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).

CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).

CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).

EIGHT IRON MEN—MD—Mary Castle, David McMahon, Sonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).

FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue.

GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).

HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).

HAREM GIRL—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).

INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).

JUNCTION CITY—W—Charles Starrett, Smiley Burnette, Jack Mahaney, Kathleen Case—Standard series entry—54m.—see July 16 issue—(486).

KID FROM BROKEN GUN, THE—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).

LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).

LADY AND THE BANDIT, THE—AD—Louis Hayward, Patricia Medina, Suzanne Dalbert—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).

LAST OF THE COMANCHES, THE—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).

MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue.

MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).

PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).

RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balanda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—(Technicolor)—(524).

SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex-comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

We "LAY IT ON THE LINE" . . .
and call a "Stinker" a "Stinker"



There was no bunk or side stepping in our original FACTUALLY HONEST "Pink Section" REVIEWS . . . and in this "Yellow Section" CHECK-UP is a summary of the same HONEST FACTS.

Check these running times and other data against your records!

FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).

FIGHT TOWN—Jeanne Crain, Dale Robertson—(Technicolor).

GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz—(Cinecolor)—(314).

MABEL AND ME—Dan Dailey, Corinne Calvet.

MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany)—(315).

PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.

POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor).

PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter—(312).

SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).

TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.

WATERHOLE—Bill Lundigan, Gloria Grahame.

WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).

BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).

BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Ansco Color)—(Natural Vision).

GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).

ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).

IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).

KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).

LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).

LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).

MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).

ONE BIG AFFAIR—C—Evelyn Keyes, Dennis O'Keefe, Mary Anderson—Fair comedy for the duallers—80m.—see Mar. 12 issue—Leg.: B—(Bogaus).

OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).

PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).

RING, THE—MD—Gerald Mahr, Rita Moreno, Lela Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(Kling).

THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).

UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

BANDITS OF CORSICA, THE—Louis Hayward, Richard Greene, Paula Raymond—(Small).

DARK OF NIGHT—Teresa Wright, MacDonald Carey—(Bogaus).

ESPERENZA—(Argentine-made)—(Ben Ami).

FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).

GENGHIS KHAN—Manuel Conde, Elvira Reyes, Lou Salvador—(Made in the Philippines)—(Conde).

GOLDEN BLADE, THE—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vasarotti).

GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian).

LUXURY GIRLS—Susan Stephen, Laurence Ward, Anna Maria Ferrero—(Made in Italy)—(Riviera).

MAGNETIC MONSTER, THE—Richard Carlson, Jean Byron, King Donovan—(A-Men).

MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).

MISS HARGREAVES—Katharine Hepburn—(Huston).

MONSOON—Ursula Thiess, Diana Douglas, George Nader—Leg.: B—(Made in India)—(Technicolor)—(Film Group).

MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).

PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wildier).

RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Molra, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).

SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).

SCARLET SPEAR, THE—John Archer, Martha Hyers—(Ansco Color)—(Made in Africa)—(Breakston-Stahl).

SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).

SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).

TALE OF FIVE WOMEN, A—Bonar Colleano, Gino Lollobrigida, Karen Himbold—(Made in Europe)—(Paal).

WELLS FARGO EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Small).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).

BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).

BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).

BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79½m.—see Sept. 10 issue—(232).

DUEL AT SILVER CREEK—OACD—Audie Murphy, Faith Domergue, Stephen McNally—Okeh outdoor show—77m.—see July 16 issue—(Technicolor)—(228).

GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).

HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).

IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).

IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).

LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).

LOST IN ALASKA—F—Bud Abbott, Lou Costello, Miltzi Green—Name draw will make the difference—76m.—see July 30 issue—(229).

MEET ME AT THE FAIR—CDMU—Dan Dalley, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).

MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98½m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).

PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).

RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).

REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).

SON OF ALI BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).

STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank).

STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whiteley, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).

UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor show—75m.—see July 30 issue—(Technicolor)—(230).

WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Mari Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Susan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff.

ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.

BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cachran, Barbara Rush—(Technicolor).

CITY BENEATH THE SEA—Robert Ryan, Susan Ball, Anthony Quinn—(Technicolor)—Leg.: B—(308).

CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Molra Lister—(English-made)—(Rank).

COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).

DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).

DRIFTING—Tony Curtis, Joanne Dru, Lyle Bettger.

EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guld.

GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).

GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).

GUNSMOKE—Audie Murphy, Susan Cabot, Paul Kelly—(Technicolor).

IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.

LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).

LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.

MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).

PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).

PRINCE OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).

SEMINOLE—Rock Hudson, Barbara Hale, Anthony Quinn—(Technicolor).

SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).

STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).

TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).

THUNDER BAY—James Stewart, Joanne Dru, Marla Henderson—(Technicolor).

WALKIN' MY BABY BACK HOME—Donald O'Connor, Janet Leigh—(Technicolor).

WINGS OF THE HAWK—Glenn Ford, Abbe Lane—(Technicolor).

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).

APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).

BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).

CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).

CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).

IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Callela—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—108m.—see Jan. 14 issue—(Technicolor)—(212).

MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).

MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).

OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—106m.—see Oct. 22 issue—Leg.: B—(205).

SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).

SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).

STORY OF WILL ROGERS, THE—BIOD—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothorn, Nat "King" Cole.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

EVERYBODY COMES TO RICK'S—Danny Thomas, Peggy Lee—(Technicolor).

GRACE MOORE STORY, THE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D).

I CONFESS—Montgomery Clift, Anne Baxter, Karl Malden—(213).

ISLAND IN THE SKY—Lloyd Nolan, Ward Bond, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SO BIG—Jane Wyman, Sterling Hayden.

SULU SEA—Burt Lancaster, Virginia Mayo, Hayden Rorke.

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Karen Morley—For the lower half—77m.—see Feb. 11 issue—(Trucolor)—(Famous).

BREAKDOWN—D—Ann Richards, William Bishop, Ann Gwynne, Sheldon Leonard—Okeh for the lower half—75m.—see July 30 issue—(Realart).

CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(Brandon).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Famous).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

TRI-OPTICON SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Tri-Opticon).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Alf Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassmann—Mangano draw and selling angles should get this plenty of attention—100 m.—see Jan. 28 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(IFE).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreory Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davls).

BERLINER, THE—SAT—Gert Frobe, Arlbert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggioni, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—D—Anna Neagle, Michael Wilding, Google Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davls).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Bolinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markovich, Milvoye Zhivanovich, Vera Ilich-Djukish—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

ROBINSON CRUSOE LAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

THREE SINNERS—D—Fernandel, Jacques Barennes, Raymond Souplex, Jeanne Moreau—Galle entry has limited art house appeal—84m.—see July 30 issue—(French-made)—(English titles)—(Sachsen).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hoaxed And Rooked (Clyde)	F	16½m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15½m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18½m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes		21m.	
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16½m.	3434
5434	(Jan. 17)	One Too Many		20m.	
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
	(.....)	The Secret Code (Reissue)	E	15 ep.	
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16½m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Chao Choo	F	15½m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse		16½m.	
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10½m.	3418
5652	(Jan. 29)	Jungle Monarchs		9m.	
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10½m.	3404
5552	(Dec. 4)	No. 2	F	10½m.	3435
5553	(Feb. 19)	No. 3			
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7½m.	3441
5607	(Feb. 5)	Tito's Guitar		7m.	
5608	(Feb. 26)	Professor Small And Mr. Tall		7½m.	
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(.....)	Gerald McBoing Boing's Symphony	E	7½m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6½m.	3392
5702	(Dec. 24)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10½m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.		9½m.	
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9½m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo			
5805	(Feb. 26)	Trick Shot Artists			
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(.....)	Cobs And Robbers	F	6½m.	3448
	(.....)	Johann Mouse	E	7m.	
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6½m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	
NOSTRADAMUS					
R-421	(.....)	Nostradamus Says So	E	10m.	
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
	(.....)	Aquatic Kids			
	(.....)	Good Buy Now			
	(.....)	The Postman			
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boa	G	7m.	3410
B-12-2	(Feb. 13)	Frightday The 13th			
B12-3	(Mar. 13)	Spook Na. Evil			
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets		9m.	
R12-6	(Feb. 27)	Sport Car Racing		9m.	
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic		7m.	
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History		7m.	
X12-3	(Apr. 3)	Philharmaniacs			
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch			
P12-4	(Apr. 17)	Winner By A Hare			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks			
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology			
E12-3	(Jan. 30)	Ancient Fistory		7m.	
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In interesting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days			
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two			
33604	(Mar. 13)	Pardon My Wrench			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner			
PEOPLE AND PLACES (.....)					
	(.....)	The Alaskan Eskimo			
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
33105	(Jan. 2)	Conquest Of Ungara	G	15m.	3458
	(.....)	Racing Heritage			
SPORT SPECIALS (2)					
	(Sept. 24)	Walcott-Marciano Fight	G	21m.	3392
33901	(Dec. 12)	Football Highlights Of 1952	G	16½m.	3441
33801	(Apr. 17)	Basketball Highlights			
TECHNICOLOR SPECIALS (1)					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2) (Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
32901	(Feb.)	Bear Country	E	22½m.	3458
One Reel SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
34210	(Jan. 9)	Molly Bee Sings	F	9m.	3448
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396

EXHIBITOR

**Bookkeepers...
Bakers...
and Busy
Dressmakers...**



Americans Are Rolling Up Their Sleeves!

**YES, ALL KINDS OF PEOPLE
ARE GIVING BLOOD SO THAT
OUR WOUNDED MAY LIVE!**

• Today, the blood of a Boston bookkeeper may be flowing through the veins of a wounded kid from a Kansas farm... the blood of a pretty Southern housewife may have saved the life of a grizzled leatherneck. For, blood is blood, a God-given miracle for which there is no substitute... and when a man's life hangs in the balance and blood is needed, there is nothing else to take its place!

Right now the need for blood is urgent. In hospitals—at home and overseas—

many men require four and six transfusions during delicate operations. And the blood *must* be there—when it's needed. So give the most precious gift of all—*your* blood!

Be assured that giving blood is neither difficult nor distressing. And what a thrill there is in knowing that you've performed a really unselfish act! So call your local American Red Cross today and make an appointment. And tell your friends and neighbors about your experience. Let them share the wonderful feeling Americans get when they roll up their sleeves—and give blood.

But—

**WHAT HAPPENED
TO THAT PINT OF
BLOOD YOU WERE
GOING TO GIVE?**



Call Your American Red Cross Today!



ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
Torpedo Alley M. Stevens, D. Malone, B. Williams	The Four Poster R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor)	I'll Get You G. Raft, S. Gray (Made in England)	Above And Beyond R. Taylor, E. Parker, J. Whitmore The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor) Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton Never Wave At A WAC R. Russell, M. Wilson, P. Douglas No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	The Thief Of Venice M. Montez, P. Christian (European-made) My Cousin Rachel O. DeHavilland, R. Burton The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor) Ruby Gentry J. Jones, C. Heston, K. Malden The Gunfighter Yellow Sky (Re-releases)	Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian) Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera)	The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor) The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor) Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	April In Paris D. Day, R. Bolger, C. Dauphin (Technicolor) Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor) The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY- MARCH	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor)	Last Of The Comanches B. Crawford, B. Hale, (Technicolor) Target Hong Kong R. Denning, N. Gates, R. Loo	The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	Jeopardy B. Stanwyck, B. Sullivan, R. Meeker Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	The Stooge D. Martin, J. Lewis, P. Bergen, E. Mayehoff Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore The Stars Are Singing R. Clooney, A. M. Alberghefti, L. Melchior, J. Archer (Technicolor)	Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made) San Antonio R. Cameron, A. Whelan, F. Tucker	Niagara M. Monroe, J. Cotten, J. Peters (Technicolor) The Silver Whip R. Calhoun, K. Crowley, D. Robertson Treasure Of The Golden Condor C. Wilde, C. Smith, F. Currie (Technicolor)	Limelight C. Chaplin, C. Bloom (Chaplin) The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men) Bandits Of Corsica R. Greene, P. Raymond, R. Burr (Small) Bwana Devil B. Britton, R. Stack (Anscocolor) (3-D) (Oboler)	The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman	The Jazz Singer D. Thomas, P. Lee (Technicolor) I Confess M. Clift, A. Baxter, K. Malden
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Jalopy Bowery Boys White Lightning S. Clementis, B. Bestar, S. Brodie Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek, B. Rush (Technicolor) Savage Mufiny J. Weissmuller, A. Stevens Five Angles On Murder J. Kent, D. Bogarde (English-made) On Top Of Old Smoky G. Autry, S. Burnette All Ashore M. Rooney, P. Ryan (Technicolor)	Perils of the Jungle C. Beatty (Reissue) Chin Chin Chow A. M. Wong (English-made) (Reissue)	Confidentially Connie J. Leigh, V. Johnson, L. Calhern I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Dream Wife C. Grant, D. Kerr, W. Pidgeon	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor)	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Port Sinister J. Warren, L. Roberts	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor)	Taxi D. Dailey, C. Smith Invaders From Mars J. Hunt, H. Carter, A. Franz (Cinecolor) Destination Gobi R. Widmark. D. Taylor, J. Dans (Technicolor) The Star B. Davis, S. Hayden, N. Wood	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminole R. Hudson, B. Hale, A. Quinn (Technicolor)	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color) Blue Gardenia A. Baxter, R. Conte, A. Sothorn	

OBSERVANCES

Feb. 12—Lincoln's Birthday
Feb. 14—St. Valentine's Day
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday

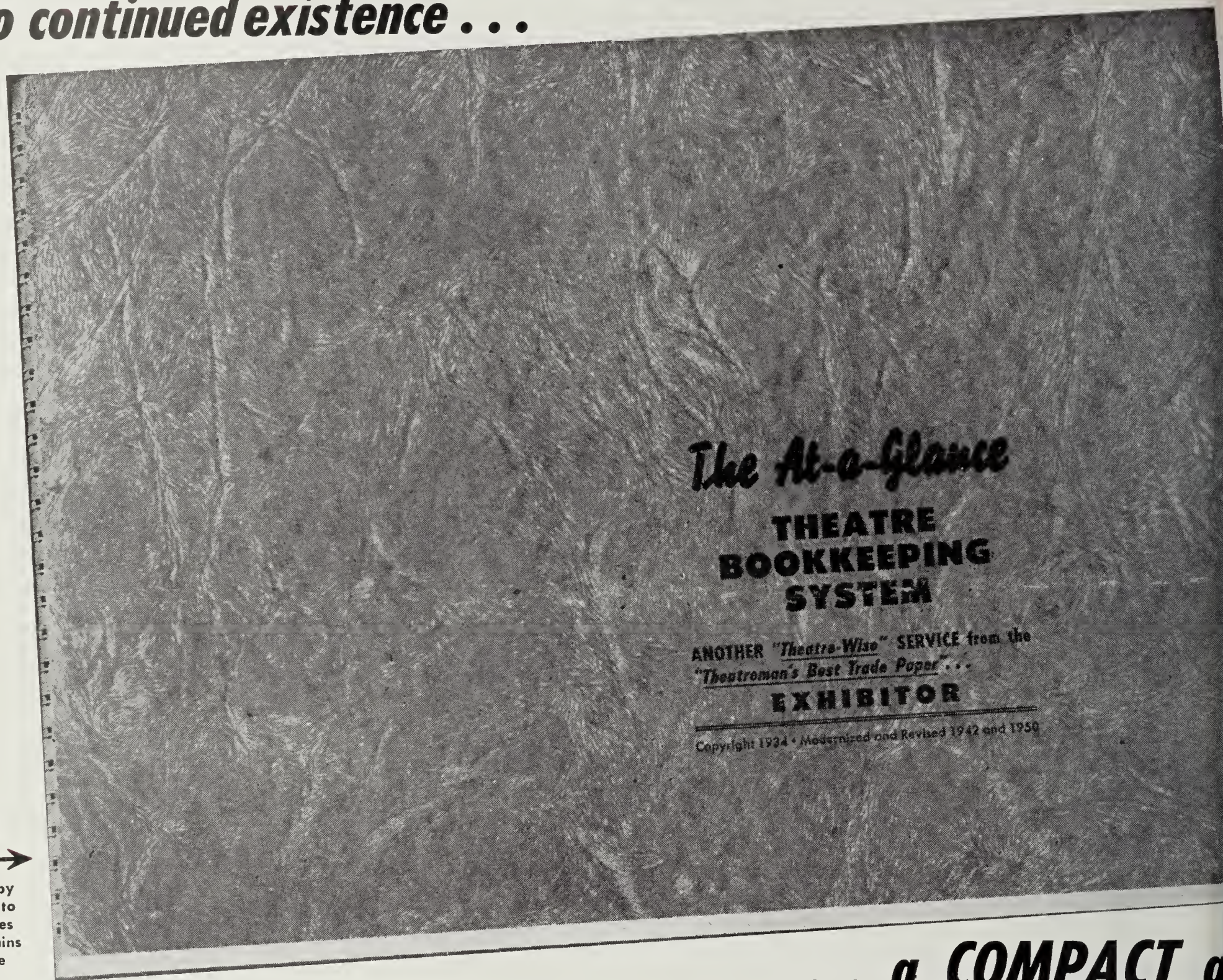
REALART

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price (Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones (Reissue)
Private Buckaroo—H. James (Reissue)

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IN NEW YORK!***

***7th SENSATIONAL WEEK
4-STAR THEATRE, LOS ANGELES!***

You can have it as good! Date it!

A Bert E. Friedlob Production
Released By 20th Century-Fox



(BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22 1953)

Number 15
Sections: Section One

FEBRUARY 11, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
E AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

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aturing EXTRA PROFITS

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"BATTLE CIRCLE"



**IT'S
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BIGGER!**

Nobody handles 'em rougher than
HUMPHREY BOGART
so it's sizzling action with a
sizzling dame...

JUNE ALLYSON
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for the first time
in M-G-M's GREAT
"BATTLE CIRCUS"

with KEENAN ROBERT
WYNN · KEITH
Screen Play by
RICHARD BROOKS
Based on a Story by
Allen Rivkin and Laura Kerr
Produced by
RICHARD BROOKS · PANDRO S. BERMAN
An M-G-M Picture

"Say you
love me...
say it at
least once!"

"I don't like
to talk
about it...
I like
action!"

From the studio that made "Battleground"...
and it's got even more thrills, laughs, romance!

Left:
One of
M-G-M's
ads in a
Giant
National
Campaign

★
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Watch for more news of Barbara Stanwyck thriller. Sure-fire exploitation hit!

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THE FURY OF

THE GREAT EVERGLADES INDIAN WARS!

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story
of the
fighting
chief
OSCEOLA

COLOR BY
TECHNICOLOR

SEMINOLE

Co-Starring

ROCK HUDSON

BARBARA HALE

ANTHONY QUINN · RICHARD CARLSON

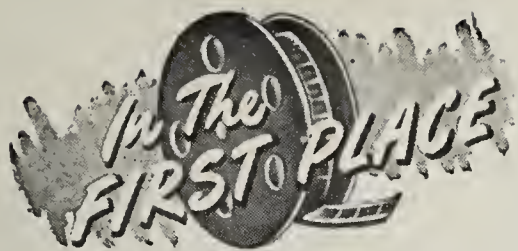
with HUGH O'BRIAN · RUSSELL JOHNSON

DIRECTED BY BUDD BOETTICHER STORY AND SCREENPLAY BY CHARLES R. PECK, JR. PRODUCED BY HOWARD CHRISTIE

A UNIVERSAL-INTERNATIONAL PICTURE



BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY, FEB. 15-22, 1953



THE CHECKING story of the week, according to a current exhibitor organization bulletin, revolves about the tactics of a checker who, it is said, sent in the following people, in order, to buy tickets for his check: an inmate of a county poor farm whom the exhibitor had been letting in free for years, a known sex pervert whom the theatre had been barring for years, an ex-convict and notorious town bum, and two children, 7 and 8, who were told to buy adult tickets, and who said they were given candy and a dime for their trouble. Could be.

★

A PATRON in an eastern theatre claimed that someone sitting near her stole her mink coat from her seat. This wasn't a tieup for "The Lady Wants Mink."

★

TWO YOUTHS convicted of beating an aide in a midwestern theatre after having twice been ejected for vandalism were placed on probation for a year, ordered to appear before the trial commissioner within a week to recite the Ten Commandments, pay all the injured employee's medical bills, be home at 11 p.m. each night, attend school each day and make passing grades, attend church every Sunday, and not drive cars for a year. Something indicates that they won't be vandals any more.

★

WHEN the heating system broke down in a midwestern house, the film was "Lost In Alaska."

—H. M. M.

I N D E X

VOL. 49, No. 15 FEBRUARY 11, 1953

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"TO THE VICTOR, THE SPOILS"	7, 8
THIRD DIMENSIONAL DEVELOPMENTS	22
NEW YORK NEWS LETTER	10
THE INTERNATIONAL SCENE	14
THIS WAS THE WEEK WHEN	21
THE SCORE BOARD	14
IN THE NEWSREELS	19
PEOPLE	18
THE TIP-OFF ON BUSINESS	18
EXTRA PROFITS	EP-1—EP-12

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

In London on the European holiday he was awarded as manager of U-I's winning branch in Portland in the "Nate Blumberg Drive," Arthur Greenfield, right, is shown the commemorative issue of a British trade paper in honor of Blumberg's and U-I's 40th anniversary by Douglas J. Granville, home office representative in England.

EXHIBITOR

VOL. 49, No. 15



FEBRUARY 11, 1953

Some Answers On 3-D

IT IS no longer a question of "to 3-D or not to 3-D." Hollywood is supplying the answer, and the rush is on to produce three dimensional films as long as the boxoffice clamors for it. Whether the film makers were late in picking it up or not, the point is that the public is buying the only three dimensional feature on the market and in such fashion as to encourage more such shows in a hurry.

NATURALLY, the exhibitor wants the answer to a lot of questions, and while some are already forthcoming, events are moving too fast to permit positive answers to others. For the one available feature it is generally agreed that conversion of the booth will not be expensive, several hundred dollars at most. On the current 5600 foot reels, two men in the booth are an absolute necessity. And there are always the polaroid glasses to supply.

WITH the single exception of 20th Century-Fox and its Cinemascope, as far as is known all Hollywood features now being rushed into production will use either two synchronized projectors or the normal one projector with special aperture lenses. Both will require polaroid glasses. Some feel that the glass-less Cinemascope will compare to the sound-on-film that outlived records. Others think 3-D will always wear glasses.

HOWEVER, and this hasn't been emphasized yet, there is one by-product of 3-D that is certain to be constructive and a real boon to the industry. All methods most positively require the maximum possible light intensity and larger panoramic modern screens. Whether 3-D is a flash novelty or is here to stay, if it brings about a rebirth of projection interest, with better and brighter light on larger and better reflective screens, it will have accomplished much.

ANOTHER importance is that 3-D will bring back people to theatres, will make them talk about theatres, and will prove once again that real full-scale entertainment is outside of the home and in the motion picture theatre.

THESE ARE real benefits, whether 3-D stays as a permanent fixture or not.

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SGT. JAY HALL WOUNDED IN KOREA WANTS 90 SECONDS OF YOUR SCREEN TIME -

(Please read his trailer narration below)

"How do you do . . . ladies and gentlemen . . . my name is Jay Hall . . . ex-sergeant of the 7th Marines. I'm an ex-sergeant because of this Purple Heart and a piece of shrapnel that got me over in Seoul.

"Korea is pretty rugged . . . you learn a lot of things over there besides soldiering . . . you learn about your buddies . . . and what they are thinking about the war and . . . about home. That's what I want to talk to you about . . . home . . . and something that is happening here.

"It's called Brotherhood Week . . . and it was good news to all of us in Korea to learn that President Eisenhower is the honorary chairman. Here's something he said . . . I clipped it out of a newspaper . . .

'Without tolerance, without understanding of each other, without a spirit of brotherhood, we should soon cease to exist as a nation. Let every American pledge that no taint of religious or racial animosity shall trouble our national unity.'

"Maybe we didn't say it just that way in Korea . . . where we had all kinds of buddies . . . all races and religions . . . and we were all fighting for the same thing . . . unity . . . peace and brotherhood.

"Fighting for brotherhood here at home can be just as rugged as fighting for peace in Korea . . . It's rough for the mothers to say goodbye . . . for sweethearts to be parted . . . and sometimes never re-united . . . for the families that are broken up.

"There is a way that all of us can help . . . join with the President . . . believe in what he says . . . to take an active part in Brotherhood Week by making a contribution to help in the educational work that's being done . . . by making this country a better place to live in and giving all of us a better understanding of our neighbors . . . no matter who they are. Please help . . . thank you. Sign up in the lobby! The Honor Scroll with your name will be sent to the White House."



"OKAY, SGT. JAY HALL"

15,000 American showmen will run your Brotherhood Week Trailer. They will put the Honor Scroll in their lobby and run the 20-foot trailer that says: "This is Brotherhood Week. Join up. Sign the Honor Scroll in our lobby."

BROTHERHOOD WEEK • FEBRUARY 15 - 22 • SILVER ANNIVERSARY



ARTHUR GREENFIELD, AWARDED A EUROPEAN HOLIDAY AS WINNING BRANCH MANAGER IN U-I'S SALES DRIVE, MEETS LONDON U-I EMPLOYEES.

To The Victor, The Spoils

U-I's 40th Anniversary Drive Not Only Resulted In Banner Grosses But In A European Trip For The Winner



At the Odeon, Leicester Square, where "The World in His Arms" had its premiere European run, Greenfield discusses the outside display with W. H. Thornton, West End, London, theatre controller for J. Arthur Rank's English houses.

SOMETHING new was added to Universal-International's sales drives this year when the winning domestic branch manager in the company's "Nate J. Blumberg 40th Anniversary Sales Drive" and his wife were awarded a trip to Europe as part of the prize.

The spoils of victory after results of the drive were in belonged to Arthur Greenfield, then branch manager in Portland and since promoted to branch manager in the larger Seattle office.

Mr. and Mrs. Greenfield visited London, Paris, and Rome, and, in their own words, were treated like visiting royalty.

Skilled in the domestic merchandising and selling of pictures, Greenfield welcomed the opportunity to study foreign distribution and merchandising methods.

His trip abroad coincided with the foreign launching of "The World In His Arms," U-I's 40th anniversary picture, and he was shown first hand the devices

used to exploit and promote the film in the three European capitals he visited.

Each country poses distinctive problems in film merchandising and exploitation, and, in each, Greenfield met, and conferred with, company leaders as skilled in the foreign market as he is in the domestic market.

The insight into what was for him a relatively unfamiliar aspect of the industry will stand him in good stead, he figures, in his future promotional efforts, and the thrill of a European tour is something to be remembered.

Through the cooperation of U-I's foreign sales organization, EXHIBITOR was able to follow the Greenfields on tour.

The trip was an exciting combination of business and pleasure for a deserving executive, who returned to the United States and a new assignment with an increased understanding and a world-wide view of U-I's operations.



Greenfield, left, meets B. H. Parr, general manager, Gaumont, Haymarket, where "The Duel at Silver Creek" had a premiere London engagement.



In London, Greenfield poses with W. Kipps, Thornton, Douglas J. Granville, U-I British representative, and G. D. Bevan Walker, Odeon manager.



Discussing merchandising are, left to right, Sidney Caverson, General Film Distributors' sales manager; Greenfield, Granville, and Roland Wright, G.F.D. secretary, at U-I's London exchange office, a highlight of Greenfield's tour.



Bernard Goldman, head, U-I Paris office, welcomes Greenfield, and seen, left to right, are: Raphael Bernard, M. Gadot, Mme. Lesnard, Ray Pizzetta, Mlle. Hellstern, Greenfield, Simon Saulnier, Goldman, and M. Procot.



Goldman shows Greenfield the advertising panel for "The World in His Arms" as the Paris staff looks on approvingly. The film had a good run.



Messrs. Zama, Greenfield, Bocchi, and Santucci examine a poster for "The World in His Arms" in front of the Rome office as Greenfield visits Italy.

20th-Fox's Cinemascope Ready In Oct.

Rights Acquired By Skouras From French Inventor; "The Robe" First Production Under New System; Harry Cohn Seeks Coordination

NEW YORK—The motion picture industry, already in a state of change because of the growing trend toward third-dimensional production, last week heard news of even greater technical change when it was revealed by Spyros P. Skouras, president, and Darryl F. Zanuck, vice-president in charge of production, 20th Century-Fox, that 20th-Fox was converting its entire production output forthwith to a new photographic and sound system to be known as Cinemascope. "It is Mr. Skouras' and my conviction," Zanuck stated, "that next Oct. 1, the motion picture industry will enter a new era, as far-reaching as the transfer from silent pictures to sound in 1927."

The Cinemascope is a device which employs a distortion and rectification principle to permit filming in color and projection on a screen two and one-half times the ordinary size so as to give almost life-like animation to the players. This creates the same feeling of audience participation as attendance at a performance by living players on the speaking stage, it is said.

Rights to Cinemascope were acquired by Skouras from its inventor, Professor Henri Chretien, in France. Its technical perfection was developed at the studio by Earl I. Sponable, New York technical director, and Sol Halprin, studio executive director of photography.

Decision for immediate conversion to Cinemascope, resulted from demonstrations and conferences among Skouras, Zanuck, W. C. Michel, executive vice-president; Al Lichtman, executive in charge of general sales, and other executives who came from New York to witness tests.

The first picture to go into production using Cinemascope will be the film version of Lloyd C. Douglas' "The Robe." Start of production has been set back to Feb. 16 to permit the realignment of sets to fit the enlarged scope and new dimensions of the system.

Other Cinemascope pictures in color to follow, in order of production are: "How To Marry A Millionaire", "Twelve Mile Reef", "The Story Of Demetrius", "Prince Valiant", "Hell And High Water", "Sir Walter Raleigh", "River Of No Return", "King Of The Khyber Rifles", Irving Berlin's "There's No Business Like Show Business", and "The Egyptian."

"The Robe" will be the first of the 11 color Cinemascope features to reach the nation's theatres, with world-wide premieres scheduled for next Oct. 1. However, the company expects to give demonstrations of the new process to exhibitors in about eight weeks, which will include a completed sequence from "The Robe."

Exhibitors will be supplied meanwhile with the 20th Century-Fox product already completed or in production.

MGM Studios Won't Close, Dore Schary Declares

HOLLYWOOD—Dore Schary, studio head, last week announced that there would be no shutdown at the MGM studios. While definite economies will be effected, "a steady production schedule will be maintained," the MGM statement declared. "In the interest of economies necessary to meet requirements of the current market," Schary stated, "there may be some cutback from the original number of pictures planned, but that will be decided as the season progresses. Any such eliminations will be determined by the relative picture values to meet existing conditions. The studio plans to maintain as near as possible a schedule that will continue employment on an even keel throughout the year. Thirteen important productions definitely will start within the next three months, and other attractions are being prepared for the summer season."

During the executive conferences at the studio, sales and promotion plans were formulated.

Cinemascope will be made available to all studios, producers, and theatres as soon as additional equipment can be manufactured. Cinemascope utilizes the same cameras and projectors now standard in all studios and theatres.

Cinemascope requires only one camera for filming and one machine for projection on the screen. Its effects are achieved with a standard 35 millimeter camera and with no extra manpower in the projection booth.

Cinemascope makes possible the compression onto 35mm. film of wide angle scenes. When the film is projected through a companion lens, the distorted image assumes its former shape. In effect, the lens makes a 35mm. camera and a 35mm. projector do the work of machines three times as big, and makes possible the photographing of scenery as the eyes see it. Projected onto the wide, curved field that the eye favors, it is said to create a third-dimensional illusion of real life.

The only extra equipment needed in Cinemascope filming is the special lens attached to a regulation camera. One or two extra microphones pick up the moving sound. In projection, a compensating lens is attached to an orthodox projector, converting images back to normal. Some re-wiring of theatre sound systems may be necessary to make the sound come from first one horn then the other as it comes from various places on the screen.

Screens, specially developed by the company for extra brilliance, may be any length desired to fit any theatre. The screen in recent tests was 64 feet wide and 25 feet high, although a theatre like New York's Roxy would use one 80 feet long with proportionate ratio height to width. The screen curves to a depth of five feet, enough to afford a feeling of engulfment without reflecting annoying light from one curved end of the screen to the other.

Horizons are level, while the increased ratio of length to height of the screen permits scenery to be viewed more as the eye is adapted to see it, from side to side, not up and down.

"The Robe", initial production in Cinemascope, will be given simultaneous world premieres by 20th-Fox about Oct. 1 in New York, London, Rome, and either Frankfurt or Bonn.

William C. Gehring, executive assistant general sales manager, estimated that exhibitor inquiries about the company announcement that its entire product starting with "The Robe" would be in Cinemascope totalled 3,000 in two days.

Nicholas M. Schenck, president, Loew's, Inc., announced upon his return after conferences at the MGM studios in Culver City, Cal., that MGM technicians have been working on a system, similar to Cinemascope, announced by 20th-Fox.

To make uniform the future presentation of pictures in theatres throughout the world, it is Loew's intention to join with 20th-Fox in making available one system for production and exhibition.

Later, Harry Cohn, president and head of production, Columbia Pictures Corporation, made the following statement:

"Columbia has been making studies and conducting tests of various kinds with the view of improving production and projection techniques along three dimension lines. We, therefore, are very much interested in the 20th Century-Fox announcement of Cinemascope.

"The problems of third-dimensional depth and width of special screens concerns all producers and all exhibitors. There would be havoc in the industry, particularly in the exhibition field, if the several companies came out with varied processes requiring different equipment and theatre screens of different kinds and sizes. It seems to me an effort should be made to develop a uniform process and screen so that all productions can be available to all theatres, and I hope that the industry will coordinate its efforts and cooperate to this end.

"At present Columbia is producing 'Fort Ticonderoga' in third dimension."

Meanwhile, comment of another nature, came from Dudley Roberts, Jr., president, Cinerama Productions Corporation:

"Imitation is the sincerest form of flattery. But we are convinced that no hastily thrown together process can possibly even approach the dramatic power of Cinerama, which is the result of 15 years painstaking work and the expenditure of more than eight and a half million dollars.

"Since Cinerama was introduced, so-called 'three dimensional' movies have opened, and closed, in three weeks time in major American cities. On the other hand, Cinerama opened in New York at the Broadway on Sept. 30 last year, and, in more than four months, there has never been an unsold seat. Cinerama at this one theatre now has a greater advance sale than ever, more than \$300,000, with tickets selling into June.

(For additional news of 3-D and wide dimension films, please turn to pages 5, 10, 14, 16, and 22.—Ed.)

New York News Letter

— By Mel Konecuff —

ARCH OBOLER, writer-producer-director of "Bwana Devil", the first full-length feature in three-dimension Natural Vision and the first 3-D color film of that length,



KONECUFF

was in town and was so enthused that even Max Youngstein was figuring grosses that UA would receive in the medium. He recalled the early days of production when no one on the coast would extend any financial assistance even after seeing several reels of the feature; and this included the major distributors. As a result, he thought it particularly apt that UA should distribute the film, it being a haven for the independent.

As a matter of fact, Oboler said that the first week's gross, which was record breaking, was due to attendance of technicians. Oboler noted more technicians in the audience under the age of 15, and figured that schools today were indeed progressive. A survey he sponsored established that people were attending because of the campaign and later because of word-of-mouth. However, he didn't expect three dimension to last unless there was sufficient entertainment to keep bringing in the people.

He commented on various announced illusionary systems, and stated that the industry has to go through these "labor pains" before settling down to true three dimension, which will stand up where others won't. He opined that there was no way to get 3-D by big screens, curved screens, fancy lenses, and fancy ad campaigns, but, instead, the human eye must be used, aided by glasses. Today's method will persist unless some genius comes along with an entirely new medium, but he did not want to stick with "Bwana Devil" and the missionary work of explaining 3-D.

The results that have been tabulated by the 20 to 25 dates played to date are amazing, and show that the public is indeed interested in advances within the industry. He did express agreement with several other industry executives who called for standardizing systems whereby uniform three-dimensional systems could be presented on an industry-wide basis. While the situation is clear now, the worst thing the industry can do is to bring out all sorts of "phoney systems" to make a quick buck, he declared. These can also be harmful in that they may cause physical discomfort to patrons who will be resentful in the future, and punned he, "Here the industry has a chance to pull itself up by its eyeballs."



Seen at the recent pre-release world premiere of Republic's "Fair Wind To Java" at the Paramount, Miami, Fla., and the Beach, Miami Beach, Fla., were, left to right, Herbert J. Yates, Republic president; Victor McLaglan, Buddy Baer, Vera Ralston, and Fred MacMurray, shown on arrival.

He estimated that 10 million pairs of Polaroid glasses are on order at present, and that once the public has seen true 3-D, it will keep coming back for more, and the imitators will fall by the wayside. He thought that the near future would see the two machine system of 3-D eliminated, and eventually only one machine will be used. At present, over 300 bookings on his film are on the books, with foreign showcase openings being investigated and to be announced shortly, and unless lack of standardization and cupidity ruin things, he thought the next five years should be wonderful.

Five years from now, he expected TV to have three dimension but by that time the theatres will have yet another development, a type of three dimension that obviates glasses and screens, but instead will be electrically reproduced in space. He estimated that within two years, 50 per cent of motion pictures will be in three dimension and within five years it will be 100 per cent 3-D.

PAN FULL OF PLUGS: A 25 million dollar merchandising and advertising campaign tying in with "Peter Pan" was unveiled by the Walt Disney organization and RKO at a luncheon for the press. Principal speakers were Charles Boasberg general sales manager, RKO, who detailed value to exhibits of the tieups; Card Walker, advertising-publicity director for Disney, who called it the greatest tieup campaign in history; H. T. Heiser, character merchandising manager, who detailed some of the tieins, and Vincent Jefferds, film merchandising manager, who detailed the ad promotions that have been set. Also present were Leo Samuels, Irving Ludwig, and Sid Kramer.

AUDITION DEPARTMENT: A goodly number of exhibitors, circuit executives, and trade press representatives had lunch with Rosemary Clooney, Paramount's new rising star, to plug "The Stars Are Singing." This is the first of one of several luncheon get-togethers with showmen and the press to demonstrate Paramount's development of new personalities and to see the film.

Al Schwalberg, Paramount executive and distribution head, introduced Miss Clooney, who sang.

RECEPTION AND APPRECIATION: Approximately 100 industry and Hearst newspaper executives at a reception tend-

ered by the Organization of Motion Picture Industry heard Fred Schwartz, chairman, voice appreciation of the metropolitan industry to the Hearst newspapers for stimulating movie-going, and singled out The Journal-American's recent contest as an example of cooperation between the media. Winning awards were presented to contest winners by Shirley Booth, Danny Kaye, Eleanor Parker, Piper Laurie, and Gypsy Rose Lee.

THE METROPOLITAN SCENE: Leo Pillot was promoted to post of special events director at 20th Century-Fox. Watch the events become special from now on. . . . Charlie Moss is in California to look over the new product for the Criterion, and to complete arrangements for the filming of the Mickey Spillane series for TV. . . . More than 1500 are scheduled to attend the first annual awards dinner of the Radio-Newsreel-TV Working Press Association of New York on May 27. Proceeds go to the Damon Runyon Cancer Fund. . . . Farrar, Straus, and Young hosted a cocktail reception for Jay Richard Kennedy in honor of his forthcoming novel, "Prince Bart", on which Richard Conte has an option. . . . Broadway between 50th and 51st Street became Rue de Montmartre in honor of the opening of "Moulin Rouge", Capitol. . . . "Never Wave At A WAC" was shown at the White House. . . . Warners' "By The Light Of The Silvery Moon" is dated for Radio City Music Hall. . . . U-I is sending out a copy of Lieutenant Harry E. Rieseberg's lost treasure map to call attention to "City Beneath The Sea", another U-I winner. . . . Charlie Cohen rejoined 20th-Fox's ad department, leaving his spot at RKO.

Zukor Committee Named

NEW YORK—The first list of industry leaders and public figures on the sponsoring committee for the Adolph Zukor dinner to be tendered here on March 4 was announced last week.

Included are: United States Senator Herbert H. Lehman, Henry Ford II, Gus S. Eysell, John M. Schiff, Oscar Hammerstein II, William S. Paley, Jules Stein, Walter Hoving, Gardner Cowles, John Hay Whitney, Jack Frye, Peter Grimm, Saul Schiff, Capt. Edward Rickenbacker, Otto Harbach, W. P. Marshall, Frank D. Schroth, William Randolph Hearst, Jr., Alfred Steele, Cornelius Vanderbilt, Jr., A. S. Johnson, General Ted Curtis, Horace C. Flanigan, Conrad Hilton, John A. Coleman, Abe Lastvogel, Herbert Bayard Swope, Joseph F. Cullman, Jr., Albert Winger, L. Jan Mitchell, and Carol Shanks.

Mayor Vincent R. Impellitteri has accepted the honorary chairmanship of the dinner.

New WB Company Chartered

WILMINGTON, DEL.—The new production-distribution company to be known as Warner Brothers Pictures, Inc., was chartered last week at the corporation department of the office of Secretary of State John N. McDowell, Dover, Del. Its capital is \$25,000,000, and the resident agent is the Corporation Trust Company.

The present Warner Brothers Pictures, Inc., is to be dissolved following the annual meeting of stockholders on Feb. 17.

Allied Warns Against "New Aristocracy"

Claims Some Distributors "May Use 3-D As Further Weapon To Reestablish Monopoly"; Says Maj. Excluded

WASHINGTON—In a bulletin last week, Allied States Association charged that there was being formed a "new aristocracy," the former affiliates and circuits being given "another system of fixed runs and clearances from which the great majority of theatres is excluded."

It charged further:

"General release of a picture, after pre-release, rests in the uncontrolled whim of the distributor, and so the clearance over the subsequent runs is not only unreasonable but indeterminate. As President Wilbur Snaper has said: This practice reduces the grosses of the subsequent runs to a point which will definitely force them out of business, because if they cannot gross on the top pictures, there is no hope for them. Also, it might be added, this practice makes a mockery of the government's efforts to break up monopoly, and restore free and open competition in the motion picture business.

"Now there is some evidence that the film companies, or some of them, intend to use 3-D as a further weapon in re-establishing the monopoly.

"The declared purpose of the government's anti-trust suit against the 'Big Eight' was, first, to break up their theatre monopoly and, second, to enjoin the practices by which that monopoly was built up so as to insure against its being reconstructed in the future.

"The head and front of the monopoly which the courts condemned was a system of fixed runs and clearances which included the affiliated theatres and large so-called independent chains, but rigidly excluded the independent exhibitors. As a first step in correcting this, the court ordered that the film companies be divorced from their theatres. This was accomplished by transferring them to new corporations. Under the law, the stock of the new corporations should have been sold to persons who were not stockholders of the parent companies. But after winning a notable court victory, the Department of Justice frittered away its gains by a series of weak consent decrees. By these agreements the stocks of the new theatre corporations are distributed (with minor exceptions) to the stockholders of the film companies, and these new theatre companies were officered by the same persons who operated the theatres when owned by the film companies.

"In this state of affairs, with the community of interest between the film companies and their theatres intact, the film companies are casting about for ways and means by which to reestablish that system of fixed runs and clearances, regardless of any rivalry among themselves growing out of 3-D. Their favorite scheme, for the time being, is to roadshow or pre-release all pictures above run-of-mine quality, making them available to the first-run theatres in the key cities for an extended



On hand at a Walt Disney merchandising luncheon session for the trade press held recently in New York on behalf of "Peter Pan," released by RKO, are left to right: Leo F. Samuels, worldwide sales supervisor, Walt Disney Productions; Card Walker, director of advertising, publicity, and exploitation, Walt Disney Productions; Vincent Jefferds, film merchandising manager for WDP; H. T. Heisser, manager, character merchandising division, WDP; Charles Boasberg, sales manager, RKO, and Irv Ludwig, WDP sales head.

pre-release run at advanced admission prices. They go through the hocus-pocus of offering these pictures for competitive bidding in each such city, but by the very terms of the offers the distributor can select whatever theatre he sees fit. Moreover, as the Supreme Court has pointed out, there are no standards by which bids for motion pictures can be compared."

Ford, DeMille Honored

HOLLYWOOD—The Screen Directors Guild last fortnight paid tribute to John Ford and Cecil B. DeMille at its fifth annual award dinner. Ford, director of "The Quiet Man", received the organization's accolade for "directorial excellence" in 1952. DeMille became the first recipient of the D. W. Griffith Memorial Award in recognition of his "40 years of inspirational service to the film industry." The presentations were made by George Sidney, president.

Winners of quarterly awards voted by the membership were Charles Crichton, for the English-made, "The Lavender Hill Mob"; Joseph Mankiewicz, for "Five Fingers"; Fred Zinnemann, for "High Noon", and Gene Kelly and Stanley Donen, for co-direction of "Singin' In The Rain."

Oscar Proceedings To Be Televised

HOLLYWOOD—The annual Oscar award ceremonies will be commercially sponsored for the first time in the 25-year history of the Motion Picture Academy of Arts and Sciences, it was learned last week. The board of governors announced that a \$100,000 bid from NBC for exclusive radio and television rights to the March 19 ceremonies had been accepted.

The total cost of radio and television coverage is expected to be \$200,000. The Academy plans to condense the proceedings to one hour.

Theatre TV Hearings Continue

WASHINGTON—The Federal Communications Commission was told last fortnight by counsel for A. T. and T. that "we are certainly not opposed to theatre-TV", but that the company is opposed to the exclusive allocation of certain frequencies for the purpose when present common carrier services are capable of providing the service which theatre-TV proponents desire.

Witnesses included E. D. North, general attorney, Bell Systems' long lines department, and F. A. Cowan, long lines engineering staff manager.

A. T. and T. presented exhibits describing the system's interchange video channels, radio relay and coaxial facilities, intracity layouts of video cable, mobile units, a story of New York-Washington inter-city radio relay costs, and several other phases. Another exhibit was a lengthy study undertaken to show estimated book costs and operating expenses for serving 35 suburban theatres in the Washington area. The estimated book cost of serving the theatres was \$1,061,700, with annual operating expense estimated at \$250,100. The proposal was to serve the theatres from two existing radio relay towers.

In another portion of the study, it was estimated that 63 theatres situated in and immediately adjacent to the downtown area of Washington could be served by wire at a cost of \$1,451,000, with annual operating expenses estimated at \$201,000. Thus, the estimated cost by A. T. and T. for 98 theatres would be \$2,512,700 initial cost, and \$457,000 annual operating expenses.

New Cinerama Issue Due

NEW YORK—A \$2,000,000 issue of convertible debenture of Cinerama, Inc., is to be offered shortly, with proceeds to be used to manufacture equipment to go into the 20 to 30 theatres to be equipped with Cinerama equipment in the next year, it was learned last week. The issue will be convertible into common stock at \$5 per share, and will bear four per cent interest. Otis and Gearhardt, which handled a similar issue for \$1,000,000 last August, is handling the flotation with White and Company, St. Louis. More than 80 per cent of the August issue has been converted into stock at \$3.

Gomez Aids VCI Convention

MEXICO CITY—Louis Montes, Variety Club, last week announced that he has appointed Max Gomez executive director, Variety Clubs International convention, on May 18, 19, 20, and 21.

Gomez was one of the founders of the Mexico City tent, and served as First Assistant Chief Barker for two years. For the past 10 years, he has been manager, RKO Radio Pictures of Mexico. Montes has moved the convention headquarters from Hotel Del Prado to the Hotel Reforma.

The Record Proves That **Paramount**



**IN VARIETY'S 20 ALL-TIME TOP GROSSERS
PARAMOUNT SCORES **TWICE** AS MANY HITS
AS ITS NEAREST COMPETITOR:**

Paramount	6 out of 20
Company B	3 out of 20
Company C	3 out of 20
Company D	3 out of 20
Company E	2 out of 20
Company F	1 out of 20
Company G	1 out of 20
Company H	1 out of 20

For names of companies, titles of pictures and estimated grosses, see page 4, Variety, January 21.



**IF IT'S A PARAMOUNT PICTURE,
IT'S THE BEST **GROSS** IN TOWN!**

Paramount Makes The Money-Makers

**AND FOR THE FIRST 5 MONTHS OF 1953
PARAMOUNT HAS MORE TOP GROSSING
PRODUCT THAN ANY COMPANY:**



Cecil B. DeMille's **THE GREATEST SHOW ON EARTH** TECHNICOLOR

ROAD TO BALI TECHNICOLOR, BING CROSBY,
BOB HOPE, DOROTHY LAMOUR

THUNDER IN THE EAST ALAN LADD, DEBORAH KERR,
CHARLES BOYER, CORINNE CALVERT

TROPIC ZONE TECHNICOLOR, RONALD REAGAN,
RHONDA FLEMING, ESTELITA

Hal Wallis' **THE STOOGES** DEAN MARTIN and JERRY LEWIS

Hal Wallis' **COME BACK, LITTLE SHEBA** BURT LANCASTER,
SHIRLEY BOOTH

THE STARS ARE SINGING TECHNICOLOR, ROSEMARY CLOONEY,
ANNA MARIA ALBERGHETTI, LAURITZ MELCHIOR

OFF LIMITS BOB HOPE, MICKEY ROONEY,
MARILYN MAXWELL, EDDIE MAYEHOFF

THE GIRLS OF PLEASURE ISLAND TECHNICOLOR, DON TAYLOR,
NEW GLAMOR-STARS AND 1,500 MARINES

PONY EXPRESS TECHNICOLOR, CHARLTON HESTON,
RHONDA FLEMING, FORREST TUCKER, JAN STERLING

THE WAR OF THE WORLDS TECHNICOLOR
BASED ON THE NOVEL BY H. G. WELLS

Standardization Seen Necessary At SMPTE, Exhib., Distrib. Meeting

NEW YORK—Uniformity in 3-D production and standardization of three-dimensional and wide screen processes, seen as a must by all industry segments, drew a step closer last week as the result of a meeting of exhibition and distribution leaders, under the auspices of the Society of Motion Picture Engineers.

The session, which lasted four hours, resulted in many recommendations, among them:

All purpose screens adaptable for all third-dimensional processes and wide screen systems should be manufactured;

All technical terms should be standardized to avoid confusion and to eliminate misunderstandings;

The SMPTE should act as a liaison with the Coast Motion Picture Research Council;

The height and width ratio of the pictures should be effected to make possible a bigger picture on the screen by using present projection equipment;

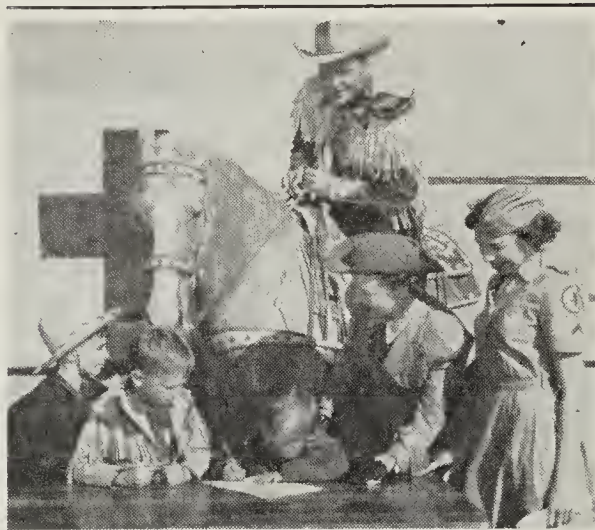
The SMPTE should distribute a report on the basic principles of all third-dimensional and wide screen systems.

Herbert Barnett, SMPTE president, in calling the conference said:

"This meeting has been called by the Society of Motion Picture and Television Engineers in an attempt to coordinate the engineering aspects of the development of motion picture systems utilizing third-dimensional and wide screens which have caught the imagination of the American public in recent weeks. Wherever possible, this effort will use existing SMPTE committees working with established trade organizations in an extended program of all-industry cooperation. It is proposed that practical studies of an exploratory nature be undertaken prior to eventual engineering standardization for interchangeability, and that this work be conducted within the established scope of SMPTE's normal motion picture engineering activities. In this connection, I want to make clear that each manufacturer must and shall remain completely free to accept or reject any proposed standard or to determine whether, if standards are adopted, he desires to meet them in his own products. Furthermore, it will be necessary to scrupulously avoid any attempts at comparative evaluations of competing systems, or the preference of one system or the individual feature of one system over the others."

Suggested standard reel sizes have been 3500 and 5000 feet, now under consideration, as well as adoption of basic standards for the screen image. The current picture ratio is now three feet wide and four feet high, but the height and width ratio must be changed to a new standard so that a bigger picture can be given, it has been argued. New standards would allow for physical conversion to allow playing any kind of 3-D or wide screen film.

At present, the studios and the investigating body to which all belong on the west coast, the Motion Picture Research



An audience of 19,000,000 youngsters is expected to see a film of Roy Rogers' horse, Trigger, joining the Junior Red Cross as part of the organization's membership drive following ceremonies recently at the Encino, Cal., elementary school. The horse got into line with Rusty Rogers, (no relation), and the two Rogers boys, Dusty and Sandy, while Dale Evans and Cecile Bonnet, Junior Red Cross field representatives, assisted.

Council, are faced with the problems of making 3-D films, and work is going on with studio cameramen, sound engineers, film processing labs, Altec Service, RCA Service, and theatre equipment dealers.

Also in the discussion stage is a standard size for film reels, correct identification of proper reels (distinguishing the left from the right), how should splices in either or both be accomplished, what is proper equipment for theatre, what kind of test films should be available for theatre equipment, and making sure that all 3-D film can be played on available equipment.

Exhibitor representatives have requested screen manufacturers to make future screens for panorama viewing all-purpose screens which will be all-purpose screens, and which will admit all types of projection.

Another exhibitor recommendation had to do with a change in the aspect ratio which should be made for present-day flat pictures leading toward panoramic pictures utilizing present-day equipment with wider screens.

In other words, most would like to get a Cinerama effect without the Cinerama equipment. It is believed that the use of shorter focal length lenses, when coupled with different sized aperture plates, can materially give this effect.

On hand at the sessions were:

Wilbur Snaper, president, Allied States Association; Sam Pinanski, Theatre Owners of America; Henry Hood, engineering vice-president; J. A. Norling, chairman, committee on stereoscopic motion pictures; and Barnett, of the SMPTE; Julius Sanders, vice-president, Independent Theatre Owners Association; Manny Frisch, president, and D. John Phillips, executive director, Metropolitan Motion Picture Theatres Association; Vincent Gilcher, Radio City Music Hall chief engineer; John McCullough, MPAA technical director; C. R. Horstman, RKO Theatres, and Frank E. Cahill, Warner Theatres director of sound and projection, representing their various organizations.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

UA

"Monscon"—Best for the art spots.

U-I

"City Beneath The Sea"—Good meller.

"Gunsmoke"—Okeh outdoor show.

MGM

"I Love Melvin"—Pleasing musical.

PARAMOUNT

"Off Limits"—Name draw will make the difference.

WB

"I Confess"—Well-made average suspenseful drama.

Skouras Sees 2-3000 Houses Equipped By Oct.

NEW YORK—Between 2-3000 theatres on world-wide basis will be equipped to show films in the new Cinemascope wide-screen process by October, 1953, it was predicted last week by Spyros P. Skouras, president, 20th Century-Fox, who at a press conference foresaw more important and better motion pictures in the new Cinemascope system.

The 20th-Fox president said that before the middle of April, demonstrations will be held in key centers to acquaint the press and industry with Cinemascope's possibilities. First to be shown will be scenes filmed in color for "The Robe." Skouras said that Cinemascope will be made available to all motion picture producing organizations, and added that 20th-Fox will, itself, manufacture the lenses and the screen. Any sound can be adapted to this new process, he explained.

In discussing the technical side of Cinemascope, Skouras reported that standard 35mm. pictures can be projected on the Cinemascope screen, and that a new type of screen, originally developed for the large-screen color television process, Eidophor, will be used to give greater luminosity and clarity.

"The great advantage of Cinemascope process is in its simplicity," said Skouras. "There will be no great additional expenditures and no change in cameras or equipment. The only changes will be in the lens and screen, and, as mass productions gets underway on the Cinemascope, equipment costs will be even more reduced."

The Cinemascope will be made available immediately to the foreign market, Skouras said, and most producers are expected soon to start production of films in the Cinemascope system to supply theatres. He stated that the changeover to the Cinemascope system will follow a pattern similar to that during the transition from silent to sound pictures.

Equipment required for the Cinemascope system will be offered to exhibitors on a package basis, including necessary projection lenses, stereophonic sound reproduction equipment, and enlarged screen.

The stereophonic sound system calls for the use of four magnetic sound tracks, three fed to as many speakers arranged around the theatre, with the fourth a control or standby channel. The company

(Continued on page 16)

LUKE SHORT'S
SATURDAY
EVENING POST
STORY OF
FIGHTING
MEN!



HERBERT J. YATES
Presents

RIDE THE MAN DOWN

TRUCOLOR BY CONSOLIDATED

Starring **BRIAN DONLEVY • ROD CAMERON • ELLA RAINES • FORREST TUCKER • BARBARA BRITTON • CHILL WILLS**

With **J. CARROL NAISH • JIM DAVIS** • Screen Play By **MARY MCCALL, JR.** • Based on a Saturday Evening Post story by **LUKE SHORT**

Associate Producer-Director **JOSEPH KANE**

A REPUBLIC PICTURE

Republic Pictures Corporation

Skouras

(Continued from page 14)

plans to put the sound tracks on the print with the images, although there has been some consideration of a separate film for the sound.

Cinemascope's screen must be two-and-a-half times as wide as present screens, with a proportional increase top to bottom. The center of the screen is flat, and the curved ends could be extended along existing theatre walls where space is tight.

Skouras said there would be no loss of light in the wide-angle system, but that there would be a gain. He explained that the company's development with the Eidophor large-screen television system had brought about a new screen with improved reflective qualities, plus a new arc light source which would more than compensate for the optical losses of wide-angle projection.

Skouras added that 20th-Fox is attempting to develop a corrective lens to permit projection of Cinemascope pictures on a normal flat screen, but he is not certain this can be accomplished. He pointed out that switching from Cinemascope to standard projection in a theatre does not present a problem. The change-over requires only that the Cinemascope lens, arranged on a slide, be put aside, and replaced with the standard lens, an operation requiring only a few seconds. The screen designed for Cinemascope will be flat in the area of standard projection, and needs only be covered on the curved ends by a sliding curtain to enable rapid changeover to flat pictures.

Cinemascope productions will be photographed in Eastman color, with prints by Technicolor.

He added that 20th-Fox has "practically" world rights to Cinemascope for a period of at least five years. There are no patents involved in the process, but the company secured advice and lens data from Professor Chretien, Cannes, France, inventor of Anamorphoscope.

As far as 20th-Fox is concerned, he said, it contemplates the production of larger-scope films, spectacles with dramatic impact, to take advantage of Cinemascope.

Meanwhile, 20th-Fox will not entirely drop standard films for the present, although the company will take advantage of the current interest in three-dimension in the production of two features, utilizing its own 3-D process.

The first of 20th-Fox's 3-D pictures will be "Inferno", in color, with "Vicki" in black and white 3-D to follow.

Skouras said that Cinemascope could be combined with three-dimension, but that there would not be sufficient gain to compensate for the necessity of wearing polaroid glasses to view the outcome.

It was reemphasized that production costs would not be increased by the use of the process. Skouras declared that producers had assured him that the larger viewing surface would tend to eliminate camera setups for closeups.

Skouras left for Paris later.

While in the French capital, he will expedite production of the lenses, both camera and projector, and explain its workings and potentialities to Fox foreign executives. He will also consult with Professor Chretien and Earl Sponable, 20th Century-Fox research director.

Many Stunts Aid "Brotherhood Week"

NEW YORK—The amusement industry's participation in "Brotherhood Week", Feb. 15-22, was moving ahead last week with money-promotion ideas.

Hall Bactz and William Hastings, exhibitor co-chairmen in Denver, put out a mimeographed instruction sheet, showing exhibitors how to set up a coin-pitching game. The sheet illustrated, pictures a galvanized iron wash tub. The tub is filled with water, and has an ordinary saucer floating on the surface. A man is seen four feet from the tub, trying to toss a coin into the saucer. Everyone is invited to pitch a coin. If the coin remains in the saucer, it is returned to the person, and he is given a pass. Money that misses the saucer will be turned over to the NCCJ.

Sam Rinzler, Spyros Skouras, Jr., and Michael Edelstein, co-exhibitor chairmen in New York, also reported that many area theatres have set up coin pitching games, too.

RKO 3-D Deal Uses Norling Camera

NEW YORK—RKO will produce its own three-dimensional films, it was made known last week by the company. It has licensed a camera after making extensive tests, and, in addition, has the privilege of building one for its own use under an arrangement the company has with John A. Norling.

The new camera, engineered and built by Norling, president, Loucks and Norling Studios, and chairman, stereoscopic committee, Society of Motion Picture and Television Engineers, was shown and explained by the inventor.

The Norling camera is the only one built from the ground up for stereoscopic motion picture photography. An important feature of the camera is a device for varying the effective distance between the lenses, thus permitting control of the depth effect when the picture is taken. It also can be adjusted for converging appropriately during the action when a subject moves toward or away from the camera. Other novel features of the Norling camera include a twin optical system, double magazines, a binocular view finder that enables the cameraman to compose a scene stereoscopically, and "convergence control" which permits the lenses to converge on the principal object of a scene just as the eyes do in everyday seeing.

RKO's Charles Boasberg, general sales manager, called the camera the last word in three-dimensional development from a production viewpoint, claiming that it eliminates practically all of the technical difficulties encountered. It was also stated that the company has no specific plans to announce at present as to quantity or type of films that will be photographed with the Norling camera, but it does have the camera and is ready to commence production.

The company has exclusive rights to the camera for an indefinite period, but Norling does expect to make the equipment available to other producers at a later date, and will manufacture future cameras himself. RKO expects to use this system

First 3-D Show Strong On B'way

NEW YORK—With the exception of the Paramount, Rivoli, and Globe, where the big town got its first look at three-dimension in the Stereo-Techniques Show, business was average, or below, in the Broadway first-runs last week-end. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE STOOGES" (Para.). Paramount, with stage show, was heading toward \$110,000 on the opening week.

"NIAGARA" (20th-Fox). Roxy, with ice show on stage, garnered \$47,500 from Wednesday through Sunday, with the third, and last, week expected to hit \$58,000.

"THE BAD AND THE BEAUTIFUL" (MGM). Radio City Music Hall, with stage show, reported \$75,000 for Thursday through Sunday, with the fourth, and last, week heading toward \$110,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$18,000 for the 11th week.

"THE STAR" (20th-Fox). Rivoli anticipated the second week at \$31,000.

"STEREO-TECHNIQUES SHOW NUMBER ONE" (3-D) (Lesser). Globe claimed the opening week would reach at least \$30,000.

"ABOVE AND BEYOND" (MGM). Mayfair was due to reach \$40,000 on the second week.

"ROAD TO BALI" (Para.). Astor expected the second week to tally \$36,000.

"THE MISSISSIPPI GAMBLER" (U-I). Loew's State claimed the second week would top \$29,000.

"THE CLOWN" (MGM). Capitol was down to \$15,000 on the second, and last, week.

"COME BACK, LITTLE SHEBA" (Para.) Victoria claimed \$18,000 on the seventh week.

Barnett In Cinerama Post

NEW YORK—Herbert Barnett, one of the industry's best known projection and equipment engineers, this week became executive vice-president, Cinerama, Inc., of which Hazard Reeves is president. Cinerama, Inc., is the company holding the license to manufacture equipment for use in the exhibition expansion program of Cinerama Productions Corporation.

Exchange Meetings Continue

NEW YORK—With the first preliminary meetings held in Des Moines, Omaha, Jacksonville, Atlanta, and Charlotte, last fortnight, further conferences among local unions representing front and back office employees of the national exchanges were expected.

exclusively, at least as far as present plans go. Norling said that exhibitors will need no special conversion to project his films aside from synchronizing projection of the film from the usual two projectors and the installation of a highly reflective screen such as that with an aluminum base, but many exhibitors will install this as a matter of course, he felt, since all companies were going to distribute three-dimensional films and the need would be ever-present.

STRONG IS READY WITH 3-D PROJECTION LIGHTING

Strong now offers equipment designed especially for the requirements of 3-dimension projection.

TWO PROJECTORS RUN SIMULTANEOUSLY

Most of the many new systems of third-dimension picture projection call for simultaneous operation of two or more projectors and projection arc lamps.

FILTERS—SPECTACLES—LARGER SCREENS

A 50% light loss at the screen resulting from the use of polaroid filters, further light loss to the viewer occasioned by the use of polaroid spectacles, and the increase in screen size which is necessary to overcome the illusion of the projected image being smaller than the actual size of the screen, combine to necessitate an increase in the brilliancy of the existing projection lighting.

LARGER REELS SOLVE CHANGEOVER PROBLEM

Since both projectors run simultaneously, the conventional changeover is impossible unless four or more projectors are used. To make this duplication of equipment unnecessary, reel sizes have been increased to accommodate up to 5000 feet, so that ordinarily only one intermission is necessary.

LAMPS MUST BURN LONGER

This increase in reel size demands lamphouses with a burning time of at least 58 minutes to permit the 50-minute running time without retrimming, the 2-minute burning-in time and a 10% safety factor.

TWO LAMPS—IDENTICAL CHARACTERISTICS

Since each eye sees only one of the two projected images, it is obvious that the intensity and color value of the projected light from both projectors be absolutely identical. Furthermore, the extended burning time required by three-dimensional film makes an automatic means of arc positioning control absolutely essential to obtaining a screen light that is constant in brilliancy and color without the necessity of frequent manual adjustments of the controls.

NEW PROJECTION ARCS REQUIRED

Inasmuch as most arc lamps in present use were designed for projecting only two 20-minute reels without retrimming and usually with a brilliancy not up to 3-D requirements, they obviously cannot be used with this new medium. Since projection arc lamps which deliver this new high in light intensity automatically consume carbons at a faster rate, provision had to be made for a carbon trim which was ample for the extended running time.

Accordingly, there has been created a demand for projection arc lamps which deliver an increased volume of light, for an extended burning time and with light characteristics identical in every instance. All of these requirements have been met in

THE NEW STRONG 90,000-8 (3-D) PROJECTION ARC LAMP

This lamp accommodates a 20-inch trim of carbons which will burn continuously for a full hour at 78 amperes (using 9mm positive and 5/16" negative) or at 95 amperes (using 10mm positive and 11/32" negative).

LIGHTRONIC CRATER POSITIONING

The position of the positive arc crater in the Strong

90,000-8 (3-D) is automatically maintained at the exact focal point of the reflector by means of the exclusive Lightronic crater positioning system. The positive and negative carbons are advanced by separate motors, the speeds of which are governed by the Bi-metal Lightronic Tube. Once the arc has been struck, the crater positioning and the gap length are automatically maintained without manual adjustment. A stream of air directed just above the arc stabilizes its burning.

The optical system comprises an elliptical reflector 16 1/2" in diameter with a resultant speed of f1.9 to match the currently available high speed f1.9 projection lens. The mirror and its tilting mechanism are an integral part of the back door of the lamp-house, which swings out to allow easy cleaning of the reflector and convenient trimming of the lamp.

The Strong 90,000-8 (3-D) features unit construction whereby the various components are instantly removable for cleaning and inspection.

NEW POWER SUPPLIES REQUIRED

In no case will the present power supply equipment, designed to operate only one lamp on 20-minute cycles with 5-minute changeover periods, meet the needs of the condition where two projectors and two arc lamps are running simultaneously and for extended periods of time. Hence new power supply equipment is needed—equipment which permits long periods of continuous operation. Such equipment has been designed by Strong and is now available for delivery in

THE NEW STRONG 95008 (3-D) 75-85 AMPERE 3-PHASE 220-VOLT TUBE-TYPE RECTIFIERS

with automatic fan air cooling for efficient operation with the new Strong 90,000-8 (3-D) projection arc lamps.

Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10% above or 10% below the rated A.C. input voltage throughout the output rating range.

The complete electrical and mechanical assembly consists of three transformers, six tube sockets, and manually operated output control handle which actuates the 8-point rotary switches that are employed to increase or decrease the output power even when the arc is burning.

The rectifier is built in single lamp units to provide maximum flexibility in electrical connection.

Higher power 3-D rectifiers for use with lamps burning 10mm carbons are also in production and will be available for early delivery.

For further details on the subject of arc lighting as it applies to the projection of three-dimensional pictures by any system, address your request to

Department 3-D

THE STRONG ELECTRIC CORPORATION
CITY PARK AVENUE TOLEDO 2, OHIO

PEOPLE

NEW YORK—It was announced last week that Mervin Houser is being transferred from the RKO studio to take charge of the company's publicity department, and that Kay Norton, publicity manager, and Leon Brandt, exploitation manager, were working out settlements of their contracts. Dave Cantor has been promoted from the field to take over Brandt's duties. Others affected by changes resulting from the transfer of direction of publicity, advertising and exploitation activities to the coast with Perry Lieber as head man are Jack Lewis, Ruth Cosgrove, Betty Folker, and Charles Cohen.

NEW YORK—Rodney Bush, 20th Century-Fox exploitation manager, last week announced the appointment of John Norcop as assistant exploitation manager, succeeding Leo Pillot, named special events director. Norcop was formerly a member of Herman Wobber's western division exploitation staff before transferring to the New York office. Announcement of the promotion of Pillot was announced by Edward E. Sullivan, publicity manager.

NEW YORK—Clayton Bond, Jr., has been named national TV sales representative for 20th Century-Fox, it was announced last week by Lem Jones, short subjects sales manager. He replaces Phil Williams, who resigned to join Ziv Television Productions in Texas.

NEW YORK—It was learned last fortnight that Burt Balaban son of Barney Balaban, head, Paramount Pictures, was resigning his post as director of programming and production, Paramount Television Productions, Inc., in order to form a new TV film producing company which he will head.

NEW YORK—Maxine D'Arcourt last week resigned her post as an assistant in the Paramount home office publicity department to return to her home town, New Orleans, where, prior to joining Paramount, she was a booker-buyer for T. A. Pittman Theatres and Joy Theatres.

NEW YORK—Alan Jackson, story editor, Paramount Pictures Corporation, last week assumed the duties of play editor following the resignation of John Byram to enter the theatrical producing field. Jackson has been Paramount's story editor for nine years.

HOLLYWOOD—Eric A. Johnston was re-elected president, AMPP, last week. Other members were also re-elected, but C. J. Telvin, RKO, is succeeding Ernest L. Scanlon on the board. The same AMPP group was also re-elected to serve at the Central Casting Corporation.

NEW YORK—Charles Cohen has rejoined the advertising department of 20th Century-Fox, Abe Goodman, advertising manager, announced last week. Cohen was affiliated with RKO for the past few months prior to his return to the company.

Fly Resigns MPAA TV Post

NEW YORK—It was announced last week that James T. Fly has resigned as MPAA attorney in the current theatre TV hearings before the Federal Communications Commission in Washington.

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (FEBRUARY 11, 1953)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

ABOVE AND BEYOND (122m.) (MGM)



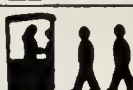
ANDROCLES AND THE LION (98m.) (RKO)



GIRLS IN THE NIGHT (82m.) (U-I)



MEET ME AT THE FAIR (87m.) (U-I)



MOULIN ROUGE (121m.) (U-A)



NEVER WAVE AT A WAC (87m.) (RKO)



NIAGARA (89m.) (20th-Fox)



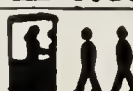
THE BAD AND THE BEAUTIFUL (118m.) (MGM)



THE CLOWN (92m.) (MGM)



THE LAWLESS BREED (83m.) (U-I)



THE MAN BEHIND THE GUN (82m.) (WB)



THE MISSISSIPPI GAMBLER (98m.) (U-I)



THE NAKED SPUR (91m.) (MGM)



THE REDHEAD FROM WYOMING (80m.) (U-I)



THUNDER IN THE EAST (98m.) (Paramount)



TROPIC ZONE (94m.) (Paramount)



Continuing

ABBOTT AND COSTELLO MEET CAPTAIN KIDD (70m.) (WB)



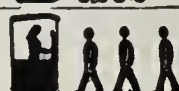
AGAINST ALL FLAGS (84m.) (U-I)



APRIL IN PARIS (101m.) (WB)



BREAKING THE SOUND BARRIER (109m.) (UA)



BWANA DEVIL (91m.) (UA)



COME BACK, LITTLE SHEBA (99m.) (Paramount)



HANS CHRISTIAN ANDERSEN (111m.) (RKO)



HURRICANE SMITH (90m.) (Paramount)



INVASION, U. S. A. (74m.) (Columbia)



LIMELIGHT (141m.) (UA)



MILLION DOLLAR MERMAID (114m.) (MGM)



MY COUSIN RACHEL (100m.) (20th-Fox)



OUTPOST IN MALAYA (88m.) (UA)



PLYMOUTH ADVENTURE (104m.) (MGM)



RIDE THE MAN DOWN (90m.) (Republic)



RUBY GENTRY (82m.) (20th-Fox)



STOP, YOU'RE KILLING ME (86m.) (WB)



THE BLAZING FOREST (91m.) (Paramount)



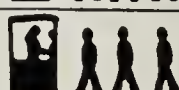
THE FOUR POSTER (103m.) (Columbia)



THE JAZZ SINGER (108m.) (WB)



THE STAR (89m.) (20th-Fox)



THE THIEF OF VENICE (91m.) (20th-Fox)



Miscellaneous

In the Newsreels

IN ALL FIVE:

Washington: President Eisenhower speaks to Congress.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36 No. 12) Formosa: Chinese gird for action. Korea: General Collins defends "Operation Smack." Arcadia Cal.: Santa Anita holds richest horse race. Lake Como, Minn.: Skating speed marks set.

NEWS OF THE DAY (Vol. XXIV, No. 246) Formosa: Chinese gird for action. Korea: Seoul bids General Van Fleet goodbye. Germany: Refugees from Soviet-controlled East Germany flee to West Berlin. Italy: Pompeii excavating nears end. New York: Premiere of "Above And Beyond" (except Minneapolis). St. Paul Minn.: Winter carnival (Minneapolis only).

PARAMOUNT NEWS (No. 49) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 436) Formosa: Chinese gird for action. Germany: Refugees from Soviet-controlled East Germany flee to West Berlin. Italy: Secretary of State Dulles visits. Italy: Pompeii excavating nears end. New York: Tercentenary. Arcadia, Cal.: Santa Anita holds richest horse race. St. Paul, Minn.: Winter carnival (Minneapolis only). New York: Communion breakfast of motion picture industry (New York and Los Angeles only).

WARNER PATHE NEWS (Vol. 24, No. 51) Germany: Refugees from Soviet-controlled East Germany flee to West Berlin. Italy: Pompeii excavating nears end. France: Secretary of State Dulles in Paris. Boston, Mass.: Track meet. Arcadia, Cal.: Santa Anita holds richest horse race. St. Paul, Minn.: Winter carnival (Minneapolis only).

TELENEWS DIGEST (Vol. 7, No. 6-A) Washington: President Eisenhower speaks to Congress. Formosa: Chinese gird for action. England: Floods. Korea: "Operation Smack." Italy: Jitterbug craze and be-bop.

IN ALL FIVE:

Off Coast of East Africa: Dutch liner sinks. England: Canadian luxury liner burns at Liverpool pier. Washington: President Eisenhower's cabinet completed. Germany: Winter sports highlights.

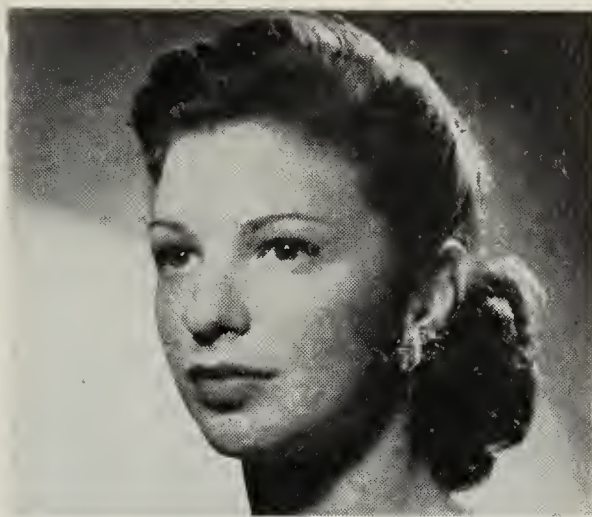
IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 11) Off Morgan City, La.: Oil well burns 10 miles at sea. New York: Broadway stars in style show for "The March Of Dimes". Hollywood: Cement honors for Ezio Pinza and Jimmy Durante.

NEWS OF THE DAY (Vol. XXIV, No. 245) Egypt: "Liberation" festival. Korea: Plastic uniforms for GI's. New York: Broadway stars in style show for "The March of Dimes."

PARAMOUNT NEWS (No. 48) Egypt: "Liberation" festival. New York: Hats inspired by Latin America.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 435) Korea: Plastic uniforms for GI's. Africa: Is fish the missing link? Park Ridge, Ill.: City rallies to aid of polio victim faced with eviction. New York: Broadway stars in style show for "The March of Dimes." Washington: Mrs. Eisenhower opens "Mothers' March On Polio."



The engagement of Miss Judith Rose Balaban, daughter of Mr. and Mrs. Barney Balaban, to Jay Ira Kanter, son of Mr. and Mrs. Sydney Genser and the late Harry H. Kanter, was announced recently in New York. The bride-to-be's father is the Paramount Pictures' president.

WARNER PATHE NEWS (Vol. 24, No. 50) Washington: Mrs. Eisenhower opens "Mothers' March On Poli." Washington: Vice-President Nixon at Adas Israel dinner. Switzerland: Skating styles in St. Moritz. New York: Notre Dame-Army resume grid rivalry.

TELENEWS DIGEST (Vol. 7, No. 5-B) Off Morgan City, La.: Oil well burns 10 miles at sea. Egypt: "Liberation" festival. France: Nanterre devastated by landslide. Italy: Pompeii excavating nears end. Japan: Ski-troopers train near Russian bases. Germany: Blindfolded driver uses sixth sense. New York: Broadway stars in style show for "The March of Dimes."

NATIONAL BOARD OF REVIEW

Jan. 31, 1953

SELECTED FEATURES: "Niagara" (20th-Fox); "The 5,000 Fingers Of Dr. T" (Col.); "The Tall Texan" (Lippert).

Loew's Gets Extension

WASHINGTON—Loew's was last week given until June 6 to dispose of one-half of the theatres required to be sold under the consent decree. So far it has sold 11 out of the 25 which it must drop.

Patrons Want News So Says Oscar Morgan

NEW YORK—Television already has lost the battle for supremacy over the newsreel, according to an objective, audited survey conducted by the Sindlinger Company, national research analysts, in behalf of four of the newsreel-producing companies, and revealed last week at the Paramount division and branch managers' meeting.

The disclosure was made by Oscar Morgan, Paramount short subjects and newsreel sales manager, who produced facts and figures from a Sindlinger survey which he said are expected to be published in book form by the Motion Picture Association of America.

Eighty-six per cent of theatregoers interviewed by the Sindlinger research staff in a 1,000,000 population section of the Philadelphia exchange area demand newsreels in theatres. This includes not only Philadelphia proper, but all types of runs, first, second, subsequent, and subsequent.

Morgan said the survey, made with tape-recorders exclusively, showed also that 83.6 per cent of the persons interviewed indicated they believed it was incumbent on theatres to include news in every program regardless of extent to which television brings news into the home. The majority of persons in the remaining 16.4 per cent admitted that they visited motion picture theatres only about once every two months or two or three times a year.

Paramount has launched upon a star-building program that exceeds any undertaking of its kind in the company's entire history, Russell Holman, eastern production manager, revealed in a windup address before the meeting.

Anti-Tax Measures Grow

WASHINGTON—A count last week showed that 17 measures had been introduced in the House to repeal or reduce the federal admission tax. Two have been introduced into the Senate.

THE FINEST

Voice of the Theatre
REG. TRADE MARK

ALTEC
LANSING CORPORATION

9356 Santa Monica Blvd.
Beverly Hills, Calif.

161 Sixth Avenue
New York 13, N. Y.

THEATRE LOUDSPEAKER SYSTEMS

The International Scene

New Building Record Seen Likely In Canada; 25,000 Seats Added

TORONTO—Some 25,000 seats have been added to the capacity of theatres in Canada with 52 standard theatres being opened in 1952, it was recently reported. This is in addition to the 24 drive-ins opened. Already, 1953 looks like another record year as 33 theatres are presently under construction and 17 in the blue-print stage. During the past year, six 16mm. situations were converted to 35mm.

Largest of the theatres opened was Famous Players' Paramount, Edmonton, with 1,400 seats, followed by the Alouette, Montreal, with 1,325 seats. Third on the list was the 994-seat Westwood, Toronto. What construction value these theatres had is not accurately known, although a report says the figure is \$3,116,900, a 16.7 per cent increase over 1951. Some of the contracts awarded in 1952, however, may not be activated until this year. Also, this figure covers the work done on alterations as well as new theatres. So the accurate figure will have to wait until the issue by the Dominion Bureau of Statistics of figures on the amount spent on theatres, amusement halls, etc.

Canadian Notes

At a recent meeting of the Edmonton Theatre Managers' Association, A. E. Staniland was elected president from among the 20 Edmonton managers attending. Staniland, formerly a manager at Barrhead, Alta., went to Edmonton seven years ago to manage the Tivoli. He is also president, Central Drive-Ins Limited. Others elected were vice-president W. H. Wilson, manager, Capitol, and secretary-treasurer is Fred Varlow, Garneau.

Plans for a 400-car, \$40,000 drive-in two miles east of Pembroke, Ont., to be operated by local residents, is being looked after by J. A. Campbell, Toronto. This is in addition to three other drive-ins being planned in Canada. One is projected for Assiniboia, Sask., another near the airport of Saskatoon, which also provides for 100 persons walking in, and a third in Fredericton, N. B. In a large apartment plan near Montreal, a theatre is projected, and objections are being heard to two drive-ins planned in Ontario from residents affected.

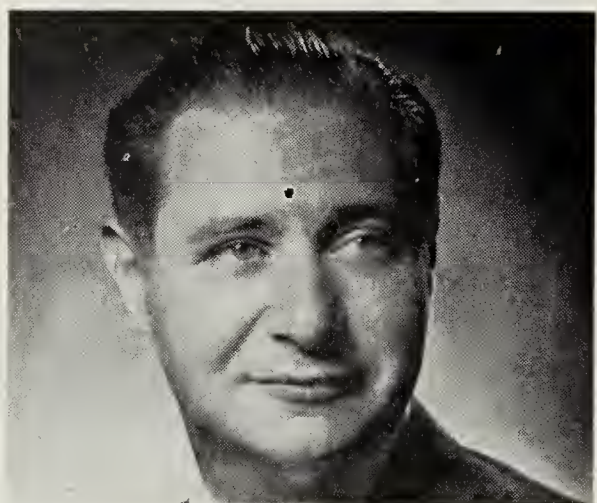
Duplication is seen in the project by the National Films Board for a large studio and laboratories costing nearly six million dollars planned for the city of Montreal. Private producers and laboratories are making representations to the government, pointing out that they have all the necessary facilities, and the pointlessness of the whole project. Carrying this further, the private companies say they can handle all the work now handled by the board, something that has been pointed out to the board before. The producers and the labs are banded together in an association in order to underline their representations.



Louis Lober, former continental manager for UA in Paris, and an industry veteran, was recently appointed general manager, foreign department.

There are now 27 Canadian production companies and 60 producers of one kind or another. Presently, the NFB has its headquarters in Ottawa, and, when the move was first contemplated, it was explained that it would allow the board to have a pool of actors and technicians required for film board production. Such being the case, say the producers and the labs, "Then let us handle the work."

Weeping theatremen in the United States need only listen to the proud boasts of Canadian showmen to hear that business continues at a high pace despite the competition of bowling alleys and television and all the other monsters blamed for the decline in business. House records were broken at both the Biltmore, Toronto, and the Roxy, Hamilton, by Cardinal's Romulus Production, "Women Of Twilight." Also in Toronto, manager Jack Labow, RKO, said house records were broken at the University when it played "Androcles And The Lion", and the lineups at the Eglinton continue to grow larger by the day with the re-release of MGM's "Pride And Prejudice." In Niagara Falls, the Canadian premiere of "Niagara" at the



Manny Reiner, recently appointed foreign manager, Samuel Goldwyn Productions, will have as his first important assignment the launching of foreign sales on "Hans Christian Andersen."

Seneca, which resulted in plenty of free publicity arranged by manager Jack Ward in collaboration with Sam Glasier of 20th-Fox had the patrons storming the box-office.

Herb Nelson, manager, Palace, Timmins, is recovering following an operation. . . . France Films is to distribute the Canadian production of the French-language "Coeur de Maman", which began shooting in Montreal. . . . In Toronto, Gordon L. Roberts, assistant manager, Capitol, received a year in jail for allegedly staging a fake holdup. . . . Joe Lefave, manager, Capitol, Windsor, has been elected a councilman. . . . Members of the New Brunswick Board of Censors, now under the chairmanship of George Enos, are Mrs. Frank Priest, active in women's organizations for a number of years, Augusta Agar, and Fred Finley. Eleanor Fleming is secretary. . . . The manager of the Dundas and Mayfair, Dartmouth, N. S., Ivan Haley, died. Acting manager of the Franklin and Herschorn houses now is R. G. Irwin, formerly manager of the drive-in on the Sackville Road. . . . Ed Leigh, Odeon manager, Brampton, Ont., showed pluck flushing out a would-be gunman from under the stairs. After the night performance, Leigh formerly a manager in Ottawa, heard someone, and scared the man, now charged by police, out of his hiding place. . . . A visitor to the Pacific Coast Odeon Theatres was Edward Forsythe, assistant general manager. . . . Frank Boothe, formerly manager with the Odeon Circuit, will manage the Paramount Drive-In when it opens in the spring.

Germany

An application for a charter to form a Variety Club in Hamburg has been received by Jack Beresin, International Chief Barker, Variety Clubs International. Friedrich A. Mainz, Hamburg-Nienstedten, Germany, together with other members of the amusement industry, signed the charter, the first received by the executive body written entirely in German. The German signers are men prominent in the film, stage, concert, vaudeville, circus, and sports world. The charter was drafted by Dr. Juul, constitutional expert in Hamburg. The charter for the Hamburg tent has now been ratified by the executive members, and Chief Barker Jack Beresin will install the officers. On the same trip, he will visit the London tent, and will discuss the organization of other tents in Paris, Rome, and Madrid with members of the theatrical industry in these cities. The German tent is arranging to put on a public performance for its Heart Fund when Mainz's "The Dreaming Lips" will have its first public showing.

It was learned last fortnight that Boehner Films, Bremen, which has the backing of Zeiss Ikon, will resume showings of its three-dimension films in about a month. The Boehner system was demonstrated in 1937 at the UFA Palace, Berlin.

The German Film Producers Association set up a new organization, the Film Export Branch, to represent producers and exporters in international matters. The organization is said to be financed by an assessment of one per cent of

foreign grosses, with membership open to the GFPA and others. Activities will include representation of GFPA at German agencies, German missions abroad, and at foreign organizations in the film field. The organization also will work for tax reduction for exposed films and for official financial support of outstanding export activities, as well as for the unblocking of foreign markets.

Argentina

In Buenos Aires, it appeared that officials have followed one suggestion made by MPAA president Eric Johnston, but distributors are confronted by another problem delaying exhibition of United States films. Distributors, under the involved Argentine setup, must first file a list of pictures they plan to import, then apply for import permits to the Central Bank, take the pictures through customs, and apply for exhibition permits. The government granted 20 exhibition permits, actually censorship permits, for the 10 MPEA companies for December, the first such permits granted since late in 1952. The new problem is the delaying of films in customs, and the United States Ambassador has taken steps to alleviate the situation.

England

A team of 17 boys from the Boys' Clubs, New York City, will be flown on a special chartered BOAC airliner to London, to box the champions of the London Federation of Boys' Clubs, at Empress Hall on April 8. The long-awaited hope of this match became a reality when Pepsi-Cola offered to provide the air transportation. The Pepsi-Cola Companies of America and Great Britain made the generous offer when it learned that the proceeds of the match would go to the London Federation of Boys' Clubs and the Variety Heart Fund for poor and needy children.

Canadian Subjects Screened

WASHINGTON, D. C.—A distinguished audience of 600 people, including members of Congress and representatives of foreign embassies, last week attended a special invitational screening of theatrical short subjects on Canada made or distributed by United States film companies in 1952. Host at the screenings was Sidney Pierce, Canadian Minister to the United States.

The program consisted of nine short subjects, six produced by United States film companies in Canada for worldwide distribution. The subjects were made available through the Motion Picture Association of America in support of the Canadian Cooperation Project, an MPAA-sponsored unit. The Department of External Affairs of the Canadian government has instructed its consulate representatives in eight major cities in the United States to hold similar screenings.

The subjects screened included RKO's "Men Of The Mounted", "Miracle At Ungava", and "The Mountain Movers"; Warners' "Yo Ho Wonder Valley", "Cowboy's Holiday", and "Birthplace Of Hockey"; MGM's "Jasper National Park", U-I's "Man In The Peace Tower", and Columbia's "Flying Skis." Representing MPAA was Taylor Mills, coordinator, Canadian Cooperation Project.

This Was The Week When

Rosemary Clooney, in Paramount's "The Stars Are Singing", met the trade and press at luncheons in Boston, New York, Philadelphia, Washington, and Atlanta following the world bow in Maysville, Ky. . . . The Photoplay magazine awards were given in Hollywood, with 20th-Fox's "With A Song In My Heart" and star Susan Hayward winning Gold Medal Awards as the most popular picture and actress of 1952, Gary Cooper receiving the most popular male star designation, Marilyn Monroe getting a special "New Star Award", and others going to Jane Froman, William Goetz, and Dean Martin and Jerry Lewis. . . . Cinerama's next showing was set for March 23 in Detroit at the Music Hall. . . . U-I held the world bow of "Gunsmoke" at the Civic Center, Great Falls, Mont., with Audie Murphy, Susan Cabot, Renate Hoy, and Jesse White on hand, followed by territorial openings. . . . U-I made available a free special black and white trailer in connection with the two-reel Technicolor "The World's Most Beautiful Girls." . . . It was announced that Harold Lloyd, in "The Freshman", would open an engagement at the Paris, New York, with a sound track added. . . . The announcement was made of the organization of C-I Productions Corporation, with duMaresq Clavell as president, the first feature being the story of a Biblical catastrophe.

New President James R. Gainger reported to the RKO home office in New York before going to California for production and studio conferences. . . . Columbia announced that "Salome" would have its premiere at the Rivoli, New York, late in March or early in April. . . . UA announced that a science-fiction exhibit would go on tour in behalf of "The Magnetic Monster." . . . John Nasht, TV producer, and Thetis Film, Italian company, concluded an agreement to co-produce nine 26-minute films in Italy and France for the TV series, "Orient Express." . . . WB held the world premiere of "I Confess" at the Capitol and Cartier, Quebec, Canada. . . . MGM held the world bow of "The Naked Spur" at the Paramount, Denver. . . . U-I announced that it would distribute "A Queen Is Crowned", Technicolor film of the forthcoming coronation of Queen Elizabeth of England, to be released as a feature in June. . . . UA's New York, Toronto, and Montreal exchanges headed the fifth week of the "Bernie Kranze Drive" for billings and collections.

The world premiere of 20th-Fox's Technicolor "Tonight We Sing" was being held in Radio City Music Hall, New York City. . . . UA revealed that a free trip to England for the coronation of Queen Elizabeth would be awarded to the branch manager or salesman who turns in the best record of sales, bookings, and collections on "Royal Journey" during the next four months, with the second prize a free summer vacation in Banff, Canada, and the third prize a wrist watch. . . . RKO's Walt Disney feature, "Peter Pan", had its world bow at the State Lake, Chicago. . . . The board of Paramount Pictures declared a quarterly dividend of 50 cents per share on the common stock.

Milk Caravan Plans Changed

BOSTON—After a meeting with top railroad officials, William S. Koster, general chairman, Variety Clubs International "Good-Will Milk Train", announced last week that because of the cost and diffi-

culties in coordinating railroad schedules it is impractical for the "Good-Will Milk Train" to go by rail.

However, a meeting has been arranged with officials of the Mack Truck Company, who have shown an interest in trucking the "Good-Will Milk Caravan."

FILM SALESMAN THEATRE MANAGER or SIMILAR INDUSTRYITE

A National Organization has an opening for a field representative to call on all Theatre Circuits and Leading Theatre Owners throughout the U. S. A. to make field surveys and discuss an interesting product. Continuous travel 50 weeks per year on a "follow-the-sun" basis, and informal scheduling to a leisurely progress, promises interesting years.

Must have a car . . . or possibly a trailer . . . and must have a conversant knowledge of the fundamentals of Theatre Business.

Apply giving age, experience, personal background, minimum income needed, and possibly a snapshot photo.

APPLY-BOX 1066

EXHIBITOR, 246-48 N. Clarion Street, Philadelphia 7, Penna.

What's New In 3-D ...

(Developments in the rapidly changing third dimensional picture will be found in this regular department.—Ed.)

WB set a deal for a second film in Natural Vision and WarnerColor, the first being "House Of Wax", now nearing completion for Easter release. . . . "Bwana Devil", now distributed by UA, has more than 30 key city engagements set this month. . . . RKO executives were reported viewing tests of a 3-D process on the coast. . . . Lippert announced that it would distribute the 3-D "Day In The Country", produced by Jack Rieger, with commentary by Joe Besser, running 15 minutes, and said to be able to be projected on standard theatre equipment. The short requires use of Anaglyph viewers. . . . Paramount, already shooting "Sangaree" in color in both the regular and 3-D dimensions, announced another feature, "Red Garters", as a third-dimensional film, using the Paravision process.

MGM picked a second story for 3-D production, "Rope's End", in its own process, shooting starting in April. "Arena", the first, goes before the cameras soon. . . . Loew's Theatres throughout the country playing the Sol Lesser Stereo-Techniques Limited series of 3-D shorts, generally known as the Tri-Opticon show.

In Fayetteville, Ark., negotiations for the use of a third-dimensional process were reported completed between a Fayetteville inventor, Dr. Edgar Fuller, and a west coast exhibitor. Dr. Fuller said he had received a telegram from Kay J. Naify, Sacramento, Cal., saying the deal had been closed. Naify is associated with United California Theatres, Inc., Golden State Theatre and Realty Corporation, and T. and D. Enterprises, Inc. Fuller demonstrated his invention to a group of exhibitors in California. He will retain patent rights to his device, which is said to give a third-dimensional effect with the use of regular movie film. It consists of a light-refracting arrangement, the details of which are secret.

From Allied States Association came a bulletin urging the need for standardization of the 3-D process. It reviewed the early history of the advent of sound, and



James R. Grainger, Republic executive vice-president and director of sales, recently presided at the third of the company's current series of sales meetings at the New York City home office. Shown, seated, are Jake Flax, Washington; I. T. Sweeney, Pittsburgh; Leon Herman, Buffalo; Grainger; Meyer Lavorstein, chief counsel; Frank Dervin, Boston, and William Murphy, New York, and, standing, Steve Dorsey, 16mm. department manager; Bernard Brager, Indianapolis; Edwin Riester, print department manager; Jack Alexander, contract department manager; Jules Livingston, New Haven; Arthur Newman, Albany; Richard G. Yates, executive assistant to Grainger; I. H. Pollard, Cleveland; sales manager John P. Curtin; Norman Silverman, Philadelphia; sales manager James V. O'Gara; sales manager Paul Webster; Sam Seplowin, Detroit; Albert E. Schiller, branch operations manager; sales manager Walter L. Titus, Jr.; Charles Oberle, counsel, and George H. Kirby, Cincinnati. Policies were under discussion.

pointed out the part that Allied played in protecting the interests of the small exhibitor. It also promised that the committee appointed by the Allied board at the New Orleans meeting would be on guard to protect exhibitors' interests.

Paramount added another 3-D show to its schedule, "Those Sisters From Seattle", to be produced by Pine-Thomas, and starring John Payne and Rhonda Fleming, with Guy Mitchell and the Bell Sisters, with Paravision as the system. . . . M. L. Gunzberg, president, announced that sufficient Natural Vision to produce as many as 40 pictures in the coming year will be completed by March 1 when the company receives delivery on its first eight units. Contracts already signed include three at Columbia and two at Warners. A total of 19 pictures are now either in negotiation or completed. Natural Vision is also completing training of three dimensional technicians to work with its equipment.

Allied Artists and MGM will also be involved with Natural Vision on one-picture commitments. The Allied Artists



Helping U-I's Piper Laurie celebrate her recent 21st birthday in New York were, left to right, F. J. McCarthy, U-I southern and Canadian sales manager; James J. Jordan, U-I circuit sales manager; Ray Moon, U-I assistant general sales manager; Charles J. Feldman, general sales manager; M. A. Lightman, Sr., head, Malco Theatres; Ernie Emerling, in rear, advertising and publicity head, Loew's Theatres; David A. Levy, U-I metropolitan district manager, and Harry Fellerman, U-I.

entry will be "The Maze", an English mystery in black and white, to be produced by Walter Mirisch, and illustrated by Salvadore Dali. The MGM production will be made for the studio by an independent producer.

It was estimated that 300 theatres in the United States will be equipped for the showing of three-dimensional pictures by early spring, but a bottleneck may develop in the production of Polaroid glasses. Natural Vision has the exclusive rights to the glasses made by the Polaroid Corporation of America. The Sol Lesser-Raphael Wolff Stereo-Techniques subjects are seen through "polarized" glasses from a different source, and not made by the Polaroid Corporation. The glasses used in the showing of Stereo-Techniques are permanent pieces, and can be used over and over again after sterilization, unlike the Polaroid glasses.

As part of the exploitation campaign on "Sangaree", William Pine-William Thomas film now being photographed in three dimensions, Paramount will cover the entire production with 35mm. stereo-realist stills. Bud Fraker, director of still photography for Paramount, is currently working on a special process to create huge enlargements of these 3-D slides to be suitable for exploitation purposes.

Another three-dimensional entry announced is Trio-rama, a 16mm. film process developed by the Bolex Company and known as Bolex Stereo. Audiences view the film through polaroid glasses. A compilation of short subjects including the following subjects, "Sunday In Stereo", "Indian Summer", "American Life", and "This Is Bolex Stereo", make up the first program. This is booked to play the Rialto, New York, and it is understood that plans are being made to blow the films up to standard 35mm. size after the Rialto engagement.

GPEC Declares On Common

NEW YORK—Directors of General Precision Equipment Corporation last week declared a dividend of 25 cents per share on the common stock.

SITUATION WANTED

A capable, alert, younger man,—who can buy, book, exploit, advertise and house manage. 15 years' experience. Fed-up on large circuit master-minding. Would like to assume full responsibility for one good theatre,—or for a manageable group,—on a salary and bonus arrangement that will give him a chance to prove his ability. Will go anywhere.

BOX No. 12

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

CANDYDLY SPEAKING

THE BENEFICIAL results of the various meetings which have been held in various parts of the country under the auspices of the National Association of Popcorn Manufacturers are certain to help all segments of the extra profits field.

Both New York City and Philadelphia recently saw these sessions held, and it was gratifying to note the attendance and the spirit which prevailed throughout both gatherings.

IN BOTH cities, there was representation from all departments, and it became evident that the exchange of information and data was beneficial to all.

AT THE NEW YORK sessions, for example, the varied program saw such men as Lee Stine, Popcorn Processing Company; Thomas J. Sullivan, executive vice-president, NAPM; R. W. Smith, Blanton Company, National Theatre Supply's Jack Servies; Fraser Gatenby, Sutherland Paper Company; Irving A. Singer, Rex Specialty Bag Corporation; Oliver Koeneman, Old Vienna Products Company and NAPM president; Nat Buchman, American Theatre Supply Corporation; Lee Koken, RKO Circuit; Pat Gardiner, SuperDisplay, and others being heard, with Bert Nathan, Theatre Popcorn Vending Corporation, welcoming the delegates.

AT THE PHILADELPHIA sessions, held after this issue of EXTRA PROFITS went to press, another commendable program was indicated.

THE CONSTRUCTIVE features of the NAPM planning are further evidence of the high type of thinking being indulged in these days.

WHILE MANY theatremen might think that they are too far away from the cities where the meetings are held to attend, they have cause to believe that they will benefit from the constructive conclusions which are bound to ensue in every case.

THE MEN who have been participating in these sessions are to be commended for their cooperative attitudes.

Alex Barclay, Strand, Trail, B. C., and his wife are seen in Toronto, Canada, as they recently received two tickets to Honolulu from Betty Walker, Canadian Pacific Air Lines representative. Barclay was the winner of Theatre Confections Limited's "Holiday In Hawaii" contest, and both he and his wife spent two weeks in the islands.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

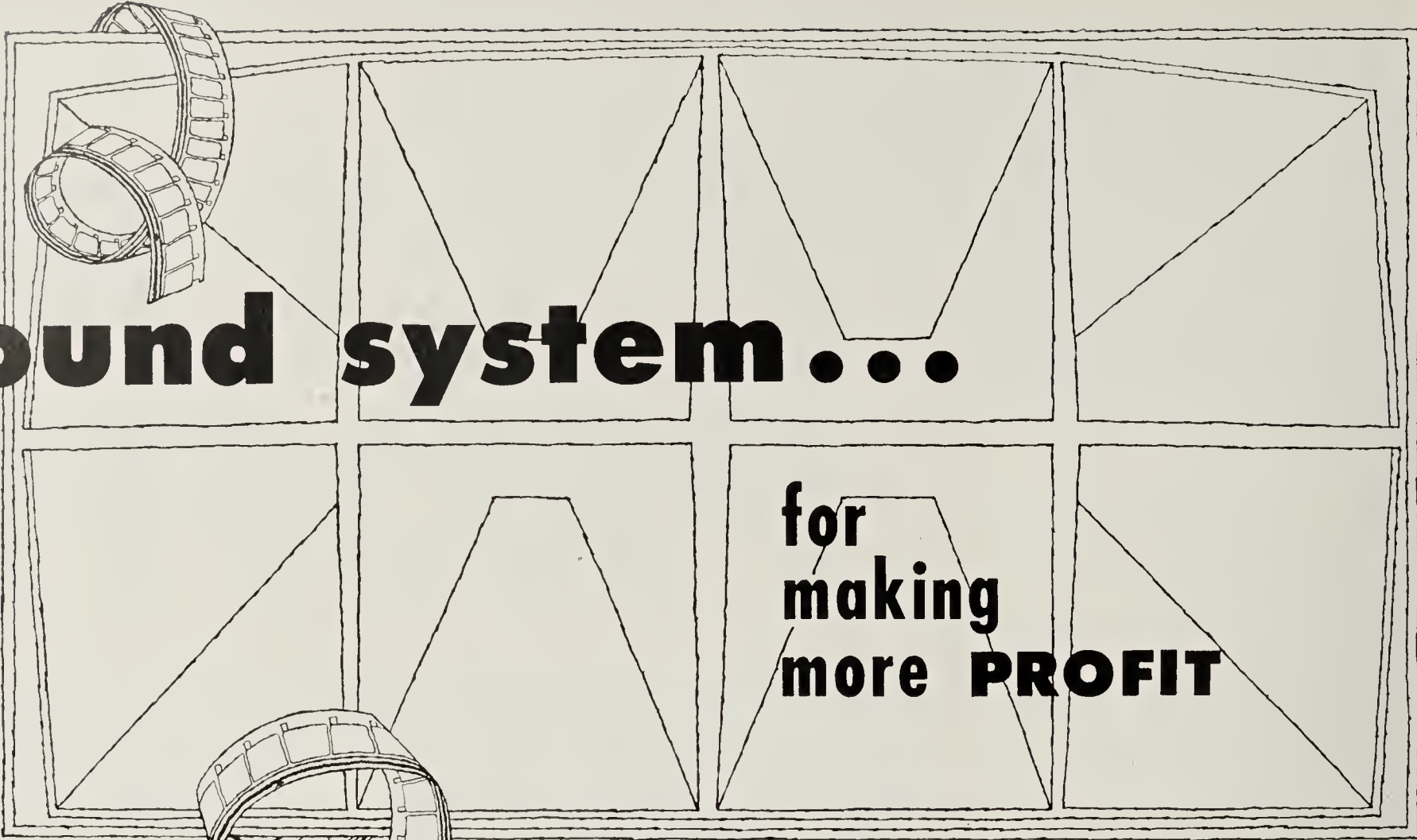
Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

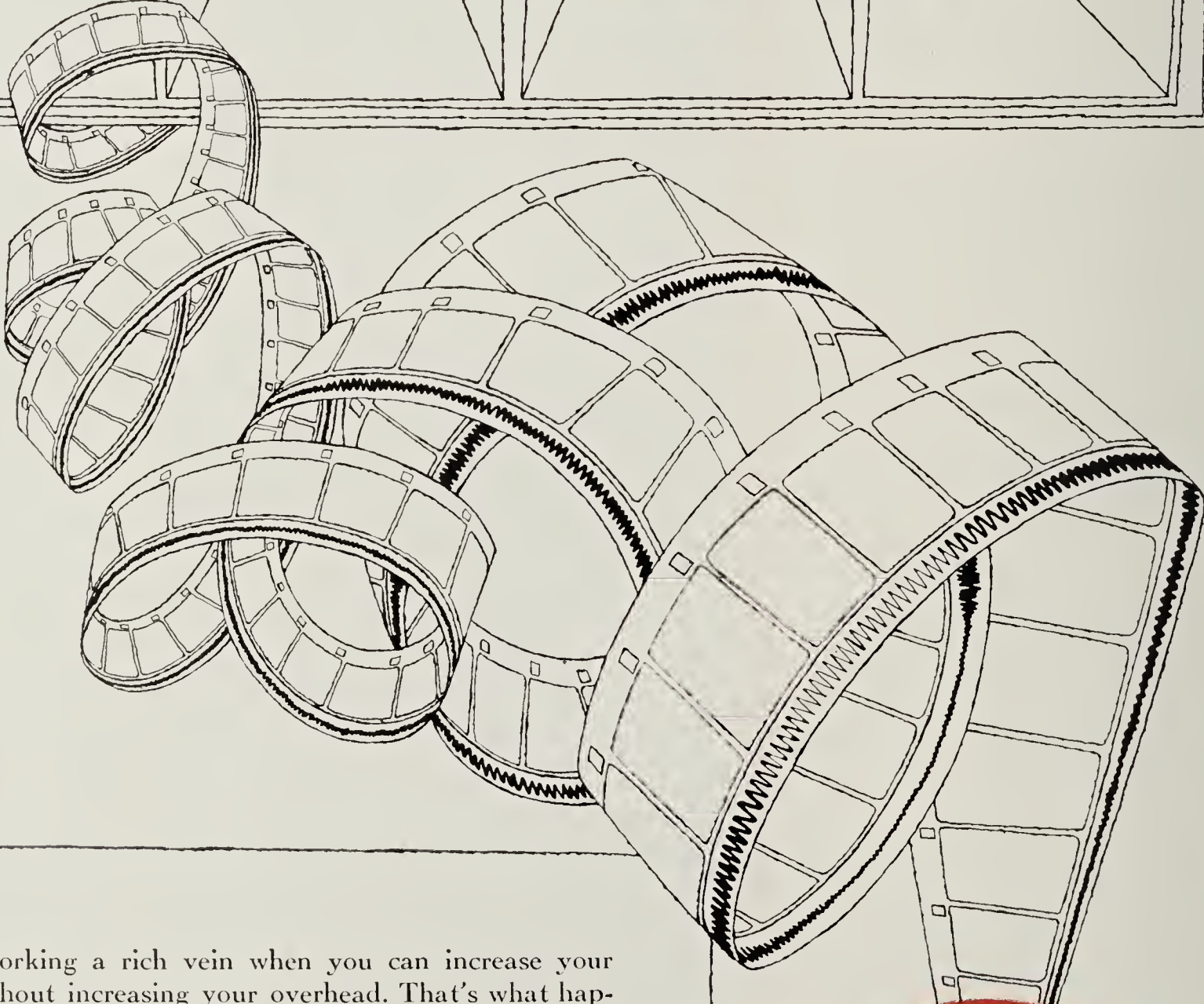
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The Profit Margin Is No Accident

By Oliver E. Nelson, Jr.

Associate Geneticist, Department of Botany and Plant Pathology

Purdue University, Lafayette, Ind.

IN 1913, a United States Department of Agriculture bulletin on popcorn made the statement that "If the popcorn is in first class condition, and the heat properly applied, one pint of unpopped corn should give 15 to 20 pints of popped corn." This means in our terminology that the corn of that time had an expansion of between 15 and 20. In the 1951 test of commercial hybrids at Purdue, the best hybrid had an expansion of 35.8, and average expansion for all the hybrids in the test was 33.6.

The same publication shows that in 1909 there were 11,340 acres of popcorn grown, while in 1950 143,000 acres were grown, an increase of greater than twelvefold. It seems likely that the greatest factor in this enormous increase in production is the increase in popcorn quality which was mentioned above. The expansion of a sample of popcorn is a simple measure of its overall quality. The higher a variety expands, the lighter, flakier, and crisper is the popped product.

WE DON'T want to dwell on the obvious connection between the increase in quality of popcorn and its ever greater acceptance by the consumer. What is important is the point that better popcorn doesn't (like Topsy) just happen. It is the result of large-scale and laborious plant breeding projects carefully planned and precisely followed.

Since the production of popcorn today is almost entirely composed of the hybrids, a brief discussion of popcorn improvement by the hybrid method might be desirable. The raw material for the production of hybrids are the old open-pollinated varieties of popcorn such as Hulless, South American, White Rice, Supergold, etc. A hybrid by definition is simply the offspring of two plants of different varieties, and a hybrid could be made by crossing plants from any two of the varieties mentioned above. This simple procedure cannot be followed for two reasons: first, the hybrid between two varieties would not be the same from one year's production to the next year's production since open-pollination varieties are extremely variable, and, secondly, we desire to concentrate in a single line the best characteristics of yield, expansion, and agronomic factors that are scattered throughout the variety.

SINCE this is so, it is necessary to start a process called inbreeding in the different open-pollinated varieties. Here, under controlled pollination conditions, the best plants are self-pollinated (the silks of one plant pollinated by pollen from its own tassel) for six to seven generations. It is typical of the inbreeding process that as it progresses, the plants become weaker and less vigorous until some lines cannot

be propagated. Also, inbreeding uncovers many gross abnormalities and undesirable features that must be discarded. We can, however, at the same time select for the more valuable characters that we would like our inbreds to display. Many lines fall by the wayside during the inbreeding process. Those that come through are now genetically uniform and in a given line every plant will transmit exactly the same factors to its hybrids as will any other plant.

The whole story is not told, though, simply with the production of an inbred line. An inbred's final and most important test is how it behaves in crosses and whether or not it is a potent parent. Therefore, after it has been obtained, an inbred is crossed with many other inbreds which are known to be good as parents. These new experimental hybrids are grown the following season, and measured for yield and expansion. On the behavior of these test crosses depends whether or not the new inbred is to be retained.

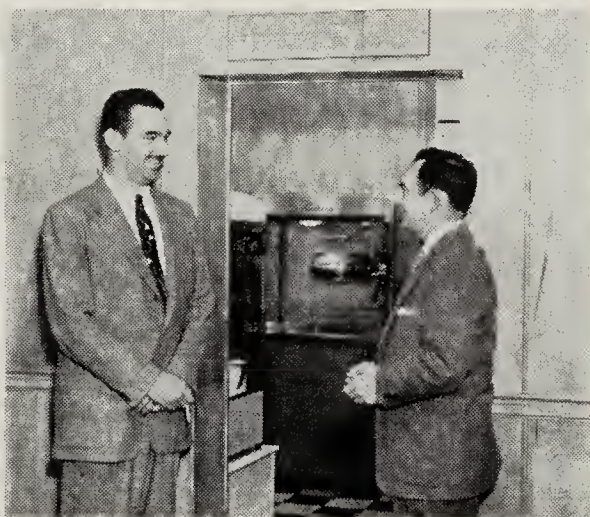
Many an inbred that looks good as an inbred flunks this final test, it just cannot pass along its good characteristics to its offspring. The converse can be true, inbreds that don't look so good may make excellent parents. It should be emphasized that because of the many disqualifications that an inbred may face during the inbreeding and testing process, the hybrid method of plant breeding looks and is inefficient in terms of new and useful inbreds produced compared with the number of lines started through the mill. It is not unusual to find that of 1000 lines started, only one may prove to be a valuable addition to our stock of inbreds. But the results of the crosses of the few

good inbreds are so spectacular as to make the method very worthwhile.

THE POPCORN IMPROVEMENT PROGRAM at Purdue started when Doctor A. M. Brunson, U. S. Department of Agriculture, came to the Department of Botany and Plant Pathology from Kansas State College. Doctor Brunson had been interested in popcorn for many years, and had developed the open-pollinated variety, Supergold, by selection methods. When the hybrid method of corn breeding became prevalent, he began a large-scale inbreeding program in the Supergold and South American varieties. These inbred lines were brought along when Doctor Brunson came to Purdue, and they formed the basis for the Purdue hybrids. These hybrids were Purdue 1, 3, 20, 22, 31, 32, and 38, and, when released they found an enthusiastic acceptance from the trade. The best measure of their popularity is the fact that even now, 10 years after their release, Purdue 32 is, by all odds, the most important hybrid commercially.

It was these hybrids with their large yields and good quality which first opened the eyes of the trade to the fact that the

(Continued on page EP-8)



C. J. Cretors, left, head, C. Cretors and Company, popcorn machine manufacturer, and H. E. Chrisman, right, Cretors Corporation, national sales organization for Cretors popcorn machines, are seen recently at the national sales offices, Popcorn Building, Nashville, Tenn., where plans were made for the promotion of the company's current new drive-in model popcorn machine.

EXTRA PROFITS

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EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California.

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Sharp, Levenson On Board

(Harold Sharp, the Coca-Cola Company, New York, and Leon J. Levenson, American Theatres Corporation, Boston, and chairman, Theatre Owners of America concessions committee, have been added to the advisory board of EXTRA PROFITS.—Ed.)

Cretors Offers Drive-In Machine

CHICAGO—A new CRETORS drive-in model popcorn machine, featuring two elevators with forced air circulating heat and a new automatic seasoning pump, was unveiled at the TESMA trade show recently by Cretors Corporation, national sales organization for C. Cretors and Company, popcorn machine manufacturer. The new model was also displayed at the Cretors booth at the NAPM convention.

H. E. Chrisman, director of sales, Cretors Corporation, announced that the new machine is especially designed for popcorn operations, such as drive-ins, where fast action and extra capacity storage space for popped corn are required. The two elevator wells provide storage space, heated by circulating warm air to keep stored popcorn fresh, hot, and crisp, for more than 200 boxes of popcorn ready to sell. Chrisman pointed out that the two elevators make it possible for operators to keep plenty of corn boxed, 100 boxes, in one elevator, and sufficient popped corn to fill 125 to 150 boxes in the other elevator.

ABC Profit Increases

NEW YORK—Reflecting larger sales, net income of the ABC Vending Corporation for the 43 weeks to last Oct. 26 increased to \$1,147,552 from \$869,650 earned in the corresponding period of the previous year, it was learned recently.

The profit, which is after \$1,080,678 taxes and which includes a special credit of \$109,610, equal to 11 cents a share, and representing prior year's depreciation adjustment less taxes, is equal to \$1.22 a share. The net for the previous year equaled 92 cents a share, and is after \$907,811 tax deductions.

Sales for the 43 weeks increased to \$35,741,457 from the \$33,057,279 volume a year ago.

Automatic Keeps Converting

NEW YORK—The Automatic Canteen Company of America, which has already converted a portion of its automatic candy vending machines from five cent items to 10 cent items, is planning to increase the rate of conversion of the remaining five cent vendors, it was learned recently.

Increased sales from its recently formed subsidiary, Colony Club Confections, Inc., is expected to increase Automatic's profit in the near future. Colony distributes hard candies, fruit cakes, and miniature chocolates in the eastern part of the country.

Sam Rich Elevated

NEW YORK—The election of Sam E. Rich as vice-president, The Sweets Company of America, Inc., was announced recently by William B. Rubin, president.

Rich has been sales manager for many years, in charge of sales promotion of Tootsie Rolls, Tootsie Candies, and Tootsie Fudge'n Frosting Mix.

Dari-Delite Offers Theatres Opportunities For More Profit

A NEW OPPORTUNITY for theatres, conventional and drive-in, to increase their off-the-screen profits is now being offered by Dari-Delite, Rock Island, Ill.

In addition to the sale of Dari-Delite by open airers during their regular hours and as a daytime operation on land adjacent to the drive-in so that passing traffic may be attracted, there are also possibilities for conventional theatres with adjacent parking lots or any space at all to add to their concessions grosses.

One striking development in the growth of drive-ins in this country has been the initiative of the open airer owners to expand with an eye toward making the most out of their opportunities.

In this connection, the possibilities of profits from Dari-Delite operation are worth considering.

Dari-Delite is a soft frozen, creamy dairy product, made from a special and distinctive formula that sets it apart from other products in the fast growing soft ice cream industry, now doing \$500,000,000 a year business in the United States, Hawaii, Cuba, Puerto Rico, and South America.

It is sold by franchised dealers, from attractive, brightly lighted stores of copyrighted design. Each dealer has an exclusive franchise in his community. He sells Dari-Delite in cones, sundaes, cups, malted milks, and shakes, and also bulk in pints, quarts, and half-gallons. The mix is prepared by local dairies from a special formula provided by the company, and, after 10 minutes in the freezer, is ready to serve.



Here is a typical Dari-Delite stand in operation. With certain modifications, this is the sort of a stand that can be used by drive-ins and conventional theatres which have space.

The price of everything needed for a Dari-Delite operation, exclusive of building, is \$5,000. This price includes all equipment, plus consideration for the lease of the Dari-Delite patented continuous freezer. The cost of the building will vary from \$4,000 to \$6,000, depending upon the material and labor market in each community. A company representative will furnish, without cost, the necessary architect's blueprints of the copyrighted design.

Actual store operation is easy and interesting, handling and storage of supplies are simplified, production and vending are simple, streamlined, and efficient, and no experienced help is required.

Seasons vary from six to 12 months, depending upon local conditions, and successful Dari-Delite operations are now earning from \$5,000 to several times that each season. The average gross income per gallon of mix is \$4, with an average net profit of \$2. A seasonal sale of 500 10-gallon cans will result in a net profit of \$5,000 to \$6,000, so it is evident that a single season's operation can equal or surpass the cost of the original investment.

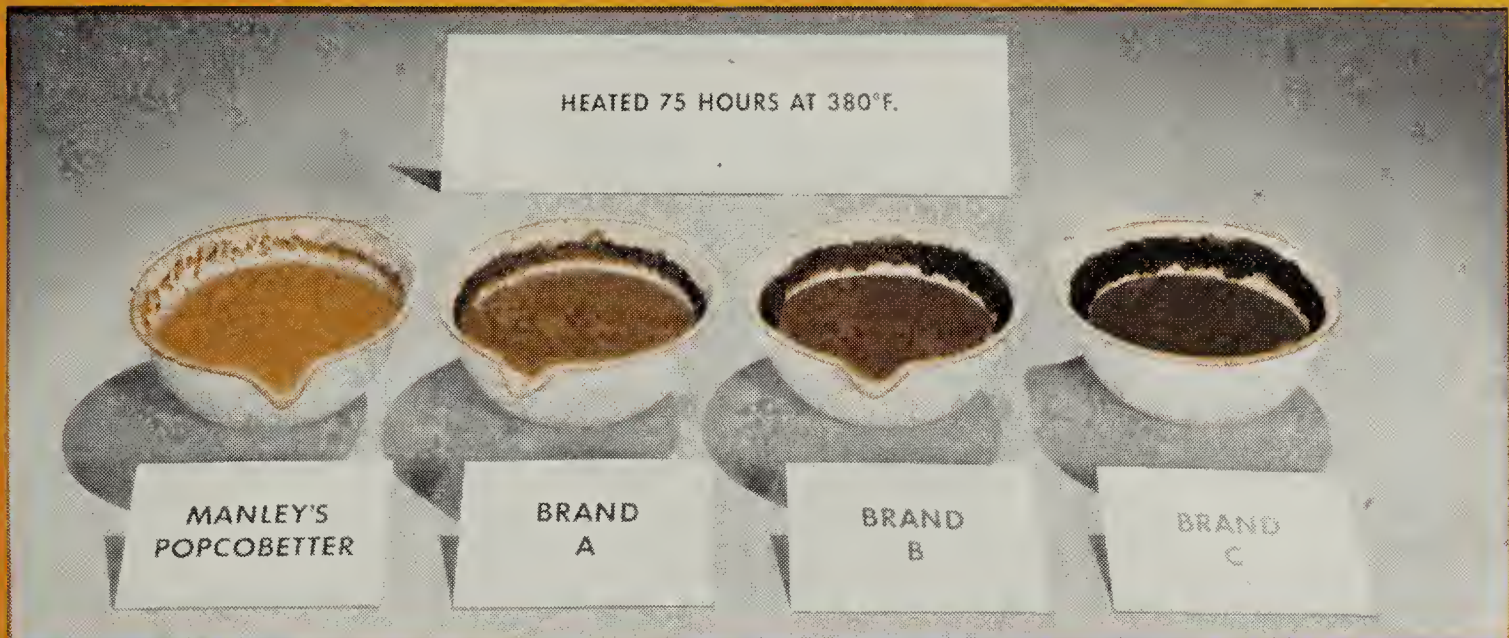
The freezers are set for 35 to 45 per cent overrun, but royalty is paid the company only on the actual gallonage of mix bought. Payment of royalties entitles the dealer to the use of the patented, perfected formula, substantial savings through group buying of all supplies, and benefits from national advertising of Dari-Delite and its registered, copyrighted trade name.

If additional information is desired, Dari-Delite, Inc., 1524 Fourth Avenue, Rock Island, Ill., will furnish it.

Now! Impartial Laboratory Test Proves

MANLEY'S POPCOBETTER SEASONING

Leaves Less Gum Deposit!



LOOK AT THE PICTURE!

See the difference between Manley's seasoning and the other brands. POPCOBETTER stays cleaner!

LOOK AT THE CHART!

Here are the actual results of the continuous 75 hour heat test recently conducted by the Miner Laboratories, Chicago.

Here's proof that Manley's POPCOBETTER is the best popcorn seasoning. Look at the results of this impartial, scientific test.

All three other brands tested left more gum deposit than Manley's seasoning. Miner Laboratories report: "POPCOBETTER left a gum deposit of less than one per cent! The other brands showed deposits 3 to 12 times more!"

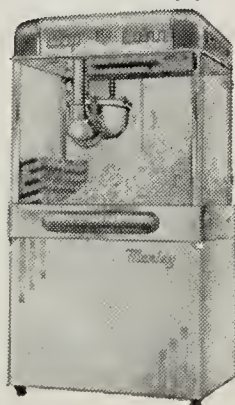
What does this mean to you? Manley's seasoning makes your popcorn pop better, taste better, sell faster! Manley's super-refined popcorn seasoning is specially processed from pure coconut oil . . . so different from ordinary seasonings made from animal, vegetable or other such oils that turn rancid and break down under high heat into gummy resins which blacken your kettle . . . impart unpleasant odor and taste to your popcorn.



Remember . . . it's best, so depend on the best — Manley's POPCOBETTER, the quality seasoning for better popcorn, faster sales, bigger profits.

Manley Popcorn Machines Plus Manley Supplies Mean Bigger Profits for you...

For the biggest possible popcorn profits, Manley supplies everything you need—large volume popcorn machines . . . rich, big-kernel popcorn . . . quick dissolving salt candy-stripe bags and boxes. Just one source for quality equipment and supplies . . . dependable service! That's Manley!



Oil	Gum Deposit on Continuous Heating of Oils for 75 Hours at 380° F.	
	85 Gram Sample	Per Cent
Manley's POPCOBETTER	0.075	0.089
Brand A	2.2	2.5
Brand B	7.3	8.6
Brand C	9.3	10.9



MANLEY, INC.

1920 Wyandotte St.,
Kansas City 8, Mo.

Nobody Outpops Manley

THE BIGGEST NAME IN POPCORN
THROUGHOUT THE WORLD

Mail Coupon Right Away to Find Out How Manley Helps You Make Bigger Popcorn Profits!

Manley, Inc. Ex-253,
1920 Wyandotte St., Kansas City 8, Mo.

- ☐ Please have a Manley representative bring more information on Popcobetter and complete Manley service.
- ☐ Please send me your FREE booklet, "How to Make Big Profits from Popcorn."

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Star Food Serving Line Ready For 1953 Season

**Compact Equipment For Drive-Ins Features Maximum Of Service
In Areas Where Space Is Limited; All Intended For Counters**

WITH THE drive-in season soon starting in areas which closed for the winter, and with many open airers in warmer climates operating on a 12-month basis, the recent announcement by the Star Manufacturing Company, St. Louis, of its new line of food serving equipment carries considerable interest to the outdoor spots.

Drive-in operators should be interested in the latest line of food serving equipment since all of the items are compact and designed to give a maximum of service where space is limited. All are intended for counter service.

(The new models are illustrated on this page. What follows is a more detailed account of the six models shown.—Ed.)

Here are the specifications:

Model Five is an electric counter fryer with a new heating method, using both immersion and external elements, resulting in quick preheating due to large heated surface in contact with the fat. Longer element life is due to low element wire surface temperature and high wattage gives speed and capacity. This has automatic heat control, and the capacity of one-piece drawn steel kettle is 15 pounds of fat with an exceptionally large overflow capacity. It is easy to install and easy to clean. The baskets are most durable of sturdy construction consisting of heavy-duty stainless steel and chrome

bodies, stainless steel back splash and basket hanger of heavy gauge one-piece drawn steel kettle. Its overall size is 15½ inches x 20½ inches x 14¾ inches high, 11 inches minimum height to kettle rim. The installed weight is 40 pounds.

Model 61 is an electric food warmer featuring dry electric heat, adjustable thermostat, and large capacity, which gives two 6½ inch diameter openings to accommodate four-quart containers and two five inch diameter openings for 2½-quart containers of either stainless steel or porcelain. It is of sturdy construction, being heavy duty chrome plated steel top and bottom, with stainless steel body, aluminized steel body liner, and heavy gauge black enameled steel base. This unit can be installed in a battery of any combination of Star-Master units to save space, time, and labor. The average time required to preheat is 15 minutes, and wattage required to maintain average heat is 250 watts per hour. The overall size of the model is 14 inches x 22½ inches x 11 inches high, and the installed weight is 39 pounds.

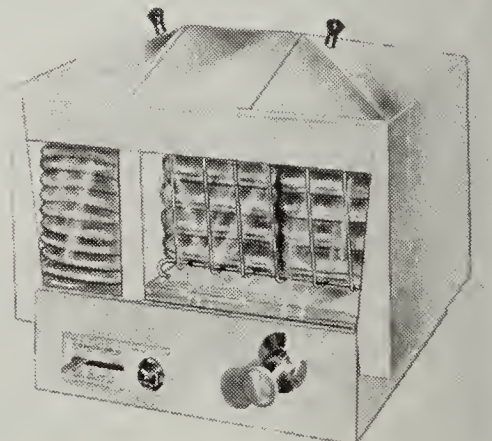
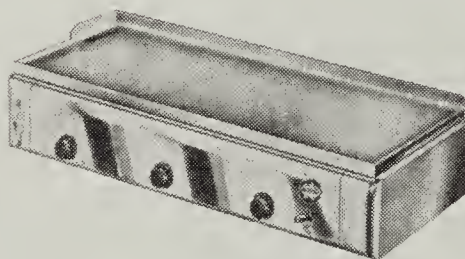
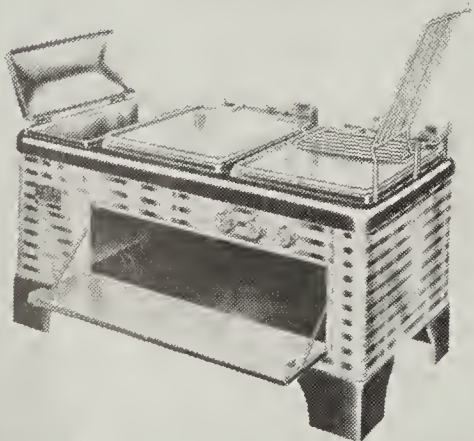
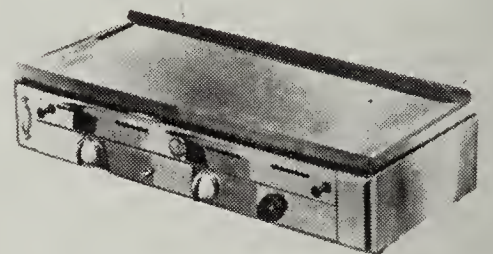
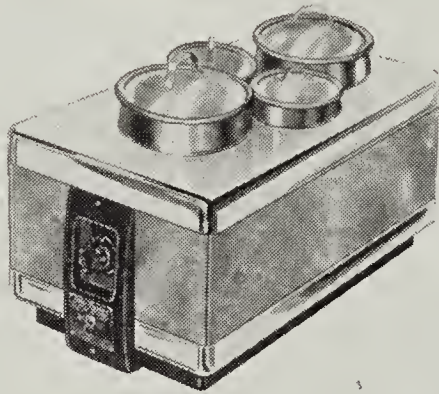
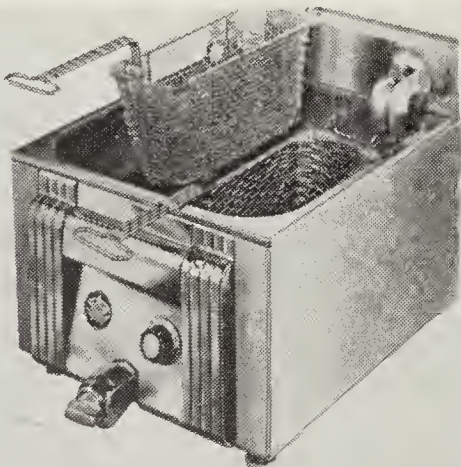
Model 80 gas griddles have exceptionally heavy casting which eliminates cracking or warping, and gives even over-all heat with negligible temperature fluctuations. It has accurate thermostatic control, and has a large capacity since the entire

36-inch surface is usable. There is no waste space, there being 442 square inches of cooking space. For those who desire a matched counter arrangement, this griddle is a part of a complete matched series of counter cooking equipment.

Model 37 sandwich king is a complete light lunch unit, combining griddles, steamer, warming compartment, and workable in one unit to produce hot sandwiches and short orders with a minimum of cost and effort. It has two 12 inch x 16½ inch griddles providing over 390 square inches of cooking service, a big steamer which holds up to 100 hot dogs or tamales, a roomy warming compartment to keep rolls warm for rush periods, and positive heat control. Each unit is equipped with two hamburger basting domes.

Model 77 is an electric griddle with exceptionally heavy casting which eliminates the possibility of warping or cracking, and gives over-all heat with negligible temperature fluctuations. It has sectional thermostatic control, and its large capacity with its 504 square inches cooking service giving no waste space. It requires only 16-inch counter depth.

Model 35 is an electric combination hot dog steamer and bun warmer, a compact counter unit for serving hot frankfurters and buns quickly and conveniently.



Shown above in usual left to right, top to bottom, order are the latest models in food-serving equipment particularly adaptable for use of drive-ins as manufactured by Star Manufacturing Company, St. Louis: the Star fryer, model five, an electric automatic compact counter frying unit for quick, convenient, fried food service in spots where space is limited; model 61, an electric food warmer for use as a counter unit with four standard size round pots; model 80, a compact gas griddle of large capacity with

thermostatic control and requiring only 16-inch counter depth; model 37, an electric combination sandwich grill, steamer, and warmer, which combines all the requirements for quick, convenient, light lunch service; model 77, an electric griddle which requires only 16-inch counter depth, and has large capacity with sectional thermostatic control, and model 35, Star Steamro, Jr., an electric combination hot dog steamer and bun warmer, which is a compact counter unit for serving hot frankfurters and buns quickly.

Popular favorites bring 'em to the **BOXOFFICE**



...and to the **CONCESSION STAND**, too!



For extra profits... display popular
Wrigley's Spearmint, Doublemint, and "Juicy Fruit" Gum



The Profit Margin

(Continued from page EP-3)

lessons of genetics applied in a practical fashion could be of immense commercial benefit.

It has been unfortunate that all the Purdue hybrids all belong to the same maturity group, and this a rather late group. This means that they cannot be satisfactorily matured in the northern parts of the popcorn growing area. Also, as popcorn production has moved farther south, there have been areas in which the hybrids do not utilize the full growing season as is desirable for maximum yield. A great deal of work has been done here with a view to obtaining hybrids of different maturities. As a result we have developed No. 9202, an early, large-kernelled, yellow hybrid with excellent expansion and good yield for an early variety. This line will be available commercially for planting this year. It is expected that No. 9202 will fill a niche for which no corn has hitherto been available.

At the same time, other new lines have been combined into experimental hybrids which are later than the standard Purdue hybrids. In limited tests, these new lines have shown themselves to have satisfactory expansions and better yield potentials than the hybrids available now. If further tests are satisfactory, these hybrids will soon be placed in production.

THE reason that so many hybrids are made experimentally and so few are really satisfactory commercially can be accounted for by the number of segments of the popcorn industry who must be satisfied. The primary producer, or farmer, wants yield and standing ability; the manufacturer wants expansion, first and foremost. The processor, of course, is in the position of having to have hybrids with the qualities that both groups want together with the ability to withstand the handling necessary for processing.

No hybrid can be successful or even be released without meeting the approval of all these groups. Any new hybrid which has immediate importance for one group will be of benefit to all the components of the industry. If we were to release a new hybrid with as good expansion as P32 and greatly improved yield, it would be welcomed most enthusiastically by the

farmer, but its beneficial effects would be felt by the entire popcorn industry.

To a certain extent, the yield in which a farmer is primarily interested and the expansion which most concerns the manufacturer are two factors which are antagonistic in most varieties. To put this another way, the highest yielding hybrids tend to have lower expansions; the lines with the best expansions are apt to have low yields. Fortunately, this is not invariably true. There are conspicuous exceptions (like P32) with both good yield and excellent expansion, and since they are the exceptions much material must be tested to find them.

THE most obvious improvements to be made in the future follow the lines of those made in the past, better expansions, yields, and agronomic characteristics. This approach has certainly been of tremendous value to the industry in the past, and will continue to be in the future. But this would be a rigid and unimaginative program if we did not realize the possibilities of other types of advances and if we were not already working on these possibilities.

Some preliminary results at Purdue point up the possibility of breeding hybrids that would be somewhat more resistant to mishandling in processing and storage. Hybrids of this type might be able to pop very well at moisture contents well below those now considered optimum. There is no substitute for good processing, but such a corn would be a great addition to the commercial field.

It would be entirely feasible to breed popcorn for specific uses such as making caramel-corn, or for a central popping operation, or for home use exclusively. We have the inbreds on hand which would enable us to synthesize hybrids for any one of these particular uses.

A program well under way here at Purdue is the conversion of the existing Purdue hybrids to a genetic type which is resistant to dent corn contamination. Dent corn contamination of popcorn fields, which is due to dent corn pollen drifting over into the seed production fields, has been a source of considerable loss to the popcorn processors. There is inherent ability in some popcorns to exclude this type of outcrossing, and its incorporation in the existing and new Purdue hybrids

is being eagerly awaited by the processors.

It could be briefly mentioned that in addition to these advances taking place through a breeding program, there are other lines of research that could well be carried on with a good deal of benefit to the popcorn industry. Among these might be investigations into the methods and conditions of storing, moisture equilibriums at different temperatures, the optimum moisture percentages for different hybrids or types of hybrids to pop their best, and the problem of the best means of restoration of moisture to dried out corn.

THIS article has been written, as stated in the introduction, not only to acquaint the reader briefly with our program in popcorn improvement but also to emphasize the fact that good popcorn hybrids don't materialize from the thin air. They are the culmination of a long range project which has been carefully planned to lead towards certain definite improvements in the hybrids which are available. We have also attempted to show why such a program must be carried out on a large scale. The accomplishments in a project such as this are in direct proportion to the size of the project that can be carried, and this is, in turn, dependent upon the support available. In a state experiment station, there must be necessarily some limitations upon this support.

Some of the expenses of the popcorn breeding program at Purdue are met by a grant from the Popcorn Processors Association. At this time we should like to express our appreciation for its interest and support. It is a fine example of the manner in which a group having first realized the value of research to its industry has taken definite steps to insure that research shall be sustained and continue to grow.

Sala New Dad's Ad. Chief

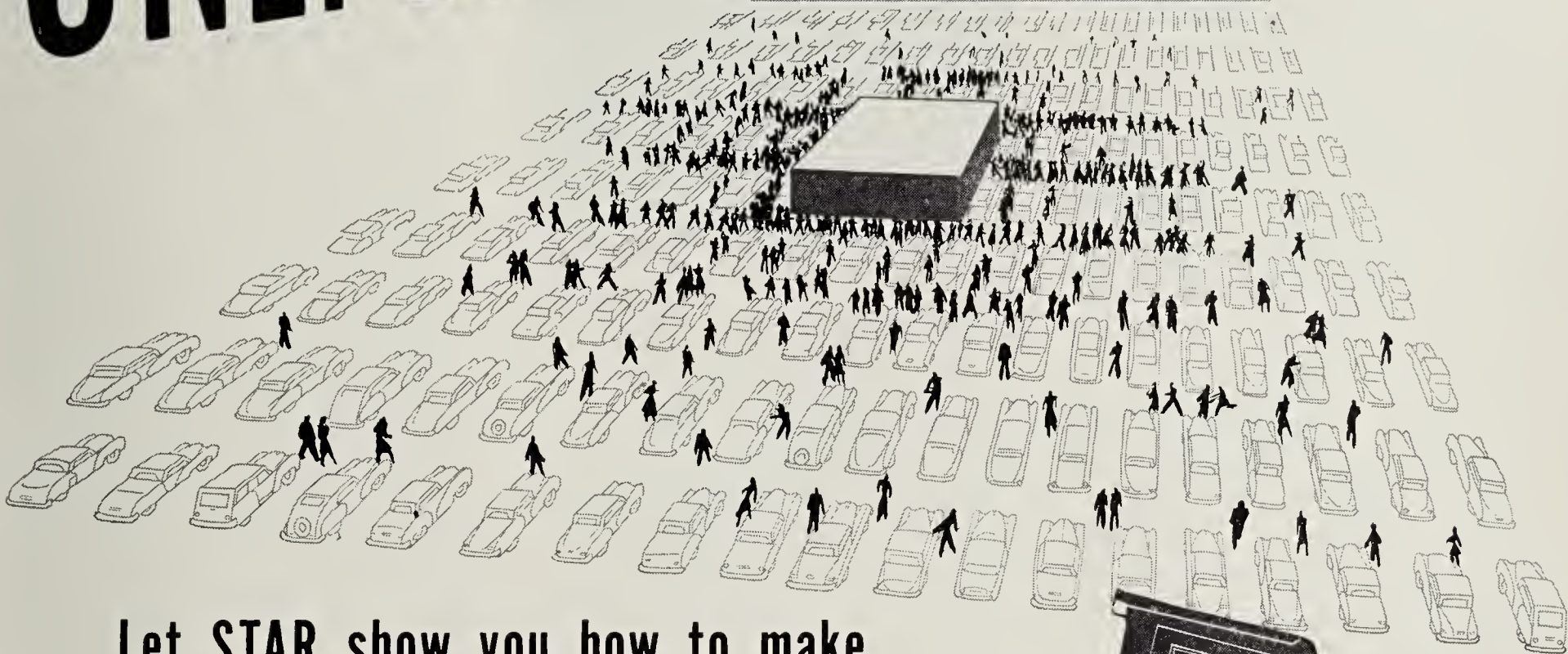
CHICAGO—Dad's Root Beer Company recently announced the appointment of Walter Sala as national advertising manager. Prior to joining Dad's, Sala was a partner in Consumer Contact Service, a merchandising and research firm. He will coordinate advertising, merchandising, and promotional activities between the parent company and the bottlers.



Before and after shots of the Refreshery at the Community, Walter Reade house in Morristown, N. J., are shown. The left photo was taken before the new concession stand was installed. Sales were limited to only a few items in the belief that the calibre of the theatre's audience would object to popcorn, ice cream, etc. However, the new Refreshery proved this theory

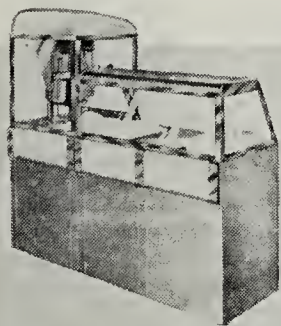
all wrong, with receipts more than doubled. The present "interim" stand was relocated and designed by James Loeb, Walter Reade Theatres concession department chief, with the assistance of Ralph Lanterman, who is veteran city manager, Walter Reade Morristown theatres, and local labor. The change is part of a progressive modernizing policy of the company.

ONLY 20 MINUTES TO SERVE THIS CROWD!

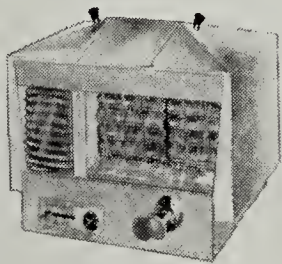


Let STAR show you how to make these valuable minutes pay off!

If you own or manage a drive-in theatre, you are really in the restaurant business and vitally concerned with the success of your food serving operation. For the past 25 years, Star has been a leader in the food serving field with quality equipment designed to prepare good food in a hurry. Star will be glad to send you blueprinted suggestions to speed up your concession operation and give you the best possible volume. **WRITE US TODAY, GIVING FULL PARTICULARS.**

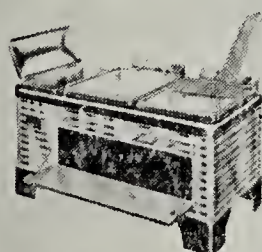


POPCORN MERCHANDISER... Combination popper and warmer... large capacity popping unit and plenty of storage room for ready-popped corn.

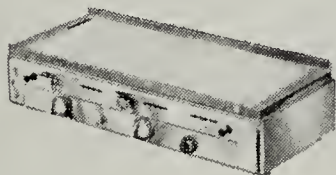


STEAMRO, JR.... At lowest price in history... steams 150 hot dogs and warms 40 buns.

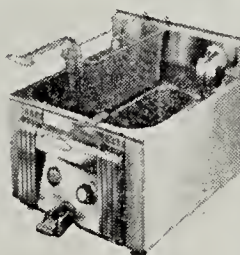
STEAMRO, SR.... Low cost, compact counter unit... steams up to 400 hot dogs and warms 300 buns.



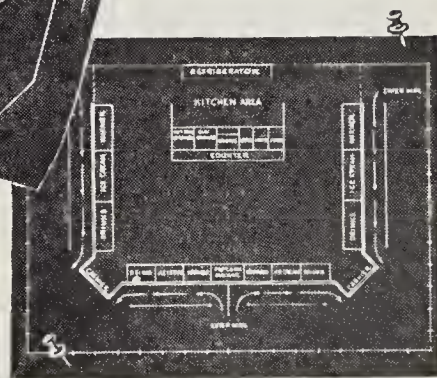
SANDWICH KING... Complete sandwich unit... combines griddles, steamer, warming compartment and worktable.



STAR GRIDDLES... Compact, large capacity units... designed for speed and efficiency.



MODEL No. 5 COUNTER FRYER... Fastest heating, most modern fryer on the market... moderately priced.



**Star
Manufacturing
Company**
St. Louis 20, Missouri



Division of Hercules
Steel Products
Corporation

Popcorn Processors Association Favors Organizing One Group

AFTER a thoughtful consideration of the preliminary recommendations of the Popcorn Industry Organizing Committee toward the formation of one united trade association to advance the common, lawful purposes of its many component segments and to promote and safeguard the interests of the industry as a whole, the Popcorn Processors Association, at its annual membership meeting in Chicago, indicated that the development of such an organization, to coordinate the industry's resources and its efforts was a wholesome movement within the industry.

The association membership expressed an interest in the future developments of the unification proposal, according to Martin B. Coopersmith, chairman, Popcorn Industry Organizing Committee, and Thomas J. Sullivan, executive vice-president, NAPM, and secretary to the committee.

The next step of the committee will be to secure a preliminary reaction from the other segments of the industry that will constitute the active and associate membership. In the former classification are, in addition to the popcorn processors, wholesale, manufacturers, theatre operators, retail store poppers, jobbers of popcorn and supplies, brokers of popcorn and supplies, and equipment manufacturers (popcorn). The associate members will include suppliers of glass, bags, boxes, popping oils, salt, metal containers, flavor-



The Orange-CRUSH Company, Chicago, recently announced the appointment of Clifford L. Keefer, formerly central region district manager, to assistant sales manager, fountain division.

ings, and services to the popcorn industry.

The summary of recommendations prepared by the Popcorn Industry Organizing Committee following the meeting was also one of the subjects for discussion at a series of regional popcorn meetings sponsored by the National Association of Popcorn Manufacturers. The first two meetings of this series were scheduled recently in New York City and in Philadelphia.

Architects drawing the "Master Blueprint" for the future overall industry association, which would serve the \$375 million popcorn industry, met earlier in Chicago, and exchanged ideas on how to unify all segments under an equal voting

and representation plan. The special committee headed by Coopersmith, The Marjack Company, Washington, D. C., also discussed integrating and coordinating all industry efforts and resources behind a "master association" whose program would be aimed at reaching a billion dollars in retail sales for the popcorn industry.

Chairman Coopersmith had this comment to make following the conference, "The members of this committee, representing every segment of the popcorn industry, pinpointed their individual group needs, and offered constructive suggestions for the creation of an overall industry association which would be truly representative of the popcorn industry. I can report definite progress has been made toward mutual understanding of our respective problems."

Committee members who attended were William E. Smith, Popcorn Processors Association, Chicago; Dave C. Evans, Gold Medal Products Company, Cincinnati, Ohio; Louise Wesson, Video Independent Theatres, Oklahoma City, representing Van Myers, Wometco Theatres, Miami, Florida, who was not able to attend; Syd Spiegel, "Super-Pufft" Popcorn Limited, Toronto, Ontario, and A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill.

The work of this special committee does not in any way prejudice the interests of existing associations, The National Association of Popcorn Manufacturers and The Popcorn Processors Association. Those associations will continue to function regularly in accordance with their constitutions and by-laws until such time as their respective memberships vote otherwise.

\$7000* *Per Season* of EXTRA Profit!

with a DARI-DELITE Soft Ice Cream Franchise!

A DARI-DELITE stand, located in your theatre hold-out or parking area brings amazing profits. Profits from morn' 'til night.



Anyone can operate a DARI-DELITE stand. All you need is a small piece of property facing sidewalk or road traffic.

*Successful operators are now earning \$7000 to \$15,000 in one season. You can too.

PROTECTED FRANCHISES NOW BEING ISSUED . . . FOR FULL INFORMATION WRITE . . .

DARI-DELITE INC., 1524-E 4th Avenue, ROCK ISLAND, ILLINOIS

Half Billion Popcorn Sales Seen For 1953

ST. LOUIS—Retail sales of popcorn in 1953 will exceed one-half billion dollars, according to a forecast made recently by Oliver Koeneman, Old Vienna Products Company, and president, National Association of Popcorn Manufacturers, Chicago.

Explains Koeneman, "Popcorn sales have skyrocketed within the past 10 years because it has grown from a strictly concession item to a standard food item obtainable in almost every type of retail food outlet throughout the United States and Canada. Sales in 1952 will total \$375 million."

"This phenomenal growth is attributed to several factors," states the head of the popcorn industry trade association, "but the strongest factor is Mrs. Homemaker's buying habit. Other factors are better quality and more delicious flavor resulting from hybrid popcorn research at Purdue University and Iowa State College; better distribution, modern merchandising, tie-in promotions with national advertising, and a public relations program sponsored by the association."

Committee Meets On Popcorn Blueprint

CHICAGO—The "Master Blueprint" for the future of the \$375 million dollar popcorn industry was due to have been drawn at an important Planning and Organizing Committee Conference last week at the Hotel Shoreland.

Gathered around the drawing board were to be key representatives of all segments of the popcorn industry: Martin B. Coopersmith, Marjack Company, Washington, D. C., chairman and vice-president, National Association of Popcorn Manufacturers; William E. Smith, Popcorn Processors Association, Chicago; Dave C. Evans, Gold Medal Products Company, Cincinnati; Louise Wesson, Video Independent Theatres, Inc., Oklahoma City; Syd Spiegel, "Super-Pufft" Popcorn Limited, Toronto, Ontario; A. J. Villiesse, Villiesse Sales Company, Wilmette, Ill.; Harold M. Alver, Premier Popcorn Company, Watseka, Ill., and Thomas J. Sullivan, NAPM executive vice-president, acting as secretary to the committee.

The business of the conference was to consider the basis for formulating an overall popcorn industry organization to unify all segments under an equal representation plan, and integrate and coordinate all industry efforts and resources behind a master blueprint aimed at reaching a billion dollars in retail sales volume.

The special Planning and Organizing Committee was appointed during the Popcorn Industries Convention and Exhibition.

In response to a recommendation made by Van Myers, head, confection department, Wometco Theatres, Miami, Fla., speaking at the popcorn convention, that the entire efforts and resources of the popcorn industry be coordinated in one overall unified industry association, the board of directors of the National Association of Popcorn Manufacturers and the membership at the NAPM annual meeting

unanimously approved the following resolution:

"That all segments of the popcorn industry, which include processor, commercial manufacturer, theatre and concession operators, distributor, broker, retail popper, vending machine operator, and allied suppliers be invited to appoint a representative to immediately attend a conference group for the purpose of formulating the basis for consolidating such segments into one unified organization, with equal voting representation. It is further recommended that this group be known as the National (or International) Popcorn Association."

At the special conference group meeting it was explained that this proposal did not in any way prejudice the interests of existing associations, The National Association of Popcorn Manufacturers and The Popcorn Processors Association.

Popcorn Theatre Test Set

CHICAGO—The Popcorn Institute, at a recent meeting chaired by Clark Rhoden, named a committee to survey theatres to discover how popcorn firms can help exhibitors increase sales.

To inaugurate the campaign, Fox Midwest and Commonwealth Circuit will give away 100,000 boxes in 40 test theatres. Results will be studied to determine the feasibility of a nationwide promotion.

Popcorn Growing Increases

CHICAGO—Government figures, showing that 253 million pounds of popcorn were produced by 11 principal states in 1952, an increase of 23 per cent over 1951, were recently published by Thomas J. Sullivan, executive vice-president and secretary, National Association of Popcorn Manufacturers.

Nestlé's
ALL STAR CAST

**Two New Attractions—
Three All-time Favorites!**

Brand new 10¢ items! Double-your-money profit! Plenty of value and eye appeal! Order them out now. Packed 100 bags per shipping case.

Famous Nestlé's Crunch, Milk and Almond Bars. Available in both 5¢ and 10¢ sizes, packed 100 count and 24 count.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.



A group of Cretors popcorn machine dealers and NAPM conventioners recently viewed the new Cretors drive-in model machine which was first unveiled at the NAPM and TESMA trade shows.

Filmack Trailer Plugged

CHICAGO—Irrving Mack, Filmack Trailer Company, recently declared that the jingle in Filmack's Technicolor refreshment trailer must be catchy. At any rate, Mack was advised by Griff Head, manager, State, Central City, Ky., that a young lady who, during a high school initiation, was compelled to walk about town dressed as a box of popcorn, did even better than that. She kept singing "Let's All Go To The Lobby", the tune featured in the Fleischer-produced Filmack trailer.

More Advertising Set

NEW YORK—The candy industry will spend an estimated \$25,000,000 for advertising in 1953, according to a survey of leading manufacturers made by Candy Industry, trade publication. This is well over the amount spent in 1951 or 1952. Peter Paul, Inc., Mars, Inc., and Planters Nut and Chocolate Company, Inc., will be the three leading advertisers, according to survey estimates. It is expected that they alone will spend a total of \$5,250,000 for advertising.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

THE COCA-COLA COMPANY	<input type="checkbox"/>
Soft Drinks	
DARI-DELITE, INC.	<input type="checkbox"/>
Soft Ice Cream Franchises	
MANLEY, INC.	<input type="checkbox"/>
Popcorn Machines and Supplies	
THE NESTLE COMPANY, INC.	<input type="checkbox"/>
Chocolate Candy	
PEPSI-COLA COMPANY	<input type="checkbox"/>
Soft Drinks	
C. F. SIMONIN'S SONS, INC.	<input type="checkbox"/>
Popsit Plus Popcorn Popping Oils	
STAR MANUFACTURING COMPANY	<input type="checkbox"/>
Popcorn Machines and Food Serving Equipment	
WILLIAM WRIGLEY, JR., COMPANY	<input type="checkbox"/>
Chewing Gum	

WITHOUT CHARGE OR OBLIGATION
PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME
THEATRE.....
ADDRESS.....
CITY, STATE.....

RETURN TO
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Cady Joins Schutter

CHICAGO—Appointment of Smith H. Cady, Jr., as sales promotion and advertising manager, Schutter Candy Company, was announced recently by William A. Fette, vice-president and director of sales.

Cady, well-known to the candy trade because of his speeches and articles on candy merchandising, resigned as merchandise manager, Chase Candy Company, St. Louis, in order to take the post with Schutter. For four years he was director of the Council on Candy for the National Confectioners' Association, in charge of the "Candy Is Delicious Food" campaign.

Fette announced that this appointment will help to round out Schutter's executive sales set-up, and is preliminary to a vigorous selling campaign on behalf of the company's three popular bars.

Olsen Heads Processors

CHICAGO—New officers elected at a recent meeting of the Popcorn Processors Association are Pete Olsen, Caldwell, O., chairman; Welcome Weaver, Huntington, Ind., vice-chairman, and Webster Hughes, Sioux City, Ia., secretary-treasurer. H. B. Fulford and W. S. Traubel were named to the board.

What gives Popcorn Sales Appeal?

BUTTERLIKE AROMA . . . stops
em in their tracks — makes 'em want to
eat popcorn.

BUTTERLIKE APPEARANCE
... gives your popcorn a golden hue
... makes it look good enough to eat!

BUTTERLIKE TASTE . . .
that satisfying flavor that makes
'em want to eat more popcorn!

ONLY **POPSIT PLUS** GIVES
YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer
"duds", easy to measure
accurately, pours in all weather



Made Only
of
PURE
PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.



The Dixie Cup Company recently announced a new design, Ice Crystal, on its five and three-quarter, seven, and eight and a half ounce cone-shaped dixies, specially made for serving flavored, crushed ice at high traffic locations.



M. A. Lightman, Jr., chairmans the Tennessee state committee in the current trade national tax repeal campaign.

NEWS OF THE

Territory

BRANCHES

Atlanta

Wil-Kin Theatre Supply has been appointed exclusive distributor of the Atlas Tool and Manufacturing Company Colsnac vending machine, which dispenses ice cream bars or stick and sandwiches. . . . Carson Pope is the new owner, Star, Roanoka, Ala.

Mrs. W. M. Richardson, wife of W. W. Richardson, president, Astor, returned home after an accident. . . . J. Morrison started work on his new 300-car drive-in at Wynnburg, Tenn.

MGM Notes—Carolyn Glow was given a baby shower. . . . Dick Smith has been transferred to the booking department from the accounting department. . . . Bob Young is the new cashier.

Paul Hargett, Jr., branch manager, Columbia, Jacksonville, was in. . . . Steve Justus, Columbia sales representative, has been transferred to the Philadelphia branch. . . . Carroll Clark, Columbia, resigned to go with Wilby Theatres.

Knox Haddow, Paramount exchange home office representative, was in helping to arrange for shipping of films by Benton Brothers. . . . Rex Marshall was appointed assistant booker at Paramount.

In for a visit were: E. H. Griffith, Grand, Reynolds, Ga.; Paul Gaston, Griffin, Ga.; Jay Soloman, Chattanooga, Tenn.; Herman "Dusty" Rhodes, Montgomery Drive-In, Montgomery, Ala., and Otis Hudgins, Starlite Drive-In, Thomas-ton, Ga.

John W. Mangham, owner, Realart, has taken over the Lippert franchise for this territory. He recently attended a Lippert sales meeting in Chicago with his branch manager, Ed Hayes. Mangham was elected a member of the executive committee.

John Stillman, 58, died at a hospital at Delray Beach, Fla. He formerly owned

a theatre in Tennessee. . . . Lawrence Shields, owner, Victory Drive-In, with Dusty Rhodes in Columbia, Ga., has been elected mayor of that city.

Gene Blue started work on his now 250-car drive-in at Jackson, Ga., all equipment furnished by Capitol City Supply. . . . T. H. Lord started work on his new 300-car drive-in at Villa Rica, Ga.

Exhibitors have been talking about the developments in the 3-D and wide screen fields. They are all hopeful that the processes will be available soon and will be inexpensive.

Trammel Leverette, city manager, Martin Theatres, for the past 10 years in Talladega, Ala., resigned to be business manager, The Talladega News. . . . The Georgia Theatre Owners and Operators held a meeting at the Variety Club, and set the date for the annual convention at the Biltmore Hotel from May 31-June 2.

COLUMBIA—R. J. Ingram, district manager, and George Roscoe, branch manager, checked in from Chicago. . . . The love bug was again on the Row. This time it was Peggy Duncann.

In booking were: B. W. Wright, Bama, Gadsden, Ala.; Roth Hook, Hooks Theatres, Alabama; Dick Kennedy, Alabama; T. E. Coleman, Ritz, Anniston, Ala.; Louis Worthington, Auto Drive-In, Bes-

semer, Ala.; Paul Engler, Famous Theatres, Birmingham, Ala.; R. D. Word, Ritz, Bridgeport, Ala.; O. E. Hudgins, Starlite, Thomaston, Ga.; Nat William, Interstate Enterprises, Thomasville, Ga., and J. Sadow, Lookout Drive-In, Chattanooga, Tenn.

J. B. Yongue will open his new 250-car drive-in at High Springs, Fla., about March 28. . . . Arthur C. Bromberg, president, Monogram Southern Exchanges, was back after a trip to Mobile, Ala.

W. R. Shafer, new owner, San Marcus Drive-In, St. Augustine, Fla., will open around Feb. 28.

The Riverview Drive-In, Indian River, Fla., will be opened by John and H. H. Sission. Equipment was supplied by Wil-Kin Theatre Supply, Atlanta.

A new drive-in for Negro patrons opened in Savannah, Ga., with room for 300 cars. . . . Hal Macon, Jr., was visiting in Statesboro, Ga. His father owns the State. . . . Mr. and Mrs. Pete Brice, Pal Amusement Company, Swainsboro, Ga., were enjoying the Florida sunshine.

A southeastern premiere of "Never Wave At A WAC" was scheduled at the Rialto. On hand were the Third Army Band, officials of the Women's Auxiliary Corps from Washington, and an army orchestra from North Carolina.



Civic ceremonies, a lawn buffet, and a large parade were highlights in the elaborate program, sparked by the presence of stars of the film, which recently ushered in the pre-release world premiere of Republic's "Fair Wind To Java," Paramount, Miami, Fla., and Beach, Miami Beach, Fla. Company officials and personnel of the southern district were in attendance. Seen in the usual, top to bottom, left to right, order, are: Fred MacMurray, Vera Ralston, Leon Netter, president, Florida State Theatres, and wife; Victor McLaglen, and Buddy Baer; parade units outside the Beach, Miami Beach; Miss Ralston at a sales meeting prior to the premiere with Memphis branch manager Nat Wyse, Atlanta branch manager Ed Braner, Dallas branch manager J. J. Houlihan, Charlotte branch manager Cy Dillon, New Orleans branch manager Leo Seicshnaydre, and Oklahoma City branch manager David Hunt, and Wyse, mid-western district sales manager Paul Webster, Dillon, and Hunt.

Leonard Allen, for many years southern publicity chief for Paramount, resigned.

Other visitors were: J. E. McLeory, AA Charlotte sales representative, visiting with his family; O. C. Lam, Jr., Lam Amusement Company, Rome, Ga.; Sidney Laird, Al-Dun Amusement Company, West Point, Ga.; G. W. Brooks, Carver, Decatur, Ga.; Ellison Dunn, South Georgia; Alpha Fowler, Alpha, Douglasville, Ga.; W. E. Wooten, Avondale, Avondale Estate, Ga., and Wendell Welch, Dallas, Dallas, Ga.

The stork passed over the home of Mr. and Mrs. R. H. Brannon, Holly, Dallonega, Ga., and left a little baby boy. . . . Mrs. Sara Smith, Monogram Southern Exchanges, is back.

Rosemary Clooney, in Paramount's "The Stars Are Singing," was in to meet exhibitors and the press at a luncheon.

On the Row booking were: D. A. Evans, New Ringo, Ringold, Ga.; J. W. Blackwell, Linco, Lincolnton, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; Mr. and Mrs. Ted Harris, Stardusk Drive-In, Tallapoosa, Ga.; Marshall Maddox, Senoia, Senoia, Ga.; J. H. Owens, Stone Mountain, Ga.; Rube Joiner, Joiner Booking Service; Hap Barnes, Montgomery Drive-In, Montgomery, Ala., and Dusty Rhodes, Victory, Columbus, Ga.

The husband of Mrs. Pat Flex, booker, Georgia Theatres, was ill in the hospital. . . . Mary Harris, formerly with National Screen Service, died from a heart attack. . . . The Patricia and the Rosemary, Aiken, S. C., were leased by its owners, Mr. and Mrs. H. Bert Lam, to Stewart-Everett, Charlotte, for 10 years.

Patricia Hardy, in the east aiding in the advance promotion of U-I's "Girls In The Night," was in.

The Rach Drive-In, Hartselle, Ala., operates on Friday, Saturday, and Sunday during the winter. . . . A new screen tower is being built at the Dale Drive-In, Auburndale, Fla. . . . William Dowler is no longer connected with Dixie Theatres, Chattanooga, Tenn. His father has taken over the buying and booking. . . . The Beacon, Fairmount, Ga., closed.

C. O. Jeffery, general district manager, Alexander Film Company, Colorado Springs, Colo., appointed Lucke Crumley as special sales representative. Crumley was with Florida State Theatres for 18 years.

E. Moyer, special representative for Eastman Kodak Company, was in for a visit with exchanges. . . . Mrs. Judy Whitehead, Paramount, resigned for that blessed event.

Visiting and booking were: D. L. Buzbee, Ritz, Dadeville, Ala.; Charles Pitman, Gadsden, Ala.; John Gaither, Heflin, Heflin, Ala., and Roth Hook, Hook



Attending the recent Columbia Chicago sales meetings for "Salome" are, left to right, seated, G. Roscoe, Atlanta branch manager; R. J. Ingram, southeastern branch manager, and H. Duvall, New Orleans branch manager, and standing, R. D. Williamson, Charlotte branch manager, and Paul Hargette, Jacksonville branch manager.

Theatres, Alabama. . . . It was happy birthday for Hilda Knight and Betty Landers, Monogram Southern Exchanges.

C. B. Smith started a new drive-in on Meadow Lane farm on the south side of the Lake Highway about a mile from Paris, Tenn., to cost around \$60,000. . . . Moreau Rice, owner, Rice, Brownsville, Tenn., started construction of a 300-car drive-in on Highway 6.

Charlie Wade, Clanton, Ala., was in. . . . Hubert Lyons, district manager, IFE, was back after a trip to New Orleans. . . . W. H. MacCallum, vice-president, Modern Talking Picture Service, Hollywood, was in for a visit with W. M. Richardson, president, Astor, who will handle the distribution of its pictures.

Ed Hayes, Realart manager, checked in after illness. . . . In for a visit were: Wendell Welch, Dallas, Dallas, Ga.; Mack Jackson, Jackson and Strand, Alexander City, Ala.; Hugh Martin, MCM Theatres, Florida; J. W. Petrey, Valley Drive-In, Lanett, Ala.; Bill Hatfield, Elza and Skylard Drive-In, Oak Ridge, Tenn.; J. M. Miller, Dixie, Cordova, Ala., and M. G. Weaver, Crickett, Collinsville, Ala.

Leila Hall, secretary to branch manager George Roscoe, Columbia, is a grandmother. . . . R. G. McClure, office



Discussing sales and advertising for "Salome" at the recent Columbia meetings are, left to right, W. J. Colquhoun, Memphis branch manager; Jack Underwood, southwestern division manager, and C. A. Gibbs, Oklahoma City branch manager.

manager, 20th-Fox, is back after a visit to northern Georgia.

Virginia Dobson was added at Paramount. . . . Mrs. Judy Whitehead resigned from Paramount to await a blessed event.

Sunday movies will continue at Piedmont, Ala., at least for the time being. City Council, by a 5-1 vote, postponed action on the question. The issue came before the council after a referendum, called at the request of opponents, saw the Sunday movie issue beaten, 229-212.

At the Tennessee, Nashville, Tenn., a second world premiere will be held, this time "She's Back On Broadway," on Feb. 26. Floyd Rice, managing director, hopes to have Virginia Mayo and other stars of the film for personals.

George Roberts, Tampa, Fla., started work on a theatre in Immokalee, Fla., the Dixie. . . . Jesse Marlowe, manager, Capitol, Plant City, Fla., has been transferred to the Melbourne, Melbourne, Fla. Byron Cooper, Fort Myers, Fla., will take over the Capitol.

In High Springs, Fla., work has started on two new drive-ins. One will be built by MCM Theatres. The other one will be built by J. B. Young, Wildwood, Fla.

M. H. Haymans started work on a new drive-in at Metter, Ga., with room for 290 cars, to open in early spring. . . . Joe Falletta and W. H. Klem will start construction of a new 600-car drive-in at Lakeland, Fla. . . . Emory Johnson, Centre, Ala., will start work on a new 350-car drive-in with opening set for May.

Murfreesboro, Tenn., will have a new drive-in, to be built by W. B. Hammaker and C. W. Kickson.

Charlotte

Two first-runs, the Carolina and the Winston, Winston-Salem, N. C., have increased prices. The Carolina's new prices are 50 cents for the balcony and 60 cents for the orchestra on Sundays, 50 cents for any seat for matinees on other days, and 50 cents for the balcony and 60 cents for the orchestra on other nights. The increase is six cents for matinees and balcony seats at night and 10 cents for orchestra seats at night. The Winston's new prices are 50 cents for matinees and 60 cents for nights, compared with 44 cents for matinees and 50 cents at night.

Memphis

COLUMBIA—Frank Owen, office manager, was away from his desk with flu.

20TH-FOX — Mrs. Hammond, secretary to branch manager Tom Young, was on the sick list for the first time in many years, but is back. . . . Mrs. Mary Frances Rygaard, cashier, was ill two weeks.

The Variety Club threw an elaborate party for all members of Film Row, a get acquainted affair for all new staff members of exchanges.

MONOGRAM — Visiting exhibitors were Joe Wofford, Eupora, Miss.; Mark Mounaer, Calhoun City, Miss., and E. E. Reeves, Oil Trough, Ark.

The Variety Club signed a 50-year lease for ground at the corner of Court and Manassas Street, on which it will build the Home for Convalescent Children. More than \$44,000 has been donated for the building.

New Orleans

Managers and distribution personnel, theatre executives, and independent theatre owners met at the Orpheum to formulate plans for "Brotherhood Week," Feb. 15-22. Guest speakers were the Rev. Louis Twoomey, Loyola University; Rabbi Leo Bergman, Touro Synagogue, and Dr. J. D. Grey, pastor, First Baptist Church, and president, Southern Baptist. It was revealed that salesmen have been designated to call on theatre owners in this region to explain the role they are to play in spreading the principles of brotherhood in their communities. Lucas Connor, manager, Warners, regional distributor chairman, and Hank Plitt vice-president, Paramount-Gulf, Inc., said that distributors and exhibitors will coordinate their activities through trailers, advertisements, and within their own organizations. Others taking part in the program are publicity chairman Maurice Barr, Paramount-Gulf, and Ross McCausland, manager, Orpheum.

H. G. Plitt, vice-president, Paramount-Gulf and regional vice-president, United Cerebral Palsy Association, announced the agenda of activities for the all-day meeting of a southwest regional convention at the Jung.

Mr. and Mrs. Robert Long, Rebel Drive-In, Baton Rouge, La.; Felix Touchard, Fun, DesAllemands, La.; S. J. Gulino, Kenner, Kenner, La.; Mayor Lew Langlois, Alamo, New Roads, La.; E. R. Sellers, Yam Drive-In, Opelousas, La.; Cy Carolla, Arcade, Slidell, La.; Rene Brunet, Imperial; William Shiell, Marrero Drive-In; Paul Brunet, Dixie; Mrs. O. J. Barre, Luling, La.; Ann Molzon, Labadieville, La.; F. G. Prat, Jr., Vacherie, La., and A. B. Gilbeau, Pat, Jennings, La., were in buying and booking.

Mississippi exhibitors calling were George Chadwick, 35 Drive-In, Carthage; L. E. "Jack" Downing, Haven, Brookhaven, and Ed Jenner, Drive-In, Laurel. . . . Manager Lucas Conner, Warners, visited several key towns in Mississippi.

Ed Fessler stopped to relax. . . . Percy Duplissey, J. G. Trouille, Roy Mavarre, and Mat Guidry are concentrating on more drive-in operations. They operate the El Rancho, DeRidder, La., and Melody, Oakdale, La., and will soon open the Frontier, Sulphur, La. and the Surf, a 1000 twin-airer in Lake Charles, La. They have several other choice locations in view. They disposed of their Rose, Opelousas, La., to Harold H. Comeau.

Continuing on the bandwagon of EXHIBITOR readers are F. F. Goodrow,



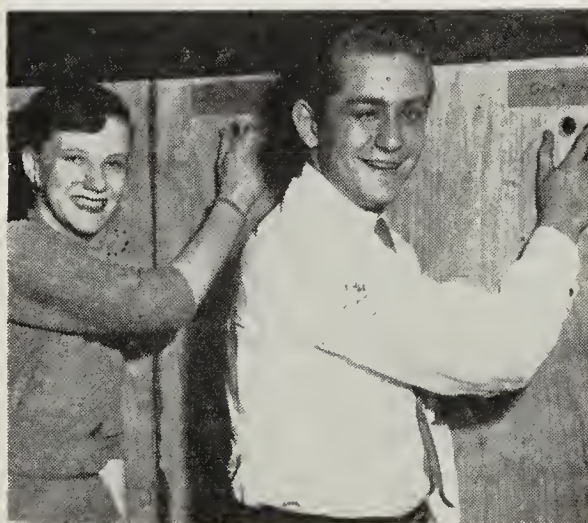
Piper Laurie and Julia Adams recently had a busy visit in New Orleans during the premiere of U-I's "The Mississippi Gambler," Joy. They were presented certificates honoring them as deputy chiefs of the Fire Department and honorary members of the city's safety commission. Here they are seen above with Pat Burke, assistant fire chief; Bernard McCloskey, Safety Commissioner, and Howard L. Dey, chief, Fire Department.

Joe Williams, NSS, Joe Silvers, 20th-Fox booker, and Milton Dureau, Masterpiece. A newcomer is John Kenlo, representative of "Street Corner."

Harold H. Comeau purchased the Rose, Opelousas, La., from Percy Duplissey and J. G. Trouille. Buying and booking will be handled by Theatre Service Company, Inc. . . . J. G. Broggi continues the buying and booking for the Star, Biloxi, Miss, owned and operated by J. C. Yaeger. . . . Alex Rosenthal, Alexandria, La., included a visit at Joy Theatres headquarters.

R. J. "Joe" Theriault, new owner, Hodge, Hodge, La., was in. . . . January 31 ended operations of W. A. Lowery's D'lo, D'lo, Miss., and Mrs. Cathline Cole's State, Greensburg, La. . . . Joy N. Houck spent a busy week at headquarters.

Three-dimensional movies opened. Loew's State's offering is the Stereo-Techniques subjects, and across the street spectators equipped with polaroid glasses viewed "Bwana Devil" at the Saenger.



The MGM Charlotte exchange building, while undergoing enlargement operations, has its own "Sidewalk Superintendent's Association" and two co-chairmen, seen here taking a look. They are assistant biller Shirley Jones and student booker Donald Knell. Local branch manager Jack ReVile said it is hoped that the new 301 South Church Street quarters will be available in a month.



Beauties Jackie Laughery, "Miss United States," and Carolyn Thomas, "Miss Mississippi," recently attended the world premiere of U-I's "The Mississippi Gambler" at the Royal Music Hall, Jackson, Miss. Seen with the girls are T. J. Aycock, district traffic manager, CSS Airlines, and George Pollitz, manager of the theatre. During her visit, Miss Laughery was made a member of the Confederate Air Force and an honorary citizen of Jackson.

Mr. and Mrs. Lefty Cheramie, Rebstock, Golden Meadows, La., combined business with pleasure. . . . Manley, Inc., executives in from Kansas City were Charles G. Manley and P. A. "Bob" Warner as well as John F. Sanders, district manager, Memphis.

Leo Seicshnaydre, Republic manager, attended the southern division managers meeting in Miami, Fla.

A suit for \$150,000 damages alleging violation of the federal anti-trust laws, charging that despite demands the defendants, 10 producing and distributing companies, refused to permit the plaintiffs, Drive-In Movies, Inc., and Woolner Brothers, to exhibit pictures on a second-run basis without imposing clearance restrictions in favor of second-run downtown theatres, was filed in federal district court. The defendants are Warner Brothers Pictures, Inc., Warner Brothers Picture Distributing Corporation, Universal Film Exchanges, Inc., RKO Pictures Corporation, 20th Century Fox Films Corporation, 20th Century Fox Distributing Corporation, Paramount Pictures Corporation, Columbia Pictures Corporation, and Columbia Pictures of Louisiana, Inc. Woolner Theatres, Inc., is the owner of the Air-Line Drive-In, and Drive-In Movies, Inc., owns the Drive-In Movie.

The interior of -U-I has taken on a new look. . . . President Abe Berenson and his staff at ATOGS, in cooperation with the national committee handling the repeal of the 20 per cent federal tax, wants financial reports from distressed theatre owners which show little or no profit, especially those which show a definite loss. Rush the reports to Allied Gulf's offices at 219 South Liberty Street.

L. E. "Jack" Downing is having the cooling tower replaced on his Haven, Brookhaven, Miss. The previous one was considerably damaged during a storm.

Seen about were: Frank Olah, Star, Albany, La.; Mrs. Bertha Foster, Violet,

Port Sulphur, La.; J. D. Gonzales, Arnaudville, La.; W. D. Conrad, Nila, New Iberia, La., and Charles Phillips, Delta Theatres, Jonesville, La.

D. S. Henderson is the new manager, Strand, while former manager N. B. Ward is in the driver's seat at the Isis. Calling on Henderson to wish him the best were Buddy Tiegle, Southern Paper Cups, and Mike Meridier, Gates Rubber Company, Denver. . . . Roger Lamantia, RKO manager, was a Pensacola, Fla., and Mobile, Ala., caller.

George Simpson, Transit, Inc., Memphis, was a caller. . . . Roy Lombardy, Transway, Inc., joined J. G. Broggi at Gentilich, and at another table, Joy and Fred Houck and B. W. Stevens confabbed. . . . Borrell Dauphin and Richard Millspaugh, associated with Sidney Settig, were in buying and booking.

F. F. "Freddie" Goodrow has taken over several re-releases, "White Gorilla," "Devil Monster," "Red Rock Outlaw," "Kid Greer Gulch," and "Silver Bandit." . . . Ernest Delahaye, Maringouin, La., and O. Gaude, Port Allen, La., were around. . . . The Town, operated by John Bradamontest, is up for sale. Another neighborhood theatre which hung out a closed shingle is the Roxy.

The St. Bernard Drive-In ran an ad in The Times Picayune, "Money-Money. We know that you'll think we are crazy but we are going to sell \$10 or \$5 and \$1 bills for just 95 cents. Saturday night, Jan. 31, as long as they last. One thousand envelopes containing \$10 or \$5 or \$1 in currency will be sold for just 95 cents each. Sale to take place at the drive-in during intermission. First Come, First Served. Saturday Only."

Tom Neely, manager, National Theatre Supply, was in the territory. . . . Booking Service Company callers were Jack O'Quinn, Kaplan, La.; Alec Rosenthal, Alexandria, La., and John Kenlo, representative of "Street Corner," and his newly-named field deputy, Lew Andrews.



Impresario Sol Hurok, left, whose career is chronicled in 20th-Fox's "Tonight We Sing," and Roberta Peters, one of the film's singing stars, in New York recently jointly accepted the Parents' magazine special merit award to the picture, which will have its world premiere at the Radio City Music Hall, New York City. Phil Wilcox, right, magazine representative, presented the award in ceremonies held at the 20th-Fox home office.



Franklin Maury, managing director, Wometco's Miracle, recently had this lightly clad young lady riding a convertible around Miami, Fla., as bally for 20th-Fox's "I Don't Care Girl," piloted by assistant Jack McKinnon.

Mr. and Mrs. I. Oberlin are boastful of the new Synchro screen which Raymond Germillion, Southeastern, installed in the Ritz, Natchez, Miss. . . . Ed Fessler and Mike Ripps, the self-styled Martin and Lewis of the Gulf Coast, were anking down Film Row. . . . James deNeve invested in new style H 80 lamps for his Varia Drive-In, Jackson, Miss, purchased at Southeastern.

Locke Bolen, Jackson, Ala., remained here after the Allied Gulf convention for a check-up at Oschner's Clinic. His temporary abode is the Jung Hotel. His two charming sisters, Mrs. Schuster and Mrs. McCorquisdale, are with him. . . . The lobby of the Strand is being recarpeted. Tom Neely, NTS, supplied the carpet.

Florida Miami

Civic ceremonies, a lawn buffet, and a parade were highlights of the elaborate program of special events sparked by the presence of the stars of Republic's "Fair Wind to Java" ushering in the pre-release world premiere at the Paramount, Miami, and the Beach, Miami Beach, Fla. The arrival of Republic President Herbert J. Yates and Vera Ralston, greeted at the airport by Dr. Curtis Haggard, presenting Governor Dan McCarthy, signaled the opening of the heavy schedule of events which included the finals in the "Fair Wind to Java," The News talent quest, the arrival of the Hollywood contingent, including Fred MacMurray, Victor McLaglen, Robert Douglas, and Buddy Baer; a visit to The Miami Daily News, where Yates and the stars were greeted by editors and interviewed by junior reporters; a cocktail party at the Variety Club; a special TV program over WTVJ, and a Republic dinner in honor of Leon Netter, president, Florida State Theatres. Yates and the stars visited City Hall for the official city reception by Mayor D. Lee Powell, Miami Beach; Mayor Chelsio J. Senerchia, Miami, and Sheriff Tom Kelly, Dade County. At an exhibitor luncheon, the stars, Yates, Grainger, and Republic executives greeted exhibitors. The entire group attended a buffet-cocktail party in honor of Yates and the stars, held on the estate of Mrs. Muriel Hirsch Pick.



On the coast, Victor Saville, producer-director, recently watched Mickey Spillane, author, sign the contract to put the famed "private eye" "Mike Hammer," in films which United Artists will release.

The parade to the Paramount included units of mounted police, the Miami police motorcycle drill team, the 100-piece Harvey Seeds American Legion post band, seventy-five Edison High School all-girls Cadettes, and a motorcade of stars and guests. The 110-piece Miami Boys Drum and Bugle Corps performed in front of the theatre, and the stars were interviewed during a sidewalk radio broadcast, and then introduced to the audience at the Paramount.

George Bolden, assistant general manager, Claughton Circuit, promises one of the "biggest ever" campaigns on "Come Back, Little Sheba" when it opens at the Embassy and Roosevelt. . . . Florida State's Bill Dock is getting back to normal after the successful world premiere of Republic's "Fair Wind To Java." . . . An animated front and a song contest were helping to sell "Hans Christian Andersen," Florida. . . . Walter Klements, Mayfair Art, became a grandfather, with his son, Walter, Jr., and wife, becoming parents of a girl.

Opa-locka, Fla., is in the process of getting its first drive-in regardless of the marines, Senator George Smathers, and others who protested its construction near a runway at the Marine Corps Air Station. Mayor Frank Slade signed the permit for construction of the outdoor theatre on N.W. 27th Avenue near the end of Runway 4-22. N. N. Bernstein obtained the permit after meeting all building requirements.

North Carolina Durham

Charlie Lewis, manager, Center, has been named chairman, public relations committee, Durham Merchants Association.

Tennessee Nashville

Rosemary Clooney, on tour to help promote "The Stars are Singing," was guest of honor at a reception given by Governor Frank G. Clement. The stop-over was also highlighted by her appearance on the "Grand Ole Opry" radio program beamed by NBC.

NEWS OF THE

Territory

Chicago

Harry Nepo, Kimbark owner, was convalescing after an extended hospital stay. . . . The Assumption Booster Club, composed of business men, is aiding the Scenic, Assumption, Ill.

The Rex neighborhood theatre building was sold to a church for \$32,000, according to revenue stamps affixed to the papers. . . . Joseph Florian, 60, Sky-Hi Drive-In projectionist and war veteran who resided at suburban Westmont, passed on. . . . George Raymond Peart, former projectionist for years of the Colonial, Gillespie, Ill., died.

Mrs. Don Bennett, Rex, Terre Haute, Ind., took a Florida vacation. . . . Clyde Nihiser took over the Palace, Fairmount, Ind., from Ralph Marcucitti, drive-in operator, Marion, Ind.

The Women's Variety Club installed officers: Mrs. Meyer Gold, president; Mrs. Albert Bartelstein, Mrs. Isadore Kamode, and Mrs. Al Simon, vice-presidents; Mrs. Oscar Bloom, treasurer, and Mrs. Margolis, Mrs. Louis Reinheimer, and Mrs. Charles Waters, secretaries.

"Family Movie Quiz" on television is largely increasing interest in pictures offered at B and K houses.

In addition to Charles F. Carpentier, Moline, Ill., theatre owner who was elected Secretary of State and who will be guest of honor at Variety Club's officer installation dinner on Feb. 18, Senators Everett Dirksen and P. Douglas and Mayor Kennelly have been invited to attend.

Jack Kirsch, president, Allied Theatres of Illinois and exhibitor co-chairman, "Brotherhood Week," Feb. 15-22, made an appeal to theatre owners to give their fullest support and cooperation during the observance. William J. Devaney, MGM, resident manager, is distributor chairman.

Jack Kirsch took over management of the New Strand. . . . J. R. Thompson closed the Community, Raymond, Ill. . . . The Gold Coast switched to an art picture policy.

The Palace, South Bend, Ind., closed for a few days following smoke damage. . . . Dave Gould took over the Newberry from Bartelstein Theatres. . . . The Park, suburban Oak Park, closed for improvements.

Following settlements out of court, Federal Judge Barnes dismissed the Haymarket and Star and Carter anti-trust suits.

Lewis Aurnot, Paramount city salesman, is the dad of a new daughter.

Louis F. Jelinek, 57, operator with his son and son-in-law of the Sky-Hi Drive-In, suburban Elmhurst, passed on. Survivors are his widow, son, and daughter. . . . Harold E. Louis, 39, West manager, passed on, leaving his widow and two children.

Ten cuts were made, but there were no rejections in 90 films totalling 496,000 feet, examined by the censor board in January. Seven foreign pictures were marked "adult."

City theatre tax collections of \$86,448 in January were about at par with those of the same month a year ago, \$87,444. Taxes on all amusements, \$151,487, were ahead of those of the January a year ago, \$132,052.

The Embassy reopened after refurbishing. . . . Retiring after 20 years of Roxy operation in Bloomington, Ind., Doyle Carter sold the house to Monroe Theatre Corporation and Vonderschmitt Enterprises.

Claude Flater, former Tivoli operator, Spencer, Ind., passed on. . . . Irwin Joseph Essan Jay, was confined to his home with an injured back. . . . Al Blankenbaker temporarily closed his Union, Liberty, Ind.

Condolences are pouring in for Charles M. Schoof, Monroe publicity and public relations, over the passing of his wife, Sallie Mae Schoof, after an extended illness. . . . The Villard anti-trust suit comes before Federal Judge Igoe on May 11.

With the return from Florida of Gene Atkinson, business manager, projectionists' union, the Cinerama stalemate may be broken. He was to confer with Clarence Jalas, secretary-treasurer, and attorney Dan Carmell, of the union, before meeting with Otto K. Eitel, Palace owner, regarding projectionists' salaries and numbers.

Robert Hassinger, Jr., 23, was named Watseka and Bon-Air manager by the McCullom Circuit. . . . The Alex gave patrons several hundred Marilyn Monroe calendars.

Dallas

Herman Hoffman, MGM executive assistant to Dore Schary, was in to obtain additional information and film footage on local theatres for the production which will be shown to the Ways and Means Committee and other Congressmen in Washington, "The Case for the Repeal of the 20 per cent Federal Admission Tax." Hoffman brought along his entire crew of cameramen, sound, and lighting equipment, etc., and will make pictures in Ranger and Blooming Grove, Tex., as well as in Oklahoma and Arkansas.

Response has been coming into the office of Texas COMPO from exhibitors all over the country for the special trailer and transcription designed and produced to pre-sell MGM's "The Hoaxters" as a public relations feature which

Texas COMPO chose to sponsor as its first project for 1953. These are available only from Texas COMPO, 2008-A Jackson Street, Dallas, and exhibitors are urged to avail themselves of these two pre-selling instruments. The trailer is only \$3.50, and the transcription \$5 plus mailing and packing.

Chesley Conoly Coleman, coowner, Queen, Pilot Point, Tex., with his son, died of pneumonia.

The opening night of "Hiawatha" at the Coronet on Feb. 18 will be sponsored by the Delta Phi Epsilon alumnae as a benefit for the Dallas School For Blind Children, according to Hulda Silvernail, manager.

The executive committee of Texas COMPO arranged for Paul Short to produce a series of public service feature radio programs originating from WFAA, Texas Quality Network. The first highlighted the careers of Ed and John Rowley, father and son, who operate the largest circuit in the southwest. Evelyn Oppenheimer, lecturer, writer and original commentator, will narrate and dramatize the programs, with Ed Hogan as special COMPO announcer. Appropriate musical background is rendered by Hugh Waddill.

New Orleans and Memphis were destinations of vice-president Charles G. Manley, Manley, Inc., Kansas City, and P. A. "Bob" Warner, southern divisional manager for the same company. . . . Bob Hooks, Leroy and Select, Mineola, Tex., has the sympathy of Film Row in the loss of his mother, Mrs. R. T. Hooks, Mrs. Hooks formerly operated the theatres. . . . Duke Clark, who spoke to the Chatauqua Club, Graham, Tex., brushed up on his musical lore. The topic was "The Development of Music in the Motion Picture Industry." Clark gave the talk under the auspices of Texas COMPO Showmen. . . . D. B. Leverett, Overton, Tex., visited. . . . Wayne Freeman left for Natchez, Miss.

William H. Mattingly moved his office to larger quarters where he has more display room for the added merchandise his company, American Desk Manufacturing Company, now has him handle. The new location is at 2021 Jackson Street. . . . The offices of Leon Theatres have undergone a change since C. D. Leon established residence in Abilene, Tex. G. S. Hill, general manager, moved into Leon's office.

PETTICOAT PRATTLE—Verlin Osborne, Paramount, is handling the publicity for the big wrestling match at the Sportatorium on March 5. The proceeds are to go to the Camp for Crippled Children, sponsored by the Soroptimist Club, of which she is past president. Last year, the girls had 62 children in camp, and were so crowded for room they want to build a camp this summer. This club, completely self-supporting, deserves the support of everyone. Since wrestling is so popular in Dallas, Film Row will mark March 5 on its calendar as a big night. . . . Mosecs, the girls' luncheon club, held its monthly luncheon at Town

and Country Restaurant. The business of the day was installation of a new committee, and the girls now in charge of the meetings are Maxine Adams and Dorothy Johns, Theatre Enterprises; "BB" Bell, Leon Theatres, and Joyce Smith, Southwestern Theatre Equipment Company. Apparently, the biggest job will be to renew interest in the club as the grapevine has it that attendance must increase or the club will disband, although enthusiasm is high among those 26 who are regular members.

Paramount is happy over Gerald "Jerry" Haile's promotion from booker in the Dallas office to salesman, Kansas City territory. He has been with the Dallas office for several years, and his place will be taken by James Payne, who returned from Korea after spending several years in the army.

The Dallas Drive-In group held a regular meeting in the offices of Allied Theatre Owners. Ed Green, Texas Theatre Service, is acting as coordinator for the group. It discussed many current problems, especially the progress made in the combined calendar advertising campaign in the newspapers.

Allied Theatre Owners of Texas received its first Valentine of the year when Mr. and Mrs. August J. Valentine, Georgetown, Tex., became members of that organization. This is the 12th new membership within the past few months brought in by Phil Isley, active president, Texas Allied.

Recent changes at Warners included the promotion of Ed Williamson to district manager; Cotton Vogelpohl to branch manager, and J. H. McCrary from city salesman to sales manager. The new city salesman is Pete Clark. . . . Popcorn was "popping out all over" when P. A. "Bob" Warner joined Hildegard's act at the Hotel Adolphus. It was impromptu, and very well received. Warner is with Manley, Inc., so it was expected that Hildegard was convinced of the important part popcorn holds in the industry.

Denver

A city ordinance being prepared would require theatres and other businesses in business zones A, B, and C to provide parking facilities. Those now in business would not be covered, but a major remodeling job would put the theatre or business under the law. Requirements for theatres would be for one parking space for every four seats. Much of the downtown section is commercial zone, so that would not be covered.

Jack R. Peacock and Philip J. Rice bought the Longmont, Longmont, Colo., from Fox Intermountain Theatres. The theatre will be operated full time for the first time in several years, and will be on a first-run basis. The new owners are remodeling, and plan an early March opening.

Frank Braden was setting up the publicity for "Hans Christian Andersen." Joe Vleck, Fox Intermountain Theatres' city manager, La Junta, Colo., says that

seat cutting is non-existent in his situation. He recently started running a slide that offered a \$25 reward for evidence leading to the arrest and conviction of any of the culprits.

Cy Lee, Poppers Supply owner, headed for Los Angeles, San Francisco, and Las Vegas, Nev., on a combined vacation and business trip.

Ralph Roe, Fox Intermountain Theatres' city manager, Nampa, Idaho, is father to a second daughter. The event marked the first Saturday night he has missed at the theatre. . . . Elmer Haines, city manager, Sidney, Neb., spent part of his time at North Platte, Neb., while A. C. Stalcup, city manager, Fox Intermountain Theatres, was laid up with pneumonia.

Al Brandon, salesman, United Artists, is back following an operation. . . . Charles Allum, city manager, Laramie, Wyo., Fox Intermountain, was held up on his way home. Previously, his apartment had been ransacked.

Seen on Film Row were: George McCormick, Cannon City, Colo.; Tom Knight, Riverton, Wyo.; Don Gillham, Sidney, Neb.; Merf Evans, Johnstown, Colo., and William Ostenberg, III, and William Boston, Scottsbluff, Neb.

The first of MGM's Hollywood contingent to arrive for the gala "Hollywood in the Rockies" premiere of "The Naked Spur" was Polly Bergen, accompanied by Bobby Tucker, studio music department, followed by James Stewart and Vera-Ellen. Stewart was accompanied by Howard Strickling, MGM studio publicity head, Anthony Mann, and William Wright, director and producer of the picture. Governor Dan Thornton was the official host for the Hollywood contingent. In addition to the Governor Thornton program, other activities included newspaper and radio interviews, personal appearances in stores and places of general interest, an appearance at the state legislature, the awarding of Golden Nuggets, and other plans promulgated by MGM's divisional press representatives Ted Galanter and E. C. Coleman. J. C. Flippen came on from Hollywood to act as master of ceremonies for the Paramount appearances.

The Federal Communications Commission, on the advice of examiner James D. Cunningham, recommended that Aladdin Radio and Television, Inc., rather than Denver Television Company, get FCC authority to build and operate a Denver television station on Channel 7. Aladdin stockholders are Frank Ricketson, head, Fox Intermountain Theatres; Harry Huffman, former Fox Intermountain city manager, and T. R. Gamble, former exhibition leader. Leading stockholders in Denver Television are actor James Stewart and Denver exhibitor John Wolfberg. Cunningham's decision, the first on a contested TV channel, will become effective in 40 days unless Denver Television appeals to the full commission. Cunningham said the directors of both companies were quali-

fied, but that Aladdin was superior in the qualifications of local residence, participation in community affairs, and integration of ownership with management. He also cited Aladdin's experience in operating AM and FM stations in Denver. He dismissed charges that Denver Television should be ruled out because of Wolfberg's theatre ownership and countercharges against Aladdin based on anti-trust action against Ricketson, which took place in "the relatively distant past" and were not continued.

Des Moines

Charles Jones, secretary, Iowa and Nebraska Allied, suggested in a bulletin that it would be quite helpful if the exchanges gave the exhibitors a picture as a gift during the holiday season. Jones pointed out that the exhibitors generally give their patrons a free show during the period, and that a bonus picture from the exchanges would help the exhibitor over the hump during this season. . . . Robert Johnston, 68, retired Newton, Ia., theatre owner, died of complications following a stroke. . . . Word was also received of the death of Jack Brooks, Sabula, Ia., at Sarasota, Fla. Brooks was well-known as a theatrical manager in the middle west. . . . William Schleiger resigned as manager in Clarion, Ia., and will be succeeded by Robert Flanker, Mason City, Ia. Schleiger plans to move to Los Angeles. . . . The Variety Club held an inaugural ball for its new officers at the Standard Club. The club will sponsor a Horace Heidt show later. Projects for the tent include furnishing examinations and glasses for needy school children and a statewide plan to select a youth to be awarded a scholarship.

In Boone, Ia., the Des Moines Township board of trustees voted against granting a license to Central States Theatre Corporation for a drive-in east of Boone. Two of the board members voted against the license. The chairman was in favor. The two opposed to the action claimed that "drive-in theatres affords new avenues for immoral conduct." Two pastors appeared at the hearing in opposition to the license. One of the pastors said he knew of one Iowa town where 30 high school girls were unable to graduate because they were pregnant. He added that they traced this to attendance with boy friends at drive-ins. Central States operates two theatres at Boone.

Kansas City

The Plaza, operated by Fox Midwest and located in the Country Club Plaza, started a new policy, a double bill, one change a week. . . . Elmer C. Rhoden, Jr., needed a secretary, and inserted the following ad in The Kansas City Star, which got results: "Wanted: Secretary to executive. 5 da. week; air-conditioned office; boss kind, considerate, eccentric, excellent opportunity for advancement, salary small. (Scared?) Call Mr. Rhoden, Gr. 2390."

Jay Wooten, president, Allied Theatre Owners, was in. . . . Dale Neeley, Neeley, Dighton, Kans., sold his theatre

to Frank Dickinson. . . . Don Davis, RCA, returned from Camden, N. J., and New York City. While in New York he saw Cinerama and "Bwana Devil," and was more than enthused.

Billy Silver, Silver, Cameron, Mo., is a patient at Trinity Lutheran Hospital. He broke a leg and an arm. Agnes Silver is carrying on for her husband while he is in the hospital. . . . S. Danbury, owner, Lucile, King City, Mo., died suddenly. He has a son stationed at Casablanca. . . . Jean Fitton, formerly with RCA, is working part-time for L. J. Kimbriel, Missouri Theatre Supply. . . . Joe Manfre, city salesman, Warners, is a patient at the Devine Brothers Clinic. . . . Roscoe Thompson, salesman, Warners, is a patient at St. Luke's Hospital. . . . Charlene Blair, stenographer, Columbia, had her car stolen, and when found it had been stripped of all accessories. . . . Larry Biechele, Columbia salesman, wrecked his car eight miles east of Joplin, Mo. He suffered a knee injury, and has his leg in a cast. . . . Commonwealth Amusement Company sold the Paramount, Rockport, Mo., to Virgil Harbison, who now operates theatres in Tarkio, Mo., and Shendoah, Ia. . . . Eddie Mansfield and Finton Jones sold the Midway, Kansas City, Kans., to Sam Abend, Exhibitors Film Delivery. . . . John White sold the Nu-Bufo, Buffalo, Mo., to Howard Patterson. White still has the Lake, Camdenton, Mo. . . . V. C. Johnson sold the Centralia, Centralia, Kans., to George Geno. . . . Vaughn Pickard sold the Kay, Pineville, Mo., to Ed Wilden.

Word has been received from Jane Cecil Moore, formerly of Commonwealth and RCA, that she and her husband like living in South Carolina. . . . Ralph Buhrmaster, manager, Gladstone, reported a small fire in the balcony. Only minor damage was done.

The following attended the Kansas-Missouri Theatre Association luncheon: C. E. Cook and son, Jim, Tivoli and Dude Ranch, Maryville, Mo.; George Baker, Minor, McPherson, Kans.; J. A. Becker, Granada, Englewood, and other theatres in Independence, Mo.; R. R. Biechele, former owner, Osage, Kansas City, Kans.; Don Burnett, State and Drive-In, Larned, Kans.; Dale Danielson, Dream, Mecca and Drive-In, Russell, Kans.; Glen Hall, Hall and Drive-In, Cassville, Mo.; Virgil Harbison; J. Leo Hayob, Mary Lou and North Street, Marshall, Mo.; Louis Higdon, president, Mid Central Circuit; Gordon Holiday, Paramount, LaCrosse and Ness, Ness City, Kans.; Charles Knickerbocker, Liberty, Galena, and Maywood, Columbus, Kans.; Marcus Landau, Liberty, Horton, Kans.; Joe Redwood, Fox Midwest, and Frank Weary, III, 13 Drive-In, Henrietta, Mo. Big plans are being made for the Drive-In School at the March 3-4 meeting. The meeting will begin at 8:30 a.m. on March 4. On March 3, the theatre equipment and supply houses will have the newest equipment on display.

Tom Edwards, Farmington, Mo., was in town buying and booking for his theatres in Eldon, Mo. . . . George

Gabbart, office manager, Columbia, had to be nurse to the flu patients at his home, his wife, mother-in-law, and three of his children. . . . Bettie Randolph, PBX operator, Columbia, was in St. Joseph, Mo., visiting her ill mother. . . . B. C. Marcus, midwest division manager, Columbia, returned from a meeting in Minneapolis. . . . R. Fite, Fite, ElDorado, Kans., was in.

Preliminary to the "Brotherhood Week" campaign, over 300 members of the industry attended a mass meeting at the Uptown at which Senn Lawler, chairman, campaign promotion committee, presided. Rev. J. Allan Watson announced that the Council of Churches will provide young people to distribute Brotherhood materials in local theatres. Thomas Baldwin, general chairman, industry campaign, said that kits for theatres have been sent out, and that trailers had also been sent to theatres.

February birthdays were: Jay Means, Oak Park, (3); Bill Johnson, head shipper, 20th-Fox, (6); Chuck Becker, booker, Allied Artists, (14); Ed Branch, RCA, (14); Homer Strowig, Plaza, Abilene, Kans., (19); Dale Danielson, (19); Al Chaffee, chief accountant, Paramount, (21), and Mrs. Ralph Gregory, (28).

Lloyd Herstine, president and manager, Capitol Drive-In, Des Moines, was in purchasing concession equipment. . . . Ed Hartman is back after a month's illness. His daughter, Claudia, celebrated her sixth birthday.

All Film Row attended a meeting at the Uptown on "Brotherhood Week." Tom Baldwin represented distribution, and did a wonderful job getting a big attendance. Senn Lawler introduced the speakers, who represented the Catholic, Jewish, and Protestant faiths, as well as civic leaders.

Los Angeles

The board of the Film Row Club met at the Gourmet, Hollywood, for the purpose of discussing election of new officers for the current year. Dave Bershon, guest speaker, addressed the group, and praised the club for its accomplishments. . . . Grover Smith shuttered his York. . . . Off to New York was Earl Strebe, Palm Springs, Cal., to confer with Carl Leser-man regarding plans for Telemeter. . . . New additions to the Warner shipping department are Elmer Freitas and Joe Goldslag, who formerly was in the shipping room at Clasa Mohme. . . . Allied Artists booker Gorman Heim Mueller returned to work after being confined with pneumonia. . . . A mass meeting of all exchange employees was held at the Boulevard in conjunction with "Brotherhood Week." . . . George Tripp checked in after a business jaunt for Warners in Arizona. . . . Out-of-town exhibitors in were: Ernie Harper, Dode Samuels, Bill Alford, and Warren Strebe.

Wild Bill Elliott and his horse headline the entertainment program highlighting the observance of "Brotherhood Week" at San Jose, Cal. The Allied

Artists star will be the guest of honor at a party for 500 orphans at the El Rancho Drive-In and amusement center, coowned by Paul Catalana, chairman, entertainment committee.

Milwaukee

Bill Schwartz, U-I salesman, was in Mount Sinai Hospital following a heart attack. . . . The Hollywood, operated by Barney Sherman, is running only weekends. . . . Paul Zimmerman, former booker, Fox-Wisconsin, is now booking for U-I, replacing Bill McFazden.

William Exton, Roosevelt, Kenosha, Wis., was in. . . . Tony La Porte, Avalon, Franklin, and Park, was confined with an attack of the flu. . . . Don Brown, Mars, La Farge, Wis., is vacationing in Florida. . . . Sig Goldberg, Wausau, Wis., president, Wisconsin Allied, returned from California. . . . John O'Connor is planning opening his outdoor theatre at Platteville, Wis., in early spring. . . . William Carboneau purchased land near Lancaster, Wis., contemplating building a drive-in.

Attending the 20th-Fox midwest divisional meeting were Edwin A. Aarons, western sales manager, and M. A. Levy, division sales manager. Jack Lorentz, branch manager, was host. . . . John Falco, Standard Theatres' Majestic, Beloit, Wis., exploited "Stars And Stripes Forever" to the hilt.

Minneapolis

The Variety Club of the Northwest sponsored the Lakers vs. Fort Wayne basketball game over television to raise money for the Variety Heart Hospital on the University of Minnesota campus. Viewers phoned in contributions. . . . Gerry Kay, script girl with Arch Oboler Productions, was in for appearances in connection with "Bwana Devil," State, here, and Riviera, St. Paul, Minn.

Juvenile misbehavior in neighborhood theatres in the Twin Cities is becoming an increasing problem. At one suburban house, a young hoodlum threw an empty beer bottle through the screen. Several theatres have been employing a special policeman to keep order, but with varying results.

Lois Duerr is receptionist at Columbia. . . . Kelly Evidon, manager, Independent Poster Exchange, was in the hospital with the flu. . . . Mrs. Gerald Moe, former biller, Independent Poster Exchange, gave birth to twin boys. . . . Dahlstrom and Weinberger, theatre decorators, recently redecorated the La-Bella, Oconomowoc, Wis., and redecorated three theatres at Fort Dodge, Ia., for the Central States Circuit, Des Moines.

Recent out-of-town exhibitors on Film Row were: Leo Molitor, Superior, Wis.; Art Johnson, Galesville, Wis.; Gordon Spiess, Glenwood City, Wis.; Armand Cimardi, Cornell, Wis.; Kenneth Pepper, St. Croix Falls, Wis.; Clara Eayrs, West Concord, Minn.; Bernie Larkin, Madelia, Minn., and Bruce Waters, Turtle Lake, Wis. . . . Ralph Martin closed the

Moorhead, Moorhead, Minn. . . . Arvid Olson, Metro, Pine Island, Minn., dropped out of the Theatre Associates combine, and will do his own buying and booking. . . . Dr. Arthur Eisenberg, 26, son of Frank Eisenberg, United Artists salesman, died of polio.

Stan McCulloch, former assistant shipper, is the new booker, RKO, replacing Caroline Conroy. . . . Bob Peterson is the new assistant shipper, RKO. . . . Inez Anderson is the new contract clerk and Maureen Jackel the new availability clerk at RKO. . . . Charles W. Perrine, vice-president, Minnesota Amusement Company, has been nominated for election to the board of directors of the Chamber of Commerce. . . . The Century had a pretty girl on a "torture wheel" every hour on the hour for "The Thief of Venice."

A gang of yeggs made their exit from the Chateau with a 300-pound safe. They got into the theatre by climbing over the icy roof, lowering themselves to the marquee, where they kicked in a window leading to the theatre office. The safe contained weekend receipts from the Chateau, Park, and Franklin, operated by the Frank and Woempner Circuit. . . . Dan Bloomquist is the new manager State, Madison, S. D.

Minnesota Amusement Company filed counter claims totaling \$2,790,000 against the plaintiffs in two conspiracy suits now before Judge Gunnar H. Nordbye in federal district court. The circuit seeks \$2,250,000 from the St. Louis Park and its owners and \$540,000 from the Hollywood, owned by Charles Rubenstein and Abe Kaplan. The counter claims were contained in the answer to the original conspiracy suits filed in November. Eight major film companies, which also were named in the suits, filed general denials conspiracy charges.

Oklahoma City

John W. Butler, Gem, Claude, Tex., sold his theatre to Bill Brady and Jim

McFarland. . . . Out-of-town visitors were: Jack Pierce, Time and Place, Stigler, Okla.; A. J. Sigmond, Sigmund, Lexington, Okla.; Herb Boehm, Rook and Ann, Watonga, Okla.; Vance Terry, Woodward and Terry, Woodward, Okla.; Mr. and Mrs. William Copeland, Geary, Geary, Okla., and Joe Turner, Lawton, Dome, Murray, Palace and Austin Drive-In, Lawton, Okla.

Mary Conley is back at National Screen Service after a month's absence. She returned from a vacation to New York, and was taken ill with the flu. . . . Buck Weaver, branch manager, Paramount, returned after a week in New York. . . . Film Row had an exciting afternoon when an ape ran rampant visiting several exchanges. It seems some of the boys from Video had found a costume, and decided to try it on for size.

Omaha

"Bwana Devil," will be shown at a Tri-state theatre this month, district manager William Miskel announced. . . . M. A. Levy, division manager, Minneapolis, was in at 20th-Fox.

A turnout of more than 1000 exhibitors from Nebraska, Iowa, and South Dakota met at the Paxton Hotel to discuss film rentals and other problems at a meeting called by the Allied Theatre Owners of Iowa and Nebraska. The exhibitors were unanimous in saying they would convert to three-dimension if they were guaranteed pictures to take care of the cost of installing necessary equipment.

Glenn Slipper was installed as Chief Barker, Tent 16, Paxton Hotel. Other officers installed are Isadore Weiner, First Assistant; Robert Hoff, Second Assistant; Morton Ives, Property Master, and Isadore Sokolof, Dough Guy. New crew members are Pat Halloran, Fred Fejfar, Max Rosenblatt, and Charles Lieb.

Lois Greenberg joined the Allied Artists Staff as stenographer. . . . United Booking Office asked Tri-States'

manager Miskell to hold a date in April at the Paramount for "The Shrike." . . . A. Johnson, Onawa, Ia., exhibitor, is off the sick list.

Mildred Shiller, Republic inspection department, was absent with the flu, and many others were stricken to a lesser degree. . . . U-I maintained its lead in the western division of the "Charles Feldman Drive." . . . Kenneth Dryden, treasurer, Omaha, has nearly recovered from an operation.

The Offutt Air Force Band paraded in Lincoln, Neb., and played a concert at the Stuart in connection with "Above and Beyond."

Ralph Blank, Admiral, said an attempted safe-cracking job at his place failed. . . . William Brewer, 55, was injured when he fell off the marquee of the State while changing letters.

First big project of the year for Tent 16 was announced by the Variety Club board, a "Newsboys' Day," to raise funds for charity purposes. . . . Two U-I salesmen, Harry Fisher and Carl Reese, and booker Lewis Cole were absent with flu. . . . Katie Nodeen, head inspectress, MGM, and Marie Kelley and Viola Colburn, same department, were out with the flu.

Mrs. Harold Dunn was carrying on at the Dunns' Valentine, Neb., theatre while her husband was in the hospital at Omaha for diagnosis. . . . Richard Klu-saw, Film Transport staff, and Bernice Jodlewski, MGM head contract clerk, also were on the hospital list. . . . At Winnebago, Ia., Burleigh Chamberlain was laid up after an attack, and at Harlan, Ia., Ray Brown's daughter was hospitalized.

Paul Tramp, Oxford, Neb., is getting ready to start construction on a new drive-in in the spring. He has started a remodeling project on the Granada, Oxford, and plans to have a new front

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and foyer changes. . . . The theatre at Oakdale, Neb., owned by Roy Ofe, closed.

A salary arbitration meeting between office workers and home office representatives was held but no agreement has been announced. Attending were A. A. Schubart, RKO; Arthur Israel, Jr., Paramount; Eli Drexler, National Screen Service, and Larry Leshansky, Warners.

Jean Dolphin has been named biller at MGM in a staff shift which finds Elaine Carlson, formerly in the booking department, as bookkeeper, and Virginia Struble moved from bookkeeper to cashier. . . . Bill Toney, Tri-States head of maintenance, was in.

Western Theatre Supply Company announced that Hod Engbertson had purchased equipment for a new 500-car drive-in at Decorah, Ia., and Bill Pfister has new sound and projection equipment at Newcastle, Neb. . . . Screening of "Salome" for exhibitors in the Iowa-Nebraska-South Dakota territory was scheduled by Columbia branch manager J. H. Jacobs.

Tony Goodman, Warner booker, has been named salesman for the Iowa territory, replacing Al Gardner, who joined the exhibitor ranks at Logan, Ia. . . . Warren Hall, Burwell, Ia., exhibitor, was in for an eye exam. . . . The Omaha U-I exchange slid to second place after leading the "Charles Feldman Drive" four weeks in the western area.

Portland

In Lewiston, Idaho, seeking dissolution of their alleged partnership in the Lewiston Orchards Auto Theatre, Wilson and Dorothy Whitcher filed suit against Edward and Mary Metzgar. . . . In Astoria, Ore., only 15 days of rain and extra high water were holding up the start of another drive-in for J. J. Parker Theatres. It will be located on Highway 101, near Seaside, Ore.

The Federal Communications Commission has approved the acquisition of control of KJR by Theodore R. Gamble, who purchased 87 per cent of the stock of the Mount Rainier Radio and Television Corporation, owner of the station.

St. Louis

In West Plains, Mo., funeral services were held for Dean W. Davis, veteran theatre owner of the Ozarks area of Missouri, who died of a heart ailment. He is survived by his wife, a son, Dean Bill, and a married daughter, who resides in California. He took over a theatre in West Plains, and later built the Davis, 620-seater. He also had the Avenue, 500-seater, at the time of his death. In addition, he had for a brief period owned the Arcade, but it was closed shortly after he took it over. In addition to the Davis and New Avenue here and the Davis and Cameo, Mountain Grove, Mo., and two drive-ins, one here and the other near Mountain Grove, Mo., he also had a partnership interest in the Dupo, Dupo, Ill., and the Maple, Maplewood Park, Ill., with Mr. and Mrs.

Glenn Forristall. For some years, he had a booking and buying arrangement with Bill Williams, Union, Mo., and the Berutt and Wandell theatres, represented by Caesar Berutt, Rolla, Mo.

Already under construction and definitely planned are 25 additional drive-ins, with new ones bobbing up week-to-week. At Casey, Ill., LeRoy Baston and John Kirby, Effingham, Ill., let contracts for a 400-car drive-in to cost about \$75,000 on Route 40 west of Casey. Paul Musser, who owns the Lyric, Casey, is also planning to build a drive-in. Another man also is considering the Casey area for a drive-in. Other spots in Southern Illinois that have drive-ins underway or about to start include Beardstown, McLeansboro, Vienna, Breese, Carlyle, Anna, Belleville, Cobden, and Jonesboro, and another drive-in to serve Mount Carmel Ill., is said to be underway just over the line in Indiana. In St. Louis County and out-state Missouri, 10 or more new drive-ins are in the making for 1953, while in northeastern Kentucky, there will be five new ones if all those announced as planned materialize.

In White Hall, Ill., the management of the Princess, owned by Joe Lyman, offered a reward of \$25 cash for proof of the person or persons who cut up the new seat cushions installed in the theatre.

The Fanchon and Marco-St. Louis Amusement Company changed plans for the opening of "Bwana Devil." Instead of going into the Missouri, as originally announced, it is to open at the Ambassador on Feb. 19.

One of the finest individual theatre efforts on behalf of "The March of Dimes" has been turned in by the Will Rogers. Lou Davis, manager, Miss Oickie Cooper, and the entire theatre staff stopped the show nightly for audience collections, and the theatre staff and the management also made donations. Net result was a total of \$425.87.

Andy Dietz, Co-operative Theatres, will book and buy for the Harrisburg, Harrisburg, Ill., owned by Olin J. Ingram, and the Grand, Benld, Ill., owned and operated by Joe Katz. . . . St. Louis Theatre Supply Company, Arch Hosier, general manager, has the complete line of Wagner Sign Service, Inc., Chicago, Wagner letters.

Out-of-town exhibitors seen included: Yewell Lawrence, Jr., Bloomfield, general manager, Family Drive-In, Dexter, Mo.; Bill Collins, DeSoto, Mo.; Charley Beninati, Carlyle, Ill.; Tony Beninati, Marris, Ill.; Irwin Dubinsky, Lincoln, Neb.; Judge Frank X. Reller, Wentzville, Mo.; Rani Pedrucci, feature booker, Frisina Amusement Company, Springfield, Ill., and Joe Goldfarb, Belleville, Ill.

Leo Parish, Cottage Hills, Ill., is a recent benedict. Also practicing for the "I do" ceremony is Dale Moody, manager, Strand, Tuscola, Ill. April 26 is the date. . . . George Ware, retired 20th-Fox salesman, went to the Jewish Hospital for a check up.

Andy Dietz, Andy Dietz Enterprises, including Co-operative Theatres, went into the Lutheran Hospital for a check up. . . . Harry O'Brien, Harry Kahan Film Service, started his vacation by going to a hospital for a check-up.

Forest Beckham, booker-office manager, Harry Kahan Film Service, was in Mount Vernon, Ill., for the funeral service of his uncle.

A "Brotherhood Week" rally was held at the Missouri. Time was allotted to Gordon Halloran, manager, 20th-Fox, to explain to those present detailed plans for the operation of the Amusement Employees Welfare Fund. . . . The Variety Club discussed plans for the opening of permanent club quarters in the Sheraton Hotel.

Salt Lake City

Suit for \$48,796 against the city was filed by Mr. and Mrs. Leon J. Frickberg and Mr. and Mrs. Russell Everell as a result of the flood which damaged the open airers last year.

In an effort to stop film suits which originate outside of Utah, Bill SB 72 has been introduced into the Utah Senate. This calls for the written consent of heirs for the use of the name or picture of a deceased person for advertising purposes to be applicable only to persons who died domiciled in this state. Recent suits tried and on file here, such as the Jack Donohue case, are the impetus behind this new bill.

"Angel Face" had its world premiere at the Centre, and, as a kickoff, "Miss Angel Face" toured the downtown area. She appeared each day at different times and places, until she was identified, at which time the lucky spotter was eligible to a cash prize of \$250 as a reward for his or her detecting.

The Lyric ran the Stereo-Techniques show. Five pictures are shown.

When Tom Bailey was in the Lippert office of which he is franchise holder, he reduced his staff, leaving only Miss Louise Imai in charge. . . . MGM has two new booking clerks, Miss Betty Smith and Miss Phyliss Bennion. . . . Charles Greenland, MGM booker, completed two years service in the army, and returned to work.

U-I's "Gunsmoke," starring Audie Murphy, Susan Cabot, and Paul Kelly, had a gala world premiere at the Civic Center, Great Falls, Mont., followed by a series of territorial openings. In connection with the premiere and the key city release of the picture, Murphy, Miss Cabot, and Renate Hoy and Jesse White, featured in the picture, are touring a dozen cities to aid in the promotion. Great Falls is the home town of Norman A. Fox, author of the novel, "Roughshod," upon which "Gunsmoke" is based.

A bill in the state legislature which would have forced all theatres and other places of recreation in Utah to close on

Sundays was defeated in the House. There is a bill in the Senate, barring certain Sunday activities, but exempting places of recreation, including theatres, awaiting a public hearing.

San Antonio

Curtis Short, formerly at the Texas, moved over to the Majestic to replace the vacancy left by Richard Vaughn, made assistant manager, Aztec. . . . Mrs. Muriel Wolfe has been named manager, Arts, owned by the Southern Theatres Company. . . . Ralph Vernium, formerly on the staff of the Palace, joined the U. S. Marine Corps. . . . Earl J. Tinsman, owner, Ritz, has a new policy in which he will present a series of Negro stage shows.

Conely G. Cox, former manager, Trail Drive-In, has been transferred to Dallas to assist in the booking operations of the Claude Ezell and Associates Drive-In Theatres. Succeeding Cox is Dan Goodwin, manager, Fredericksburg, Tex., Drive-In. Goodwin, in turn, is succeeded by Frank Whisenant, former manager, Surf Drive-In, Port Arthur, Tex. . . . W. T. Yett, owner, Roxy Drive-In, announced that he plans to reopen the drive-in by mid-February.

Eph Charninsky, head, Southern Theatres Company, spoke at the fifth annual managers and partners convention of Ezell and Associates at Galveston, Tex. . . . Pete Stoillis, owner, and Panis Veliskos, manager, Venus, Victoria, Tex., were in. . . . Robert Gallegos closed the Hut, Floresville, Tex.

Six suits and a cross complaint for each between the majors and Eddie Joseph, Austin, Tex., were continued until next term in federal court, Austin, Tex. The continuance came when attorney John Cofer, representing Joseph, explained to Federal Judge Ben H. Rice, Jr., that he and attorneys for the motion picture studios are preparing a consolidation of the suits so that they can be tried as one case.

C. C. Coleman, owner, Queen, Pilot Point, Tex., died. . . . Ozro Mills, 36, manager, Fain, Woodville, Tex., died. He had been manager, Fain, for seven years.

Claude C. Ezell, president, Ezell and Associates, announced at the convention that the circuit will be expanded.

R. E. Rushing, Monahans, Tex., filed a \$315,000 anti-trust suit against seven majors and Theatre Enterprises, Inc., operating two theatres in Monahans. Defendants named in addition to Theatre Enterprise, Inc., were Metro, Warners, 20th-Fox, Republic, United Artists, U-I, and Columbia.

Johnny Bell, formerly a staff member on the Majestic, is now with the navy. . . . Downtown first-runs raised their admission prices for children from nine cents to 25 cents. . . . The Alameda, National, and Guadalupe, operated by the Zaragosa Amusement Company, are using a heavy spot series on KEXX, Spanish language radio station.

San Francisco

Manager W. W. Bell, 750-car Palo Alto Drive-In, Palo Alto, Cal., is offering a reward of \$50 for information leading to the arrest and conviction of anyone taking a speaker from the theatre. When the license number of the offender is given, the theatre management does the rest. . . . A negotiating committee representing distribution was expected in to meet with IATSE members of the exchanges. . . . Art Bowen, 430-seat Carson, Carson City, Nev., purchased new Heywood-Wakefield theatre chairs from B. F. Shearer Company. . . . Alx Cooperman, west coast manager, IFE, was in for "Anna," St. Francis. . . . George A. Hickey, MGM west coast sales manager, and W. B. Zoellner, in charge of news and short subjects, were in. . . . Verla Manning, Columbia, resigned. . . . Managerial changes include the promotion of Douglas Reed from assistant, Alexandria, to manager, Balboa. Al Ross, on leave of absence, returned to San Francisco Theatres, Inc., to replace Reed at the Alexandria.

Favorite is now distributing "Fame and the Devil," "Hell is Sold Out," and "The Spider and the Fly." . . . Clea Bush, formerly of Lippert, is now in the billing department of Favorite. . . . Mildred Ross, new industryite, is the new stenographer at Favorite. . . . Louise Olds, executive offices, Loew's Warfield, has had her first story published, "Blue Kimono," in the February issue of World Youth magazine. . . . Delphine Vigil, formerly of MGM and U-I, replaced Shirley Ross in the booking department of Blumenfeld Theatres. Patricia Hightower took over Miss Vigil's work at U-I. . . . Walter Peeney was promoted from the shipping room of U-I to assistant booker. . . . Jack Erickson, manager, 20th-Fox, returned from two weeks at Palm Springs, Cal. . . . Visitors were Burt Henson, Al Stanford, J. E. Friedrich, and M. W. Bouldin.

Mark Alling, manager, and Bill Blake, publicist, Golden Gate, held special screenings on "April In Paris" for the City of Paris department store, for disc jockeys, and for members of the French Consulate. A big electric shadow box sign had a series of panel blowups of romantic scenes from the picture, in color, transparent and lighted from behind. Air France and other local overseas travel agencies supplied some Paris travel posters for the lobby. Disc jockeys gave music from the film a good play. While Marge Trumbull showed scenes from the film on her "Exclusively Yours," KRON-TV program.

Seattle

Articles of incorporation were filed with the Secretary of State by Enterprise Theatre Corporation, Walla Walla, Wash., by Fay Honey, F. T. Churchman, and James Leavy.

Evergreen Theatres will install the new Polarama screens in many of its houses in Washington and Oregon, including the Paramount, 5th Avenue, and the Coliseum, here. The new screens, representing a \$100,000 expenditure by National Theatres, permit a sharper and brighter reflection of conventional

color films. William H. Thedford, executive vice-president, Evergreen, described the new Polarama screen as a form of plastic which is coated with a metallic substance.

Jack J. Engerman, Lippert, returned from an eastern trip. . . . Allied Artists' salesman Bob Walker was in the eastern part of the state. . . . Buck Smith, Smith Enterprises, is now doing the booking and buying for the new 250 seat Cozy, Toledo, Wash., owned by Perry Bowers. . . . "Bwana Devil" opens at the Paramount on March 4. . . . Frank Newman, Sr., was enjoying a winter vacation in Palm Springs, Cal. . . . The Women's Symphony Association rented the Paramount for the presentation of the Oscar Levant show. . . . Oscar Chiniquy, National Theatre Supply branch manager, and salesman Harry Plunkett were in Portland. . . . D. C. Johnson sold his Atlas. . . . Dave Dunkle, Eastern Washington salesman for Paramount, was in town lending a hand while seeking a booker replacement. . . . Max Bercutt, Warner exploitation man, was in working on "The Jazz Singer." . . . Henry Hausteine, Paramount branch manager, attended a convention in New York. . . . Among the exploiteers, Sammy Siegel, Columbia, visited Salt Lake City; Allen Wieder, MGM, returned from Southern Oregon, and Earl Keat, United Artists, was in Portland working on "Babes of Bagdad." Also in Portland were Freddie Danz, Jr., and Doug Forbes, Hamrick. . . . Henry Herbel, Warner district manager, Los Angeles, was in. . . . Miriam Dicky left for Alaska. . . . R. A. Garnder opened the Lido, formerly the Lyric, Mount Vernon, Wash. . . . The new Lyric, formerly the Mission, was opened by Snow and Pallock.

State visitors included: Howard McGhee, Midstate Amusement, Walla Walla; Mike Powers, 20th-Fox salesman, Spokane; Ed Johnson, Garland and West End, Spokane; Jerry Divis, Rio, Brewster; Max Hadfield, Colville and Chewelah; Harry Newman, former owner, Liberty, Lynden, and Lloyd Honey, Starlight, Sunnyside.

"Bwana Devil" will be shown here starting on March 4 at the Paramount. William Thedford, Evergreen Theatres' executive vice-president, made the announcement.

William B. Zoellner, MGM, head of short subjects, and George A. Hickey, western division manager, were in conferring with Sam Davis, manager. . . . Barney Rose, U-I district manager, San Francisco, was in for a conference with branch manager Arthur Greenfield and Portland branch manager Ernie Piro. . . . Barbara Roetzler is the new picture report clerk at Paramount, replacing Betty Shadoen. . . . Chris Poulsen returned to Anchorage, Alaska, after several days in town. . . . In from Mid-State Amusement were John Doerr and Pete Penagoes, from Chicago, and Ed Hickey and Howard McGhee, from Walla Walla, Wash. . . . Clarence McFarland, Sterling advertising director, returned from a trip to Denver. . . . Grover Hendricks is the new manager, Sterling's Beacon.

NEWS OF THE

Territory

BRANCHES
Cincinnati

City Council rejected an appeal by theatre operators to repeal the city's three per cent admissions tax. Council members said they sympathized with the hard-pressed theatres, but they couldn't see their way clear to forego the \$240,000 yearly income from the tax, \$100,000 of which is paid by film houses.

There was considerable local interest in the transfer of Harry K. McWilliams from exploitation manager for Columbia to director of advertising and public relations, Screen Gems, Inc. For several years, McWilliams also has served as publicity director for the Cincinnati Summer Opera, commuting by air between New York and this city.

The population of Maysville, Ky., was doubled for the premiere of Paramount's "The Stars Are Singing," with native Rosemary Clooney present for the occasion. The following day, she made four personal appearances at the Albee, when the film had its local premiere.

Business trips were made by Philip Fox, Columbia branch manager, to Pittsburgh for a company district meeting; William A. Meier, Paramount branch manager, to New York City; Vance Schwartz, Distinctive president, to Philadelphia and Pittsburgh; Milton Gurian, Allied Artists branch manager, and Jay Goldberg, Realart branch manager, to Springfield, O.; George H. Kirby, Republic branch manager, to Columbus, O., and William Blum, U-I branch manager, to Springfield and Columbus, O.

Tolerance was stressed at a "Brotherhood Week" meeting at the Imperial. E. M. Booth, MGM branch manager, chairman, presided, and speakers included John J. Maloney, MGM division manager, Pittsburgh; Malcolm Chandler, regional director, National Conference of Christians and Jews, and Joseph Alexander, RKO publicity. Preceding the talks, "The Hoaxsters" was shown to the large audience.

Ada Brown is a new MGM receptionist. . . . Mitchell Blanchshleger, UA salesman, has been transferred from the Kentucky to the Columbus, O., territory. . . . Etta Kuhlman, secretary to Robert H. Dunbar, Warner branch manager, was recovering from the flu. . . . Jessie Smith, 20th-Fox boxoffice clerk, was in a serious condition as the result of an automobile accident in which her companion was killed.

The downtown Shubert, dark for several years, is expected to house a professional stock company next season.

Exhibitors in were: Harry Pierce, Newark, O.; Mrs. Brent McCoy, Wil-



Carl Shallit, central division manager; Louis Weinberg, home office executive, and M. Zimmerman, Detroit, attended the recent Columbia Chicago meetings to discuss sales policy on "Salome."

ington, O.; Dick Meyers, Chillicothe, O.; Hank Davidson, Lynchburg, O.; A. R. Holland, Jeffersonville, O.; Carl Heagle, Fort Recovery, O.; James Herb, Dayton, O.; Marvin Junk, Sharonville, O.; Mrs. Emma Boedeker, Zanesville, O.; Malcolm Low, Parkersburg, W. Va.; Ross Filson and W. H. Bulmen, Point Pleasant, W. Va.; E. T. Denton, Owingsville, Ky.; George Marshall, Danville, Ky.; John D. Kennedy, Stanton, Ky.; Ralph McClanahan, Irwin, Ky., and James B. Howe, Carrollton, Ky.

Price Coomer purchased the Park, Middleboro, Ky., from Don Reda. . . . TOC is booking and buying for the Powellton, Powellton, W. Va., owned by Tony Ricardi, and for the Davis Drive-In, Stanford, Ky., owned by H. C. Davis. . . . Tri-State Booking Service now has the account for the Nelson Theatre Circuit, of which Nelson Ward, Lexington, Ky., is the owner.

John Kallmeyer, former U-I booker and now in service, visited Film Row while here on a furlough before going to Germany. Also in town were Richard Harper and Ray Smith, Shea Circuit office, New York.

Exhibitors in West Virginia are being treated to a welcome sight. Pete Niland, popular UA salesman in that territory, has a new Chevrolet.

One of Film Row's most popular personages, H. George Fetick, 51, independent film distributor, died. His wife had passed away two weeks earlier. Other recent deaths were Louis Tunick, father of Eugene Tunick, president, Tunick Releasing Company, Inc., and the grandmother of Jane Everett, secretary to William Bein, National Screen Service division manager.

Theatre Equipment Company, Toledo, O., opened an office and supply outlet here to be known as Theatre Equipment Company of Cincinnati, at 1714 Logan Street, with Orville C. Wells in charge. Wells has had many years of experience in sound engineering and drive-in theatre construction, and was previously employed by National Theatre Supply Company, Chicago, and United Theatre Supply, Miami, Fla. He has moved here from Miami with his wife and two small

children, and is residing on Salem Road. The new Theatre Equipment Company office will be stocked with Century projection equipment, Strong arc lamps and rectifiers, Eprad speakers, as well as all nationally known supplies, such as National Carbons, etc. Equipment for projecting 3-D pictures will be also stocked at the new office.

Cleveland

Suzan Ball, U-I star; Frank Westmore, studio make-up expert and Lieutenant Harry Rieseberg, authority on diving and author of the original story, arrived from Hollywood to start a tour of key and sub-key cities in three different territorial areas in connection with the release of "City Beneath the Sea." Miss Ball, Westmore, and Lieutenant Rieseberg visited Warren, Youngstown, Canton, Akron, Lima, Toledo, Mansfield, Steubenville, Massillon, and Lorain, all in Ohio, to aid in the advance promotion. They then went to Detroit to aid in the opening, followed by a tour of Michigan towns including Jackson, Flint, Battle Creek, Ann Arbor, Bay City, Lansing, Muskegon, Saginaw, Kalamazoo, and Grand Rapids.

Jerry Whitesell is severing a 15-year affiliation with MGM to go into the TV business with his brother in Greenville, O. During his association with MGM, he had been promoted from shipper up to city booker. The industry will honor him with a farewell dinner party on Feb. 16 in the Hickory Grill. Tickets for the affair may be purchased from MGM's Dorsey Brown or Mollye Davis.

Jack O'Connell, Toledo, O., who took a stand against a city admission tax in Paulding, O., where he owns the Paulding, only one in the town, by closing, paid up four months back taxes of \$504.02, and was just sitting tight to see what City Council does about the tax. He says he will not reopen the house until the tax, which he claims is discriminatory, is removed.

In about two years, when insurance can be assured that only acetate film is used in motion picture theatres, theatre insurance rates will be reduced, according to a late bulletin issued by Bob Wile, secretary, Independent Theatres of Ohio.

Larry Shafer, projectionist and secretary, One-Sixty Bowling League, has a personal interest in "Stars and Stripes Forever" because back on Oct. 20, 1923, the Cleveland Shrine Band of which he was a member was invited to play with Sousa's Band in the Public Auditorium.

Max Mink, manager, RKO Palace, made a neat tieup with The Press to promote "The Four Poster." He admitted free of charge couples whose names appeared in The Press marriage license columns during the run, provided they presented a copy of The Press with their names and personal identification.

"Bwana Devil" played to 69,843 people in its opening week at the Allen. Prices are 85 cents to 1 p.m., \$1 from 1 p.m. to 5 p.m., and \$1.25 thereafter.

The mother of Mae Friedman, Washington Circuit, Mrs. Sadie Epstein, died. She had been in poor health. . . . Edward Raab, according to rumor, is negotiating with WAKK for the sale of his Copey, Akron, O. For the past six months, the theatre has been leased to a church. . . . Anne Gusdanovic Busher, who operates the Gusdanovic theatres for her father, was ill at Hanna House of University Hospital.

Herbert Ochs, owner and operator of Canadian and United States drive-ins, will build a new one in Trenton, Ontario, provided his request for a building permit is granted. Ochs, who distributes the Glenray Hot Dog machine in Canada, has also acquired for Canadian distribution the chocolate drink, Toddy, made by the Wander Company, Chicago. As soon as all details are completed, he and Mrs. Ochs are leaving for a Florida vacation.

Frank Arena, manager, Ohio, loaned his spacious lobby to the Photographers Association for its annual exhibition, the fourth annual exhibition and the third held in the Ohio lobby.

Theatre Equipment Company, Toledo, O., which has opened an office in Cincinnati, also revealed that it is moving to a new location in Toledo to take care of expansion. It will be located at 1206 Cherry Street, with the phone number the same, ADams 8107.

Joe Longo, RKO publicity representative, in spite of a flu attack held a series of special screenings of "The Hoaxsters." . . . Robert Blitz, Warner salesman, announced the birth of a son with a broad smile. The reason is that he already has three daughters. The boy is named Francis Blitz. . . . The wife of Jim Edwards, partner of Paul Sholtz in Argus, Inc., is in Doctors' Hospital in an effort to diagnose an illness that has baffled the doctors for a year. . . . J. J. Maloney, Loew's division manager, was in.

Bob Handler, now in the chemical business, and his wife leave the end of the month for a six-week automobile tour of the west coast. . . . Other travelers are George Foley, of the two theatres in Montpelier, O., and his wife, and the Frank Slaviks, with theatres in Middlefield, Tiltonsville, and Rittman, all in Ohio.

The flu epidemic has not closed any theatres so far. . . . The Ohio, Cuyahoga Falls, O., now operated under M. B. Horwitz' Washington Circuit banner, is making an outstanding contribution to "Brotherhood Week." The theatre will present "Cry The Beloved Country" as its feature attraction for the week starting on Feb. 13. The engagement is sponsored by the Brotherhood Council of Race Relations. The organization is selling tickets at \$1, turning 65 cents over to the theatre and retaining 35 cents. Thousands of letters were mailed throughout the area by the theatre heads, and the engagement was given wide publicity. . . . Paramount branch manager Harry Buxbaum attended a com-

pany meeting in New York. . . . Vince Aldert, manager, Avon Lake, stimulated a Saturday matinee by giving away a 12-inch model jet plane to every youngster who bought a ticket. . . . For a thin dime, manager Sam Fritz built a lobby display in the Hilliard Square that brought people in to see "It Grows On Trees." The dime was spent to buy a package of stage paper money. He fastened the money to the limbs of a tree that he chopped down, and hauled in his car to the theatre.

Subscription television is just around the corner, Dr. Millard C. Faught, public policy consultant, told members of the Cleveland City Club. . . . Toledo, O., has made plans to participate in Ohio's sequicentennial celebration by presenting a professional stage show depicting the historical importance and developments of the Toledo area. The show will take place on the Toledo Zoo grounds. The Commission of Lucas County, with theatre owner Marvin Harris as executive director, is establishing headquarters in the Commodore Perry Hotel.

David Rosenthal has been appointed branch manager, United Artists, it was announced by B. G. Kranze, general sales manager. Rosenthal, who began his motion picture industry career with National Screen Service in 1937, has been associated with Columbia, PRC, Eagle-Lion, and 20th-Fox during the past 15 years.

Detroit

U-I will, for the first time, combine the use of TV, radio, and newspapers for a three-way territorial saturation ad campaign on "City Beneath The Sea," Palace.

Jack Smukler, Beneral, became the proud father of a son, Dwight Jack.

Twentieth-Fox star Marilyn Monroe, currently appearing in "Niagara," has been named the "New Face of 1952" in the annual poll conducted by The Detroit Free Press.

Piper Laurie, co-starred in U-I's "The Mississippi Gambler," was in to aid in advance promotion.

Ellis Arnall, president, SIMPP, announced in New York that the organization will push for an early trial of the \$8,750,000 anti-trust action filed on Aug. 24, 1948, in federal court against United Detroit Theatres, then owned by Paramount, and the Cooperative Theatres of Detroit. He said plans to that end were formulated at conferences participated in by Gunther Lessing, chairman, society's executive committee; Joseph L. Alioto, chief counsel, and himself.

Detroit's premiere of Cinerama at the Music Hall has been announced for March 23. "As the first city outside New York to have Cinerama, Detroit will also see many improvements," said Joseph Kaufman, director of exhibition for Cinerama. "Since the New York opening some months ago, we have an improved

print," he said. "Until December, we were showing a working print. There will also be an improved quality of projection, and the screen curve has been corrected. The machine itself has been improved to run for an hour with a 7,000-foot reel." No other theatre in Michigan will show Cinerama for at least two years, according to Kaufman. Detroit projectionists will be sent to New York for special training before the local premiere. The present schedule calls for 14 performances weekly. Ticket prices for the production, known as "This is Cinerama," will range from \$2.80 top to \$1, depending upon the performance and seat location. In Detroit with Kaufman is Cliff Giesseman, associated with the Michigan 10 years ago. He will be in charge of west coast exhibition as an assistant to Kaufman. Zeb Epstein is already supervising the Music Hall installation.

Services for Gustave W. Funk, president, Great Lakes Theatre Company, were held. Funk, 75, died in New Grace Hospital. He is survived by his wife, three sons, and a daughter.

Mike Rose, Madison, had quite a situation at his theatre the other day. A dignified middle-aged woman came in, and absolutely refused to wear the polaroid glasses which make "Bwana Devil" into a third-dimensional picture for the viewers. Said the woman impatiently: "I've never worn glasses, and I'm not going to start now. I can see all right." Rose tried to explain. She would have none of it, just said she was the one who'd paid to get in, and would go in equipped only with her own eyes. She sat through the whole show, too, came out, head high, and ignored Rose completely as she passed him.

Movie theatres in North Detroit received letters of commendation and thanks from Inspector Gilbert Shelby, Detroit Police Department, for their part in helping prevent traffic accidents last year. Inspector Shelby told the managers and owners that they had contributed importantly to the prevention of traffic accidents by showing trailers dealing with traffic problems. "Last year's record was an outstanding one," Inspector Shelby said. "Detroit showed a 15 per cent reduction in the number of fatalities recorded in the previous year. This is a notable improvement, and one the theatres can justifiably feel they helped accomplish."

The sound apparatus and 80-foot high screen of the East Side Drive-In were destroyed by flames which took firemen several hours to fight. The theatre, owned by California interests, has been closed since October. . . . Detroit's well-known "Gold Dust Twins," Irving and Adolph Goldberg, Community Theatres, are planning a European trip. . . . Jack Zide, Allied Film Exchange, has negotiated a transaction with Harold Wiesen-thal for distribution of Arthur Davis films in Michigan. This will include chiefly art and foreign films, including "Beauty and the Devil" and "Father's Dilemma."

Indianapolis

Robert Shrader, salesman in the southern district and Kentucky for Warners, had an operation performed at Morton Infirmary, Louisville, Ky., and was reported doing well. . . . Joe Cantor, Cantor Amusements, returned from Cuba. . . . Influenza in Indiana and Indianapolis was on the rampage. In many sections of the state, schools closed. The condition cut public gatherings, and theatre attendance has fallen off.

James Boyle, U-I exploiteer, was in working on "The Mississippi Gambler." . . . Al Borkenstein, Wells, Fort Wayne, Ind., had the pleasure of meeting Julie Adams, star, at the U-I exchange.

Carol Garrison succeeds Mary L. Hittle as bookers' stenographer at RKO. . . . Frank Warren, U-I salesman, recovered from an attack of influenza, and returned to work. . . . The Regent, a 600-seater in downtown Indianapolis, closed. Arthur Baker will convert the house into business rooms.

Robert Johnson, assistant shipper, 20th-Fox, resigned, succeeded by P. Henley. . . . Ellen Emmel, bookers' clerk, 20th-Fox, resigned. . . . Earl Bell acquired the Maywood Drive-In, Maywood, Ind. . . . William Passen replevined his Amusu, Jasonville, Ind. Clay Gurnett leased the theatre for a short period.

Matt Scheidler, Scheidler Circuit, Hartford City, Ind., is the proud grandfather of a baby girl, Christene Marie, seven pounds, nine ounces. Mrs. John Metallic, his daughter, is the proud mother.

Exhibitors seen on Film Row were: George Reef, Hippodrome, Sheridan, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; J. F. Griffis, Boswell, Boswell, Ind., and Robert L. Hudson, Hudson Circuit, Richmond, Ind.

Allied Theatre Owners of Indiana held a successful luncheon and meeting at the Van Orman Hotel, with the affair attended by 42 members from North-eastern Indiana, joined by eight neighboring theatre owners from over the Ohio border. Al Borkenstein presided at the session with the collaboration of Ted Mendelssohn. Industry topics thrashed out were arbitration, pre-release pictures, the Caravan, blind checking, drive-ins, advanced price pictures, and early buying. In connection with the latter, it was suggested that "if you are not buying against time, you will probably find that you can make more equitable deals with greater ease by waiting until a little nearer your availability and after the distributor's initial enthusiasm has cooled off a little." In connection with daylight saving time, it was said that a bill has been introduced in the Indiana House which would make it unlawful for any business in the state to operate on any time other than Central Standard Time. The purpose of this bill is to put

some teeth into the enforcement of a present law which makes Central Time the only official time. "If you feel that a strict adherence to Central Time would be to your interest, then contact your legislator, find out his position, and give him yours."

One of the midwest's biggest tieups for a motion picture opening with an important radio and newspaper event was climaxed with the first showing of Paramount's "The Stars Are Singing" at the Circle. The tieup was with the second annual Indianapolis disc jockey talent search conducted by The Indianapolis Times under arrangements made by Walter Wolverton, manager, Circle; David Friedman, Paramount midwest representative; Art Wright, promotion manager, The Times, and Ward Glenn, WIRE, representing the five Indianapolis radio stations. Each of 15 Indianapolis deejays searched diligently for a month for "Miss Disc Jockey of 1953," who was selected on the Circle stage on the basis of audience applause. Prizes were a radio set and Columbia records of Rosemary Clooney, star of "The Stars Are Singing."

Pittsburgh

Robert M. Kimellman, booking manager, Cooperative Theatre Service, was appointed chairman, motion picture and associated group, downtown division, 1953 Red Cross Fund campaign in Allegheny County, by Hugo T. Wilder, division chairman. Kimellman is responsible for soliciting contributions from personnel in the motion picture industry and associated groups.

The publicity and smash business being done by third dimensional films was having an electrifying effect on many exhibitors. A defeatist attitude has turned to one of optimism and hope.

National Screen Service is readying an Easter egg hunt promotion in addition to a new profitable tiein gimmick involving a merchant promotion. . . . Eight NATO service women, five of them from Europe, were in to spread good will for that organization, and help spur WAC enlistments. At the same time, they did some exploitation work for "Never Wave At a Wac."

John McGreevey was named chairman, Variety Club Shows for Shut-ins Committee. He is buyer and booker, Harris Circuit.

George Eby, veteran Variety Clubs International officer and former comptroller for the Harris interests, now in his own business, spoke to the Brentwood Kiwanians on Variety Club charities.

"Because of Eve" wound up a successful eight-week run at the Art Cinema, and then was transferred to the Roosevelt, in the city's Negro district, for a week's run. The theatre usually plays pictures on a three-changes-a-week basis.

All of Film Row was surprised at the sudden resignation of Jack Kahn, head,

Warner Circuit advertising, publicity, and exploitation departments, effective on March 1. He is joining the Dubin-Feldman ad agency as a vice-president. Feldman resigned from the same circuit last year to become a partner in the agency.

The Fulton previewed "Niagara." . . . Margaret McGeever has been named president, MGM Pep Club, replacing Mercy Braaf, who headed the organization for three years.

Danny McKenna, Warner Theatres' publicity department, and Lou Sisk, Modart, reported for duty with Uncle Sam. . . . Larry Brozwick resigned as assistant manager, Ritz, to try the venetian blind business. . . . M. A. Silver and the Warner gang hosted the regular Friday night family affair at the Variety Club. . . . Sam Galanty, Columbia district manager, was a visitor, coming in from Washington, D. C., for conferences with branch manager Jack Judd and managers from three other exchange cities.

A representative from "Cinerama" was in endeavoring to lease one of the downtown theatres. The company plans to take over the theatre, and do the installation itself. However, it is understood that he left town without setting a deal. The next spot to get Cinerama is Detroit, which will have its installation completed some time in March.

When a northern Pennsylvania theatre was robbed, the picture was "Everything I Have Is Yours."

Morton Silverman, son of RKO branch manager Dave Silverman, and Iris Vertman, a school teacher, plan to be married in August. Young Silverman graduates from Duquesne University in June, at which time he goes into the army for a stretch after being made a second lieutenant in the ROTC.

"Mom and Dad," which had its first-run in East Liberty's Cameraphone, normally a subsequent-run house, had already played four weeks in the theatre. . . . New employees in the Warner Theatres booking department are Elizabeth Brown, Mary Kavacik, and Melonie Radsalu. Dolores Bartok is a new face in the contact department.

Dave Kimelman returned from a week-long meeting of Paramount's district and branch managers in New York. . . . Zippy Silverman, son of RKO branch manager Dave Silverman and a student booker at Warners, was in the hospital for treatment of a stomach ailment.

The town of Mount Lebanon, Pa., would like to buy the Dennis, in the heart of the town's business section, to use as a parking lot. It is operated by the Harris Circuit, which has another in the district, the South Hills.

Theatre owners of New Kensington, Pa., have appealed to the city fathers to repeal the local 10 per cent amusement tax. . . . Rudy Navari, Eastwood, has been elected vice-president, Penn Township Chamber of Commerce.

Kentucky Louisville

William L. Blankenbaker, chief book-keeper and auditor, Falls City Theatre Equipment Company, for the past 10 years, retired. Moving up into the spot vacated by Blankenbaker is Joseph A. McHugh, an understudy for approximately six months. Coming in to fill the job vacated by McHugh is Harold V. Davis, Dallas.

"The March of Dimes" campaign chairman Judge John Darnell announced that he had been informed by Gene Lutes, manager, Chakeres Theatres, Kentucky, that these theatres would give a special show, the benefits from which would be turned over to "The March of Dimes" campaign in Kentucky.

The initial meeting of the convention committee of the Kentucky Association of Theatre Owners was held at the Pendennis Club. The date of the annual KATO convention has been set for March 25 and 26 at the Brown Hotel.

James E. Thompson, manager, Sunset Drive-In, Bowling Green, Ky., stopped over for a visit. He is now handling executive duties for the Warren Enterprises in Bowling Green.

Sam Thompson, manager, Lyric, Guthrie, Ky., is the proud father of a new daughter.

Out-of-town exhibitors seen included: Louis Baker, Star, West Point, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; George Lindsay, Lindsay, Brownsville, Ky.; George Williamson, Griffith, LaGrange, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Don Robinson, Shepherd, Shepherdsville, Ky., and Don Steinkamp, French Lick Amusement Company, French Lick, Ind.

A. B. McCoy, manager, East Drive-In, closed for the season, is spending a vacation at Fort Lauderdale, Fla. . . . The downtown Brown, managed by John C. Phelps, is inaugurating a tentative semi-art picture policy. Heretofore, most of the so-called art films have been run either at the Scoop or the Crescent. Both the Scoop and Crescent have been closed.

Joseph S. Ornstein, brother of E. L. Ornstein, head, E. L. Ornstein Theatres, Marengo, Ind., died suddenly. . . . Three-dimensional films will be initiated at the Mary Anderson, with April 23 as the date for the first full length feature. C. R. Buechel, manager, said equipment will be installed for use of both Natural-Vision films and other type films. Both processes require the use of polaroid glasses. "House of Wax" is scheduled as the first three-dimensional film at the Mary Anderson.

Loew's was accused in Municipal Court of violating the city's smoke ordinance. The theatre was also charged with six violations last year.

Maysville

A glittering coronation took place when Rosemary Clooney was crowned "Queen of Song" prior to the world premiere of her first motion picture, Paramount's "The Stars Are Singing," at Schine's Russell. Wayne Bell, WFTM, Maysville, presided at this ceremony. The events marking "Rosemary Clooney Day" began with the star's arrival from Cincinnati at the head of a 20-car motorcade escorted by Ohio state motorcycle police. The passengers included 25 of the mid-west's top newspapermen, radio personalities, television commentators, and disc jockeys. Upon her arrival in town, she was escorted to a local tobacco warehouse to auction off the first bushel of leaf in the Maysville Junior Chamber of Commerce's annual auction for the benefit of "The March of Dimes." Immediately thereafter, a parade of college and high school bands and drill units formed, joined by floats entered by various industries. The parade passed through the city, and arrived at the site of the dedication of Rosemary Clooney Street. With Mayor Rebekeh Hord officiating, Miss Clooney completed the dedication by breaking against a new street signpost a bottle of Kentucky limewater. Maysville also honored its famous native daughter by lavishing her with gifts. A special press-radio party followed. The coronation was covered with a saturation of radio and TV penetration.

Ohio Columbus

Clyde Moore, editorial page columnist, The Ohio State Journal, has been appointed theatre editor. Ken Baker, acting theatre editor, resigned to join the department of information, Ohio Fuel Gas Company.

Mrs. Mary McGavran Koebel, former theatre editor, The Ohio State Journal, substituted for Mrs. Virginia Trannett, publicity representative, Hartman, while the latter convalesced after an automobile accident.

Mr. and Mrs. Albert Sugarman tendered a birthday dinner for their son, Charles, H. and S. Theatres, during the latter's Miami, Fla., vacation. . . . Samuel T. Wilson, theatre editor, The Dispatch, was absent because of the flu.

Mayor Robert T. Oestreicher appointed Harry Ludwig, president, Neil House, acting off-street parking commissioner.

The federal admissions tax is becoming "paralyzing," said Congressman John Vorys, Republican, in his appearance on Columbus Town Meeting.

Dudley Lacey, assistant manager, Capitol, Frankfort, Ky., has been appointed assistant, Loew's Ohio. Lacey served four years in the army, including 15 months in Korea.

George Halliday, Loew's Ohio, one of the two charter members of Local 386, was given a traveling bag at a testimonial dinner. Halliday and Fred Hartwick, also a projectionist at Loew's Ohio,

have been members of the local for the past 34 years.

The Ohio Pastors Convention, attended by 1300 Protestant clergymen, passed a resolution asking continuance of present statewide film censorship, and sought "some method" of censoring television. . . . Ed Lurie, United Artists representative, was here in advance of "Moulin Rouge."

The State Supreme Court may rule on the constitutionality of film censorship in a decision on the appeal of the state censor board ban on "M" and "Native Son" following hearings here. Ephraim London, counsel, Classic Pictures, producer of "Native Son," argued that the state has no power to censor films, citing the recent U. S. Supreme Court decisions. Similar arguments were advanced by John Harlor and Harry Wright, attorneys, Superior Films, producer of "M". Assistant Attorney General Gwynne Myers represented the state. The court gave no indication when a decision will be made.

Defiance

Repeal of this city's admission tax was effective on Jan. 31. Elmer DeWitt, city manager, Mallers Brothers Circuit, was a leader in the fight to repeal the tax.

Lancaster

Repeal of Lancaster's three per cent admission tax became effective on Feb. 1, following passage of the repeal ordinance.

Paulding

Jack O'Connell, Paulding, announced that he was closing his local theatre in protest against the city's three per cent admissions tax. O'Connell said it will stay closed until the tax is repealed.

Wilmington

The Kroger Babb organization announce removal of executive offices to 9100 Sunset Boulevard, Hollywood.

Zanesville

The 80-year-old Schultz Opera House block is being razed to make way for a new two-story brick building.

Pennsylvania Altoona

The Gable Department Store's new television station, scheduled to go on the air on March 1, is causing speculation among exhibitors in a 50-mile radius from this city. The store also owns the best radio station in town. Some theatre men feel that the mountains in this area may cause poor reception. However, TV salesmen are out by the score selling sets in large volume.

Brockway

Joe Kosco, owner of the only theatre in town, moved into his new home in Brockport, Pa. Innovations in his place are many, and, according to those who have been inside, the place must be seen to be appreciated.

NEWS OF THE

Territory

Boston
Crosstown

Norman Glassman, appointed general chairman, 1953 National Allied convention, to be held here from Oct. 3-7, appointed his working committee. Ray Feeley, executive secretary, Independent Exhibitors, Inc., of New England, Allied unit, has been named committee coordinator. The following committee chairmen have been appointed: registration: Melvin Safner; attendance: Leonard Goldberg and Al Lourie; year book solicitation: Nathan Yamins, Julian Rifkin and Edward Redstone; year book printing: Leslie Bendslev; women's committee: Mrs. Dorrys Glassman; hotel arrangements: Norman Glassman; convention program and meetings: Irving Isaacs; special events: Edward Lider, Ted Rosenblatt, and Meyer Stanzler; entertainment: Arthur Howard and Walter Mitchell; publicity: James Guarino, and transportation: Herbert Brown. Chairman Glassman has asked these committee chairmen to select their own working committees to tie in with every Allied unit throughout the country.

"Bwana Devil" broke a house record on the opening day of its engagement at the Metropolitan.

Ray Feeley, executive secretary, Independent Exhibitors, Inc., of New England, has been named chairman for the theatre and entertainment group for the 1953 Red Cross drive for Greater Boston. He was appointed by general chairman Richard A. Berenson, drive-in owner.

Nat Buchman, head, American Theatres Service Company, was one of the chief speakers at the regional conference of the National Association of Popcorn Manufacturers at the Hotel New Yorker, New York. Michael Redstone, Redstone Drive-In Theatres, was asked to speak, but he was vacationing in Florida.



Seen at the recent Columbia meeting in Chicago to discuss sales and advertising for "Salome" were, seated, left to right, W. Silverman, New Haven branch manager; P. Fox, Cincinnati branch manager; B. Lourie, Chicago branch manager, and I. H. Rogovin, New England division manager, and standing, Joseph E. McConville, assistant supervisor for Latin America; Louis Astor, home office sales executive; Joseph A. McConville, president, Columbia International, and A. Montague, Columbia vice-president and general sales manager.

UA's "Moulin Rouge" is to play Loew's State and Orpheum starting on Feb. 26, according to Charles E. Kurtzman, northeastern division manager, Loew's Theatres. A big campaign is under way, headed by Joe Mansfield, UA publicist, and Karl Fasick, Loew's Theatres publicist.

U-I will, for the first time, combine the use of TV, radio, and newspapers for a three-way territorial saturation ad campaign on "City Beneath The Sea," Pilgrim.

Two MGM stars were in for "Picnic," Plymouth, Ralph Meeker and Janice Rule. Meeker's role of the ex-convict and killer in "Jeopardy" is attracting wide attention, so the Metro publicity boys took full advantage of his stage appearance to invite him to make a personal appearance with Miss Rule from the stages of the State and Orpheum.

Rosemary Clooney, in Paramount's "The Stars Are Singing," was in to meet theatremen and the press at an informal luncheon.

Fifteen minutes after Arch Oboler checked into the Statler Hotel, he was greeted by the boys at the Metropolitan, where his "Bwana Devil" was to open three days later. "Boys," he said, "I'm just out of a sick bed with a touch of virus, but as this is my first visit to Boston, I hope I'll have time to see some of the historical sights in your beautiful city." Hy Fine, Max Naylor, and Jack Saef smiled quietly. At noon, he was whisked to WORL for his first radio broadcast. At 12:30, p.m. he was back at the Statler for a press reception and luncheon, where he was interviewed by the drama, radio, movie and TV editors. At 2:30 p.m. he was on the air on WTAO, Cambridge, Mass. At 3 p.m. he was in the window of Plotkin's Specialty Store being interviewed over WCOP for "The March of Dimes." At 3:30 p.m. he was back at the Statler giving interviews to the press and radio editors from newspapers in Springfield, Mass.; Holyoke, Mass., and Worcester, Mass., where he made six tape recordings. At 5 p.m. he was at WRZ preparing for his appearance on the TV Science Show which went on at 6 p.m. He was allowed a half-hour for a quick dinner, and then was rushed to WEEI for a radio interview. At 11:15 p.m. he was interviewed over WLAW. It was after this broadcast that Oboler complained of feeling ill. His temperature was 102 degrees. A doctor sent him to bed, and gave him a shot of penicillin. The boys cancelled his two scheduled broadcasts for 8 a.m. and 9 a.m., but at 11 a.m. he picked up his schedule, and cut a tape with Christine Evans over WHDH. At 11:45 a.m. he was interviewed by Fred Cole over the same station. After a hasty sandwich, he was guest star on Verne Williams' "Queen For A Day" show over WBZ from 1 to 1:30 p.m. A quick cab drive brought him to WMEX on Jay McMaster's show at 2:30 p.m. At 3 p.m. he did a broadcast over WBMS. At this point he stopped again, complained of the aching pains, had his temperature taken, and found he was carrying around 102 degrees. He was taken back to his suite at the Statler, where he was given another shot. Two hours later, he was on the plane for Washington, where he was expected to go through another radio and TV tour. As he said goodbye



At the recent "Brotherhood Week" meeting of the industry in Boston, John Drummey, national director, National Conference of Christians and Jews, shows the one-sheet to be used in this year's campaign to, left to right, James M. Connolly, regional distributor chairman; Elliot Niles, Boston chairman; James Egan, New York, vice-president, NCCJ, and Elmer Ward, regional jubilee chairman. On the right is the head table of the meeting with, left to right, 20th-Fox's Phil Engel, Egan, Niles, Connolly, Drummey, Ward, and James "Red" King, RKO Theatres, and Paul Levi, American Theatres, co-chairmen of publicity for "Brotherhood Week."



Sol Hurok whose career as an impresario is chronicled in 20th-Fox's "Tonight We Sing," was guest of honor at a recent special screening of the film in New York. Attending the preview, left to right, were Charles Einfeld, 20th-Fox vice-president; Thelma Ritter; Roberta Peters, starring in the film, and Hurok.

to Hy Fine, Max Naylor, and Jack Saef, he said, "Thanks, boys, for the two busiest days of my life, and all I can say about your beautiful city is that it looks great from taxi windows." The three late broadcasts planned for him on his second day were substituted by tape recordings made at the press luncheon. Needless to say, he has been invited to return to Boston to visit the historical spots.

Al Margolian, publicity representative for New England for "Peter Pan," lined up a promotional campaign of some magnitude. With Jordan Marsh Company, he arranged for four outside windows and 15 interior windows. With Gilchrist's, another department store, he has two outside windows showing Weather Bird Shoes and Peter Pan hats. The Admiral Corporation is having a display of merchandise in the lobby of the Keith Memorial, and this company has agreed to give the film 40 ads and 100,000 comic books to be distributed at the theatre. RCA Victor records also agreed to a tie-in with its album of the music from "Peter Pan," plus 100 displays and several ads with three different stores. Another grocery store tie-in was made with "Peter Pan" Peanut Butter for a tie-up, and the Colgate-Palmolive group is having a soap tie-in. Margolian arranged for displays of the film in the Public Library and all its branches, and had several screenings for disc jockeys, RCA dealers, and bigwigs from the department stores. A Boston Globe feature writer did a story on an invitational screening of the film for 40 children, gave the reaction of the kiddies, and interviewed them.

Fred Pierce, Barton, Vt., has been appointed a judge of Orleans County, but now is enjoying a vacation in Florida. He is a partner with Ora Caron in the Memorial, Barton, and the Auditorium, Orleans, both in Vermont. . . . Peter Johnson, a poster clerk at National Screen Service, an expert bridge player who holds membership in the National Life Master group, has been named head of the trailer room at NSS. He replaces Bill Cowan, transferred to the Paramount shipping room.

Carroll Rowell, who is assistant treasurer, Hardwick Trust Company, and a



Ben Lourie, Chicago branch manager, left, and I. H. Rogovin, New England division manager, seem happy over "Salome" sales potential at the recent Columbia Chicago meetings to set sales and advertising policy.

Rosenblatt Heads NE Drive-In Group

Ted Rosenblatt, Providence, R. I., was elected president, New England Drive-In Association, at the first meeting of 1953.

Other officers elected were Julian Rifkin, Rifkin Theatres, treasurer, and Edward Lider, Yamins Theatres, secretary. Ray Feeley was appointed executive secretary.

Directors elected were Donald Sweeney, Boxboro, Mass.; James Mahoney, general manager, Interstate Theatres; Ray Canavan, E. M. Loew Theatres; Ned Eisner, Uxbridge, Mass.; James Spier, North Windham, Me., and Henry Gaudet, The Weirs, N. H.

Two definite committees were set up, and one other was discussed. Donald Sweeney, Rifkin, and Edward Redstone were named on a committee to outline plans for institutional advertising on billboards. It was announced that there is a supply of material available for billboard use at a nominal cost. Another committee was appointed to investigate the possibility of an association plaque to be placed in each drive-in as an emblem of membership. Rosenblatt, Ned Eisner, and Lider were placed on this committee. It was thought that an attractive plaque could be designed and distributed to members worded to convey to the public that any theatre owning the plaque was an approved member of the Drive-In Theatre Association of New England, and, therefore, it would indicate a high standard of operation.

Discussions were held on ways of obtaining certain types of insurance beneficial to all members. Questionnaires on these subjects are being mailed to all drive-in owners. The second meeting was held on Feb. 10 when the chairmen were to report on their assigned projects. About 25 members appeared for the first meeting.

part owner in the Idle Hour, Hardwick, Vt., is off on a Caribbean cruise for three weeks.

Don McNally, who operates three drive-ins in Vermont, the Derby Drive-In, Derbyville; the Morrisville, Morrisville, and the Blue Moon, Saint Johnsbury, is building a new house in Derby for his family. He has just returned from North Carolina, where he had been visiting his brother, who also operates openairers in that southern state.

The anti-trust suit of Leslie Bendslev, operating the Community Playhouse, Wellesley Hills, Mass., against the majors has been settled on terms satisfactory to all parties, according to George S. Ryan, Boston attorney representing the plaintiff. The settlement was filed on Feb. 3, 1953, in the U. S. District Court.

Now that Nat Hochberg has taken over three of the four state theatres of the former Irving Green Circuit, he has placed the following managers in the



At the recent trustees luncheon in Boston for the state chairmen of the 1952 "Jimmy Fund Drive," Ernest Fitzgerald, district manager, Interstate Theatres, Vermont, co-chairman with Frank Vennett, received a citation from Martin J. Mullin, president, Childrens' Cancer Research Foundation. From left to right are seen Louis Perini, co-chairman and president, Boston Braves; Fitzgerald, Mullin, and co-chairman Arthur Lockwood.

new acquisitions: Charles E. Burnett, at the Felsway, Medford; Harold Ward, at the Melrose, Melrose, while Hochberg is operating the Coolidge, Watertown. At his other two houses, he has his son, Jason, in charge of the Stoneham, Stoneham, and Henry Cicchese at the Jason, East Weymouth.

Deletions announced by the Bureau of Sunday Censorship included the following: "Daughter Of Darkness," parts 1 to 8. (Deletions: Dialogue: "Only I don't want to," in part 2. "And it's a pleasure to have you breathing down my neck," in part 4. "This smirking ape" to and including "but goes like a bull at her," in part 4. Eliminate scene showing "Emmy and Larry close together," in part 8). (Screencraft)

The array of product lined up for openings on or around the Washington Birthday holiday smacks of unusual interest. On Feb. 11, "Peter Pan" will open at the Keith Memorial. On Feb. 20, "The Star" will open at the Beacon Hill. The State and Orpheum will bring back "Ivanhoe" for the holiday week at popular prices, but on Feb. 26, "Moulin Rouge" will start an engagement. "The Jazz Singer" will play at the Paramount and Fenway for the holiday, while "The Stooge" will open at the Metropolitan.



Phil Engel, 20th-Fox, and Mario Poto, assistant manager, Metropolitan, Boston, recently checked posters of the merchant tie-up made in connection with the engagement of "My Pal Gus."

This latter theatre has booked "Come Back, Little Sheba" for a March 19 opening. The Astor has no new picture booked for Washington's Birthday, and it may continue to run "Hans Christian Andersen."

Lawrence "Larry" Burke, manager, Capitol, Pittsfield, Mass., a New England Theatres' house, and Bob Henabery, program director, WBEC, Pittsfield, the radio station of The Berkshire Eagle, came to Boston to attend the press party which Paramount threw for Rosemary Clooney, star of "The Stars Are Singing." Burke started his managerial career as a theatre aide while still in high school, and liked the work so well that after a stint with the infantry in which he served overseas for 26 months during the war, he returned to the theatrical field, working his way up from assistant manager to full manager, Capitol. Miss Clooney's "The Stars Are Singing" will open on Feb. 25 at the Capitol, Pittsfield. Asked how he enjoyed living in Pittsfield where he has been manager for nearly a year, he answered that he would be happy to stay in that town for the rest of his life. Pittsfield maidens, attention. He is a bachelor.

Deletions announced by the Bureau of Censorship included the following: "Angel Street," parts 1 to 9. (Deletions: Dialogue "We've lived together as husband and wife," in part 8.) Embassy; "Girls In The Night," parts 1 to 7. (Deletions: Eliminate scene showing girl and boy in embrace on sofa, in part 4. Cut down on Georgia's dance, in part 4. Eliminate silhouette sequence showing girls dressing, in part 1.) U-I; "The Mississippi Gambler," parts 1 to 11. (Deletions: Dialogue "Having a mistress like that beauty!", in part 9. "Men don't rent flats for women for platonic reasons.", in part 9, U-I.

Patricia Hardy, in the east aiding in the advance promotion of U-I's "Girls In The Night," in which she makes her film debut, visited.

Film District

Alec Harrison, 20th-Fox home office executive, was in for a sales meeting called by manager Jim Connolly. . . . Phil Engel, publicist, spent a few days in New Haven with manager Ben Simon, 20th-Fox, huddling on the cooperative newspaper campaign on "Treasure Of The Golden Condor."

Al Swerdlove, Screen Guild, Lippert, and Film Classics, went to Florida for a vacation.

New Haven Crosstown

On Feb. 24, the B'nai B'rith, Horeb chapter 51, was to sponsor a benefit show at the Whalley, "The Four Poster" being the attraction. . . . St. Boniface Church plans having a benefit show at the closed Loew Poli Bijou on Feb. 22. . . . Those wanting to write former Roger Sherman manager Ed Lynch, now manager, Warner Beverly, Beverly Hills, Cal., can address him at 2026 North La Palme



Attending the recent Columbia sales and advertising meetings in Chicago were, left to right, Walter Silverman, New Haven branch manager; Thomas O'Brien, Boston branch manager; I. H. Rogovin, New England division manager, and Norman Jackter, Albany branch manager.

Avenue, Hollywood, Cal. . . . Jack O'Connell, former Roger Sherman assistant manager and now in the insurance field, was laid up because of a falling tree limb in a storm. . . . Paramount assistant manager Walt Wilson was married. . . . Clem McCann, assistant, Strand, Holyoke, Mass., was in at Jim Darby's Paramount while Wilson was on his honeymoon. . . . Morris Rosenthal, Loew's Poli, had a nice lobby display for "The Bad and The Beautiful." . . . Irving Hillman, manager, Roger Sherman, got some nice bally for "The Jazz Singer," including a nice large sign at "The March of Dimes" booth.

Fred R. Greenway, Palace, Hartford, and Al Lessow, his assistant, got air force recruiting service support on "Above And Beyond."

Industry members, including exhibitors, distributors, employees, and allied organizations, attended a special morning meeting in the interest of "Brotherhood Week" at the Loew Poli Bijou to discuss plans for the annual drive, Feb. 15-22. Speakers included Mayor William C. Celentano; Charles C. Benham, Hartford, regional director, National Conference of Christians and Jews; Art McGinley, The Hartford Times; Jules Livingston, branch manager, Republic, distributor chairman; Harry F. Shaw, division manager, Loew Poli New England Theatres, and Harry Feinstein, zone manager, Warner Theatres, co-chairmen, exhibitors' committee; Lou Brown, director of advertising, Loew Poli New England



Rock Hudson, touring on behalf of U-I's "Seminole," recently arrived in New York for radio and TV appearances.

Theatres, chairman, publicity committee, and Elaine Stewart, MGM star. Rev. John D. Cook, St. Brendan's Church, also spoke, while Rabbi E. Goldberg, Congregation Mishkan Israel, gave the invocation. Rev. J. W. Abbott, New Haven Council of Churches, gave the benediction.

A baby girl named Laura Susan was born to Mr. and Mrs. Larry Lapidus in New Haven Hospital. Father is booker and buyer for Warner Theatres, and the son of Jules Lapidus, WB eastern and Canadian division sales manager.

On Feb. 19, Loew Poli College introduces the Stereo-Techniques show. . . . "Latuko" was recently banned at the Crown. Chief Howard O. Young asked the management to discontinue running the film. . . . One of the best newspaper coverages to any actress was given when Elaine Stewart, MGM film star, was in for "The Bad and The Beautiful."

Piper Laurie, co-starred in U-I's "The Mississippi Gambler," was in to aid in advance promotion.

Meadow Street

Discussions in the area were highlighted by talk about the Branford fire and the new three dimensional films and plans. The State Fire Marshal's office entered the investigation of the fire and explosions which destroyed the Branford to the extent of \$200,000. Inspector Thomas Wilson, State Police, joined Branford Fire Marshal Ernest Wood in an examination of the ruins. Wood said that his investigation indicated that the fire started in the cellar of the steel, concrete, and brick building. Julius Zdanowicz, proprietor, Central Garage, who purchased the building last summer, has not yet made any plans for rebuilding the 993-seat house. The loss was partially covered by insurance. Incidentally, a civil defense movie benefit was to have been shown on Feb. 11, 12 and 13. People who bought tickets had their money refunded, or they could leave the money as a donation to the fund for the auxiliary uniforms.

United Artists "Bwana Devil" was set for showing at the Roger Sherman, on March 18. . . . First theatre in Connecticut with the Stereo-Techniques films is reported as Loew's Poli, Bridgeport, on Feb. 12. . . . Bernie Levy, Amalgamated Theatres, is back from Florida, and Lew Ginsberg, same organization, left for the Southlands. . . . Max Birnbaum, Warner branch manager, was a Florida vacationist. . . . Dom Somma, formerly at 20th-Fox, was a visitor. . . . The State, New Britain, had a kids' pie eating contest. . . . Bob Considine was the featured speaker at "The March of Dimes" program at the Pickwick, Greenwich. . . . Prudential's theatre in New Canaan had special children's shows. It also publicized that the New Canaan and Darien police departments were in scenes in "Professor FBI" when it played that theatre.

Belle Schiffrin, 20th-Fox, was married to Robert Hoffman, at one time a member of the exchange staff.

J. J. DeFrancisco, owner, Cheshire, Cheshire, cooperated with "The March of Dimes" by having theatre collections by members of the Girl Scouts. . . . Jack Byrne, MGM executive, New York, stopped in. . . . Herman Miller, MGM, was home ill with an eye infection. . . . Hy Levine, film executive, was one of the first at the recent Branford fire, and was quite helpful to some exchanges which lost prints in the fire. . . . Columbia salesman Earl Wright and Mrs. Wright were among those who went to Branford to see the fire. . . . Sam Rosen, Rosen Film Delivery, went back to Florida. . . . Larry Germaine, Warner Theatres, was a Florida visitor.

Circuits Loew Poli

Loew's Poli, Bridgeport, is scheduled to be the first in the state with the Stero-Techniques show on Feb. 12. Division manager Harry F. Shaw went to Boston to check the operation at the Pilgrim. . . . In town recently for the Jose Greco "Sombbrero" publicity get-together, arranged by publicity director Lou Brown, were Hartford newspaper columnists M. Oakley Stafford and Allen M. Widem, and Poli manager Lou Cohen; George Dillon, Waterbury newspaperman, and Poli manager Bob Carney; Frank Korkin, Meriden newsman, and Palace manager Tony Masella; Bridgeport Poli manager Matt Saunders and Majestic manager Harry Rose; M. H. Wren, The Journal Courier, and Poli manager Morris Rosenthal; E. Colby, The Register; Phil Gravitz, MGM branch manager; radio men Rudy Frank, Bud Finch, and Walt Nielson, and division manager Harry F. Shaw and publicity director Brown. . . . John DiBenedetto, Poli, Worcester, Mass.; Jimmy Lee, The Post Telegram; George Freeman, Poli, Springfield, Mass., and Harley Rudkin, The Springfield News, went to Boston to attend the Elaine Stewart publicity interview. . . . Matilda Pysyk, assistant manager, Poli, Norwich, was ill. . . . Arthur Canton, Frances Lane and Floyd Fitzsimmons accompanied Elaine Stewart from Boston in conjunction with "The Bad and The Beautiful." . . . Miss Elsa Montgomery, general

chairman, 1953 Heart Fund, announced recently that Harry F. Shaw would be chairman of the special event.

Connecticut Branford

A \$200,000 fire completely destroyed a central commercial building containing the Branford, a drug store, and beauty salon, and partially destroyed a nearby house. Five firemen were injured in the 3:30 a.m. blaze, which had two explosions believed to have occurred in a bin of powdered soft coal near the boiler room. The fire is believed to have started in the basement of the beauty salon. The home damaged was the residence of Ted Jacocks, theatre manager. Zdanowicz, who purchased the property last July, said the structure was a "complete loss"

Hartford

Barney Tarantal and Morris Keppner, Burnside Theatre Corporation, said that the all-dimension screen, an innovation at their East Hartford theatre, is planned for installation in other Connecticut houses.

Doug Amos, division manager, Lockwood and Gordon Theatres, left on a vacation trip. . . . Harold Nelson, Jr., was named assistant manager, Strand.

Peter Perakos, Jr., office manager, Perakos Theatres, and his bride, the former Marika Kouvara, Athens, Greece, returned from a honeymoon in Greece. . . . Wilbur Neumann, Interstate Circuit's Bradley, Putnam, had plenty of support from the Red Cross on "Invasion, U. S. A." . . . Hector Frascadore, E. M. Loew's, and George E. Landers, division manager, E. M. Loew Circuit, planted record store tieups on "The I Don't Care Girl."

As publicity for "Million Dollar Mermaid," Norm Levinson and Lou Cohen, Loew's Poli, presented a \$25 savings bond to the first baby girl born in 1953. The title of "Little Miss Million Dollar Mermaid" was given her. The stunt resulted in a three-column front page art break, a three column inside spread, and an advance story in The Sunday Herald,

state wide newspaper published in Bridgeport.

Bernie Levy, Amalgamated Theatres, checked in from Florida. . . . John F. Sullivan, Jr., son the the late Loew-Poli Palace house electrician, was released from service, and resumed stage electrician duties. . . . Charlie Atamian, former aide to Jim McCarthy, Strand manager, sent regards from Germany, where he's with the army of occupation as a clerk-typist. . . . Harvey Lembeck, U-I player, came through ahead of "Girls in the Night" openings.

Joe Faith, Carberry, Bristol, offered free admission to the first 25 youngsters in line two days. . . . Bill Hayes, manager, Norwalk Drive-In, was relief manager at the Strand, Winsted, during vacation of Mrs. Hazen Florian. . . . Bill Daugherty, one time assistant manager, Webb, Wethersfield, more recently manager, Torrington Drive-In, was shifted to the Avon Cinema, Providence, R. I.

Lou Cohen, Loew's Poli, reported that Walt Leibowitz, former student assistant, left for overseas duty.

Milford

Some "March of Dimes" containers were stolen from the Capitol and the Colonial.

Middletown

Sal Adorno, Jr., assistant general manager, M and D Theatres, figured prominently in polio campaign activities.

Sal Adorno, Jr., assistant general manager, M and D Theatres, announced plans for sponsorship of "Cry, the Beloved Country" showings at the Middlesex by the North Middlesex County Council of Church Women.

Naugatuck

William Schapero, jeweler, purchased the former Alcazar building and property on North Main Street. The theatre property was ruined by a disastrous fire almost a year ago.

Torrington

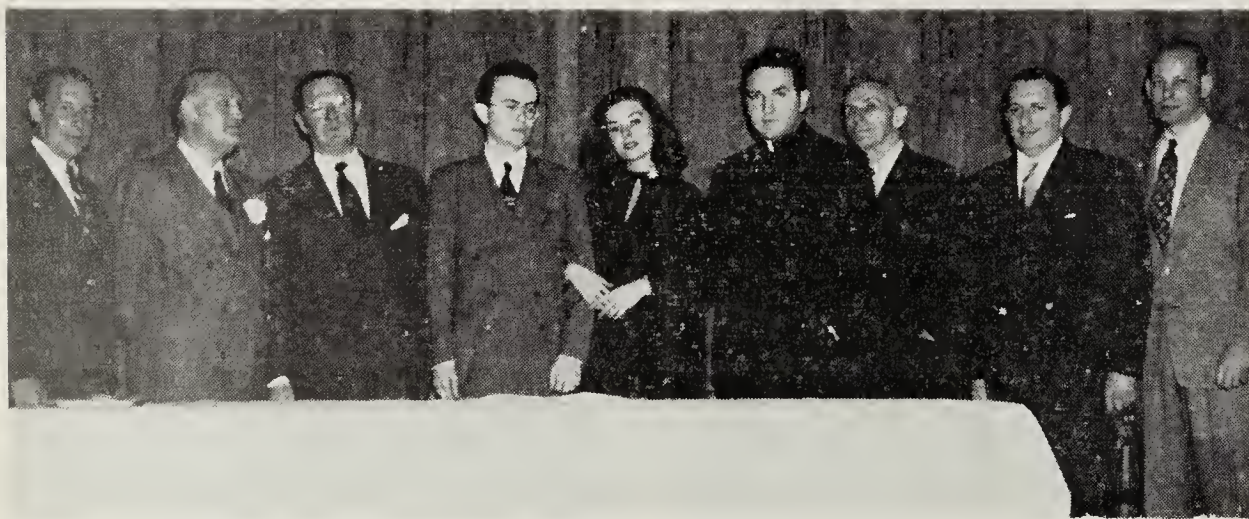
Robert Hills, formerly assistant manager, Warner, Worcester, Mass., is now managing the Palace.

Massachusetts Lynn

The Waldorf, seating 1200, reopened. Former manager Bennie Gruber, who was transferred to Lawrence, Mass., is now a cattle dealer.

Three organizations, including the Kiwanis Club, of which manager James Davis, Paramount, is president, will sponsor a Brotherhood observance on Feb. 25 with a free show, "Festival of Fun." There will also be an essay contest for school children.

Robert Trenholm, a Warner aide and amateur boxer in the junior welterweight class, has won 10 straight bouts. He is being coached by Eddie Flynn and Bill Leonard, Warner staff.



Plans for industry participation in "Brotherhood Week" were discussed at a meeting recently held at the Loew-Poli Bijou, New Haven. Seen, left to right, are Lou Brown, director of advertising, Loew Poli New England Theatres, chairman, state publicity committee; Harry F. Shaw, division manager, Loew Poli New England Theatres, and Harry Feinstein, zone manager, Warner Theatres, exhibitor co-chairmen; Rev. J. W. Abbott; Elaine Stewart, MGM star, who appears in "The Bad and The Beautiful;" Father John P. Cook, one of the speakers; Art McGinley; Jules Livingston, branch manager, Republic, and distributor chairman, and Charles C. Benham, regional director, National Conference of Christians and Jews.



On the dais at the recent send-off membership luncheon of the New York Variety Club, Tent 35, were, left to right, Edward L. Fabian, First Assistant Chief Barker; Rabbi Abraham Burstein, chaplain; Edward Lachman, Chief Barker; Ira Meinhardt, Property Master; Harold J. Klein, Dough Guy, and Martin Levine, Second Assistant Chief Barker.

NEWS OF THE

Territory

New York City Crosstown

The three-dimensional natural vision "Bwana Devil" will have its Brooklyn premiere at Fabian's Brooklyn Fox on Feb. 18, coincident with its opening at Loew's State. . . . Jose Ferrer returned from Paris to be on hand for the Capitol premiere of UA's "Moulin Rouge."

James Mason, star of "Face To Face," Trans Lux 52nd Street, arrived from Hollywood to participate in a number of press, radio, and television interviews on behalf of the picture which RKO is releasing.

David E. Rose, producer of "Sea Devils," forthcoming RKO release, returned from London, where he approved the final cut version.

Dan S. Terrell, MGM publicity-exploitation manager, planed to the coast for a visit at the Culver City studios.

A baby girl, Linda Joan, was born to Mr. and Mrs. Herbert R. Pogoda. The mother is the daughter of Max Blackman, Warner's home office executive.

William F. Rodgers returned to Florida after interrupting his vacation for several days for MGM home office meetings.

Ben Kalmenson, Warner vice-president in charge of distribution, and Mort Blumenstock, advertising and publicity vice-president, who headquarters at the company's studios in Burbank, Cal., arrived. Kalmenson has been at the west coast for huddles with Harry M. and Jack L. Warner and Blumenstock on forthcoming product. While here, Blumenstock will set up advertising and promotion plans for forthcoming Warner product.

The trade mourned the death of Robert J. Ellsworth, 58, MGM salesman, who died at Physicians Hospital, Jackson Heights, after suffering from heart trouble for several years. He was recently hospitalized to undergo a reducing diet, and had returned to work only to become ill. He was hospitalized again, and it was discovered that he had contracted pneumonia. He joined MGM as a booker on Dec. 12, 1919. He was married to Irene Ungefehr in 1922, and is survived by a son Robert, Jr., two daughters, Irene, and Dolores, and three grandchildren.

Charles B. Moss, executive director, Criterion, left for the west coast to look over new product, and to finalize production plans for the Mickey Spillane series aimed for television exhibition.

Edward Finney came in from the west coast for the interment of his mother, Mrs. Clarity Finney, who died in Hollywood, and who was brought east for burial at the Church of the Madonna Cemetery, Fort Lee, N. J.

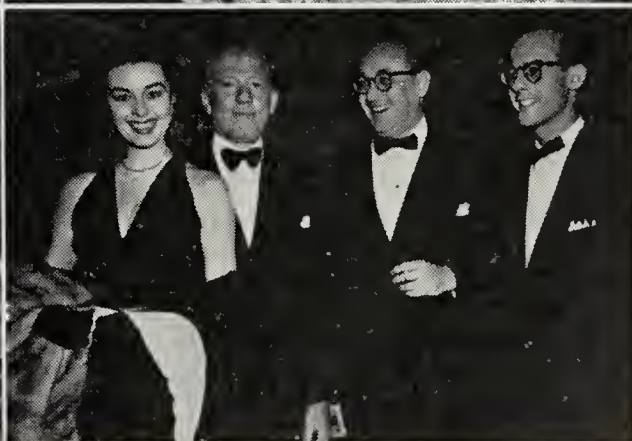
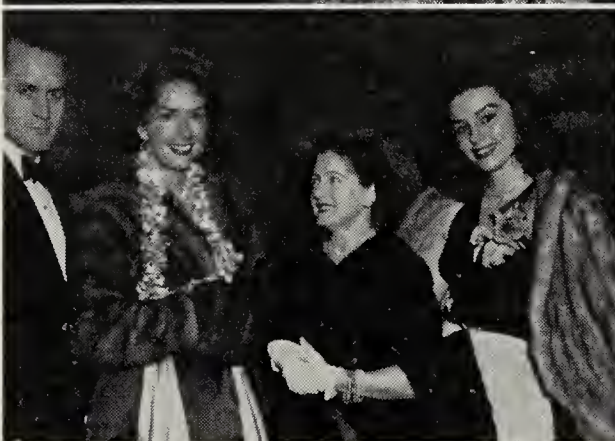
Over 1,400 Catholics of the local industry received Communion in a body on Feb. 1 at St. Patrick's Cathedral. Breakfast in the Waldorf Astoria followed immediately after the nine o'clock Mass at the Cathedral.

A three-year extension for the disposition of RKO Theatres' stock interest

in Metropolitan Playhouses, Inc., was requested by George Alger, trustee of the stock, in his report to the New York Statutory Court. The report cited the difficulties in disposing of Metropolitan Playhouses stock as required by the provisions of the RKO Theatres consent decree. It said the best interests of the parties involved would be served by granting a three-year extension.

Fred J. Schwartz, chairman, Organization of the Motion Picture Industry of the City of New York, paid tribute to the Hearst newspapers for stimulating theatre attendance. The occasion was the reception tendered by OMPI to the 14 winners of The New York Journal-American motion picture contest, held at the Stork Club. Jim O'Connor, The Journal-American drama editor, thanked the industry for its cooperation.

Leading exhibitors and circuit executives of the metropolitan area and trade press editors met with Rosemary Clooney at a luncheon in her honor which Paramount gave in the Hotel Astor. Prior to the luncheon, the showmen attended a special screening at the Bijou of "The Stars are Singing." The New York meeting with exhibitors and trade paper editors was one of several such luncheon get-togethers with showmen and the press which Paramount arranged in various eastern seaboard cities.



The recent premiere of MGM's "Above And Beyond," Mayfair, New York City, brought out many celebrities, and the event was captured by both newsreel and TV cameras. A feature was the appearance of the Mitchell Field Air Force units marching up Broadway led by their 62-piece band. Seen, left to right, top to bottom, are Eleanor Parker, co-star of the film, receiving a citation from Mrs. Marietta Miller, president, Ladies Auxiliary of the Air Force Association, as General Leon W. Johnson, commanding general, Continental Air Command, looks on; Bert Friedlob, husband of Miss Parker; Melvin Frank, Miss Parker, Norman Panama, Louella Parsons, and MGM's Si Seadler; Mrs. Nicholas M. Schenck, wife of the Loew-MGM president, chatting with Tex and Jinx McCrary, who handled the TV part of the preliminary activities, and Elaine Stewart, currently in MGM's "The Bad and The Beautiful;" and Howard Dietz, vice-president and director of advertising, publicity, and exploitation for MGM; Miss Stewart, and Frank and Panama, the producer-writer-director team who made "Above And Beyond."

Teet Carle, Paramount studio publicity manager, left for Hollywood. . . . Herb Steinberg, Paramount home office publicity manager, returned from Boston following a midwest and New England tour with Rosemary Clooney in connection with "The Stars Are Singing." . . . Arthur Israel, Jr., assistant to Barney Balaban, Paramount Pictures president, returned from Des Moines. . . . Sid Blumenstock, Paramount assistant director of advertising, publicity, and exploitation and advertising manager, returned from Dallas following completion of arrangements there and in Miami, Fla., for southern premieres of "Come Back, Little Sheba."

Walter Reade, Jr., and Mrs. Reade, left for a short business and pleasure trip to Europe. He will attend to film business in Rome, and then spend the remainder of his stay skiing.

Charles C. Moskowitz, vice-president and treasurer, Loew's, got back from a visit to the studio. . . . William D. Kelly, head, MGM's print department, returned from a visit to the studio.

Major company and group chairmen for the 1953 campaign of the Boy Scout Councils of Greater New York met in the COMPO offices to plan campaign operations. The meeting was addressed by Spyros S. Skouras, chairman, amusement division; Charles Boasberg, chairman, distributors and producers; Leon J. Bamberger, associate chairman, and Frank Parachini, Boy Scouts. Messrs. Boasberg and Bamberger have announced the completion of their committee. Allied Artists, John Michelson; Columbia, Henry Kaufman; MGM, Mike Simons; National Screen Service, Burton Robbins; Paramount, Arthur Israel; RKO, Charles Drayton; 20th Century-Fox, Edward L. Sullivan; United Artists, Norman A. Hasselo; U-I, Anthony Petti; Warners, Stuart McDonald; MPAA and COMPO, Taylor Mills; Independent distributors, producers and producers' representatives, David Weshner, and importers and exporters, Phil Lewis.

Berk and Krumgold, real estate brokers, consummated a 21-year lease, with an aggregate rental of \$400,000, for the 1400-seat Rugby, Brooklyn. The Rugby has been operated by the Century Circuit, which sold its interest in the property to Dave Rosenzweig, who, in turn, leased the theatre to Rugby Theatre, Inc., headed by Robert Seltzer. The same brokers recently leased the Little Neck, Little Neck, L. I., to the same interests.

G. S. Eyssell, president, Rockefeller Center, Inc., accompanied by Maxwell Abramowitz, New York architectural firm of Harrison, Foulhoux and Abramowitz, travelled to Hollywood.

Arleen Whelan, who has a featured role in "Never Wave At A Wac," arrived to make a number of radio and television appearances in connection with the national promotion campaign for the film.



Among those attending a recent Variety Club dinner to launch the annual observance of "Brotherhood Week" in the Albany territory were, left to right, sitting, Rev. R. N. Hughes, secretary, Albany Federation of Churches; Jules Perlmutter, Chief Barker, Tent 9; Rabbi Samuel Wolk, Temple Beth Emeth, and, rear row, left to right, Charles A. Smakwitz, Warner Theatres zone manager and exhibitor co-chairman of the drive, and Jack Goldberg, MGM branch manager and distributor chairman.

New Jersey Asbury Park

The Atlantic Video Corporation, which will operate the new ultra high frequency television station on Channel 58, announced the appointment of Harold C. Burke, former director of radio and television operations for the entire Hearst newspaper organization, as coordinating director for the station. Burke has been retained to complete plans necessary to get the station on the air, it was stated by Walter Reade, Jr., theatre circuit executive, and president, Atlantic Video Corporation. Burke will have his office in the Reade office building.

Newark

Piper Laurie, co-starred in U-I's "The Mississippi Gambler," was in to aid in advance promotion of the picture. She also visited Jersey City, N. J.

Public Safety Director Keenan cited the showing of "Mom and Dad" at an Irvington, N. J., theatre as "emphasizing the need for state legislature regulating the presentation of certain type films. We attempted to ban this gutter-type view of sex when it appeared in a downtown Newark theatre, and we were handcuffed by the courts," Keenan stated. At that time, he predicted that if the film were approved for downtown Newark, "it would crop up in strictly neighborhood houses far more readily available to children from the standpoint of admission price and location." Keenan said such films should be limited to lecture halls, and should not be shown in connection with commercial exploitation. He commented, "One needn't be a puritan or reformer to want common decency in entertainment." The situation, Keenan said, points up the need for adopting a Home Rule Act amendment, proposed by Assemblyman Duffy, Republican, Essex, to permit municipalities to control the showing of such films. Irvington police viewed the film at the Liberty after receiving several complaints. The Police Department, however,

decided not to take any action after being informed by the town's legal department of the court action which prevented Newark from interfering with its showing.

New York State Albany

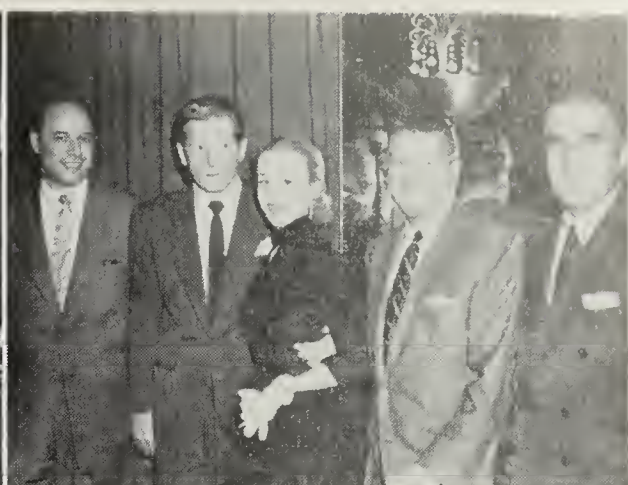
The New York State Censors reported that licensing tax receipts totaled \$347,000 in the first 10 months of the current fiscal year.

Leo Greenfield, U-I manager and Film Row's most eligible bachelor, tells a humorous story of the manner in which news of his engagement to Muriel Lanahan, Ted Baldwin Associates, New York, leaked out. Attending a recent U-I drive meeting in Boston, Greenfield kiddingly remarked that he "would have to win a prize"; he "needed the money," because of impending marriage. Colleagues carried the ball from Boston to New York, where home office staffers broke it to the trade press.

A husband and wife combination is operating the Strand, Johnstown, Mr. and Mrs. Leland Warner.

The Delaware building has been purchased by Sharine Trading Corporation for about \$50,000. Warner Circuit will continue to operate the 14-year-old house on lease running to 1961.

The virtually 100 percent turnout from Film Row for the "Brotherhood Week" meeting included: Columbia, Harvey Appell, Herb Schwartz, Saul Shiffrin, Carmella Mottolese, Rita Bagneto, Florence Bergman, Mary Ann Quest, Mildred Hanley, Sadie Moran, Ann Hasbrouck, and Adam Milinarik; Loew's, Jack Goldberg, Arthur Horn, Ralph Ripps, Frank Carroll, Katherine Shea, Helen Wisper, Helen Dean, Lillian Buchofsky, Lillian Paulus, Mary Savini, Margaret Wildreth, Margery Mangeon, Anita Plouffe, Margaret Weichman, Mary Reilly, Mildred Levine, Anthony Rosello, Lillian Carroll, Katherine Newkirk, Sophie Minton, Steve Pochman, Bernard Pajack, Al Coightry; Paramount, Gordon Bugie, Howard Smith, Edward J. Wall, Frank Lynch, Bob Arnold, and Douglas Hermans; Republic, Arthur Newman, Jack Keegan, Tom Carroll, Sue O'Brien, Kathryn Dobbs, and Betty Van Alstyne; RKO, Howard Goldstein, William Williams, William P. Hanley, Wilhelmina Wenzel, Jean Benedetti, Elizabeth Gela, Mary Saroko, Rosalind Magill, Elizabeth Elliott, Robert Blum, Alvenia Joos, Josephine Shippey, and Anna May Kretzler; U-I, Leo Greenfield, Eugene Lowe, Harry Alexander, Al Marchetti, John Capano, James Tunney, Ethel Anameier, Catherine Burke, Shirley Cohen, Vicky Grygiel, Joan Pratt, Kathryn Reibou, Geneva Barcomb, Jane Flynn, Mabel Miles, and Mabel Van Amburg; Warners, Raymond Smith, Harry Aronove, James Moore, Mary Anameier, Lee Hecht, Betty Herrick, Marie Hollenbock, Charlotte Lansing, Harry La Vine, Milton Levins, Cornelius McCabe, Carrie Rodgers, Dorothy Russell, Doris Senecal, and Nancy Wagner; 20th Century-Fox, Nat Rosen, man-



Seen at the recent reception and cocktail party in New York City tendered to winners of The New York Journal-American Movie Contest, at which the Organization of the Motion Picture Industry acted as host, were, left to right, Sam Rosen, treasurer, Fabian Theatres; Robert M. Weitman, vice-president, United Paramount Theatres; Danny Kaye; Sam H. Day, managing director, The Journal-American; Shirley Booth, winner of the "best actress" award in Paramount's "Come Back, Little Sheba" in the Associated Press poll; Ernest

Emerling, advertising and publicity director, Loew's Theatres; Fred J. Schwartz, chairman, Organization of the Motion Picture Industry, and president, Century Theatres; Miss Booth; Emanuel Frisch, president, Metropolitan Theatres Association, and treasurer, Randforce Amusement Corporation; Day; Kaye; Solomon Strausberg, president, Interboro Circuit; Kaye; Piper Laurie, now appearing in U-I's "The Mississippi Gambler;" Milton R. Rackmil, U-I president, and Al E. Daff, vice-president and general sales manager, U-I.

ager; Fred Sliter, Clayton Pantages, John Wilhelm, John Sharpe, Mrs. Martha Tingle, Winifred Allen, Helen D'Amico, Frieda Hannemann, Joan Wagner, Diane Snyder, Kitty Heavenor, Evelyn Mallory, C. Ryan, and Robert Roth, and United Artists, Robert Adler, and Phyllis Dembo.

Fabian Theatres launched a "Hold the Line" drive. Attending a meeting were: Saul J. Ullman, division manager; Joseph Saperstein, booker; Albany managers Alex Sayles, Palace; Paul Wallen, Grand, and Stanton Patterson, Leland; Schenectady city manager Guy Graves and Richard Murphy, Plaza; Lou Rapp, Erie, and Phil Rapp, State; Larry Cowen, Proctor's Troy; George Seed, Cohoes; and Irwin Ullman and George Lourinia, drive-ins, handling other assignments during the winter months.

Ed Wall, Paramount director of advertising-publicity, Albany and Buffalo territories, breathed easier when his wife started on the road to recovery from pneumonia.

The call of Florida's sunshine and balmy temperatures was answered by Dave Rosenbaum, Capitol, Elizabethtown, Mrs. Rosenbaum, and young daughter, and Fred Sliter, veteran 20th-Fox salesman, and Mrs. Sliter. The Rosenbaums, reported that their son, Burt, would be at the helm in Elizabethtown until the travelers returned. The Sliters left by car for Florida.

A shrinkage of \$50,000 in estimated revenue from the motion picture tax for the state's fiscal year of 1952-53 was indicated by a study of the figure which Governor Thomas E. Dewey gave in his budget message to the legislature. The governor told the 1953 lawmakers that "During the first 10 months of the current fiscal year, \$347,000 was collected. The revenue for the year is expected to reach \$400,000, and for 1953-54 the same amount is forecast." Last year, Dewey stated: "Collections during the first 10 months of the current fiscal year have amounted to \$380,000, compared with collections of \$324,000 during the same period of 1950-51, mostly as a result of the current practice of purchasing duplicate seals

(for prints) by license applicants. Total revenue in 1951-52 estimated at \$450,000, and the same amount is expected during 1952-53." The revised estimate is based on experience with collections from films submitted to the motion picture division, State Education Department, for review and licensing. Governor Dewey wrote the current legislature that the motion picture levy is "a licensing tax on films registered for exhibition in the state. Its yield in recent years has ranged between \$350,000 and \$475,000." A year ago, he described the impost as one "collected from film producers on films exhibited in the state." Dewey then added: "The annual revenue over the past three years has ranged between \$350,000 and \$390,000."

Buffalo

New president of the Colosseum is Herb Gaines, with the other officers being secretary John McMahon and treasurer Michael Jusko.

Lydia Behling, Dorothy Gammel, Irene MacWilliams, Florence Hotte, Clara Nauth, Florence Schaaf, and Alice Dietschler were hosts to 50 guests at a cocktail, luncheon, and variety shower in honor of Merle Jacobson, daughter of Mrs. Mike Simon, wife of Detroit's Paramount branch manager, preceding her wedding at Grosse Point, Mich. Miss Jacobson was the recipient of many gifts. Kathryn Simon accompanied her daughter from Detroit.

Manny Brown, United Artists branch manager, and staff held their annual cocktail party in the local exchange, with a dinner for the entire staff at LaMarque following the office party. Wife Belle Brown assisted her husband, and handled the table decoration. Moe Dudelson, district manager, UA, was in to attend the party, as was Robert Adler, Albany office. . . . George and Dorothy Gammel, Gammel Circuit, had a buffet supper party in their home in Pomeroy Park, Eggertsville. . . . Leon Herman, branch manager, Republic, and his entire staff were hosts to exhibitors and distributors in a cocktail party in the Exchange. Immediately following, he and his staff journeyed to the Town Casino for dinner and entertainment.

One of the loveliest weddings of the season took place when Merle Janeen Jacobson, daughter of Mrs. Merle Simon, wife of the Detroit branch head for Paramount, became the bride of Tracy Harrington Tingley, Detroit, in Grosse Pointe Memorial Church, Grosse Pointe Farms, Mich. Dr. Frank Fitt officiated at the ceremony uniting in marriage the daughter of Mrs. Simon to the son of Mrs. Tracy Warren Tingley, Detroit. Mike Simon gave the bride in marriage. Miss Eugenia Pauline Markthaler, Elmira, was maid of honor. Attendants were Mrs. Howard D. Simon, Rochester, Minn., and Mrs. David Diefendorf, Buffalo. Pamela Sue Spitznagel, Detroit, cousin of the bride, was flower girl. Burton Warren Tingley was best man. Ushers were Frederick Wilson, Farmingham, Mich.; Robert Wilson, Pittsburgh; Dr. Howard Simon, Robert Lesterson, and Forler Massnick, Detroit. A reception was held at the Detroit Yacht Club following the ceremony. The couple left for a honeymoon in Miami, Fla. They will live at Grosse Pointe, Mich. Mr. and Mrs. Mike Simon, had a buffet supper in their apartment presiding the wedding for the bridal party and guests. Following the wedding reception, the Simons had a midnight champagne party in honor of two birthdays, that of wife Kathryn and George Gammel, Gammel Circuit, and president, MPTO of New York Street, Inc.

A joint meeting of exhibitors and distributors was held in the Variety Club rooms for "Brotherhood Week." Manny Brown is distributor chairman, and Arthur Krolick is exhibitor chairman.

Max and Laura Rosing, Roosevelt, returned from an extended trip to Philadelphia and Atlantic City. . . . Meyer Fox, Columbia Buffalo sales representative, was apartment hunting. Wife Eleanor and son Steve arrived to join him. . . . William Dipson, Dipson Circuit, sponsored a "Dipson Night" party in the Variety Club rooms. Other circuits and exchanges may follow suit on following Saturday nights, according to Dewey Michaels, Chief Barker.

Phil Fox, Columbia branch manager, Cincinnati, and wife Ida celebrated their 14th wedding anniversary on Jan. 29, also the birthdays of their two sons. . . .

Charlie Martina, Martina Circuit, Mount Morris, and James Cranides, Olean, were in.

Mr. and Mrs. James A. Macrigian, Florida, announced the marriage of her daughter, Helen C. George, to Lieutenant John T. Basil, son of Mr. and Mrs. Theophilos Basil, Eggertsville, who, with brothers Gus and Bill, own and operate the Basil Circuit. The wedding took place in St. Sophia Orthodox Church, the Rev. Demosthenes Mekras officiating. The bride was given in marriage by her stepfather. Miss Ghespo George was maid of honor. Bridesmaids were Genevieve George and Katherine George, also sisters. Andy Ekonomou was ring-bearer, and John B. Basil was best man for his cousin. Ushers were Thomas Basil, George P. Page, Jr., Nicholas B. Basil, Al Ryan and Tony Damanda. After a motor trip, the couple will reside at Camp Kilmer, N. J.

Rose and Irving Fried, Tri-State Automatic Candy Company, were hosts to 150 guests at the annual cocktail and buffet supper party in the Hotel Stuyvesant, in celebration of their 28th wedding anniversary.

Congratulations go to Frank Quinlivan, manager, Gammel's Columbia, who was married to Barbara Hartman, Columbia office manager, in St. Georges Church, Crystal Beach, Ontario. Giannina Pappalardo, Shea bookkeeper, was maid of honor, and James Canty, friend of the groom, was best man. The couple honeymooned in New York City, and will make their home at 57 East Parade.

Selwyn Ginsler, United Artists city salesman, is beaming. His wife gave birth to a six pound, eight ounce baby boy, Frederic.

Gary Loren Cohen, vice-president, Buffalo Television Corporation, married Dorothy J. Lunken, Niagara Falls, at the Niagara Hotel, Niagara Falls. The couple left for a honeymoon in Miami, Fla. The groom is the son of Irving Cohen, who owns the Allendale, here; Plaza, Corning, and Van Buren Drive-In, Van Buren Point.

Ed Berkson, treasurer, Screencraft, New York City, son of Jay B. and Helen, announced the birth of a daughter Laurie Ann, born at Flushing. Congratulations, Ed. . . . L. M. Bleackley, vice-president, Perkins Theatre Supply was in from Montreal, for a conference with Carl Bell, branch manager.

Bell and Larry Davies, chief engineer, held a meeting with the members of the IATSE on Cinerama. They showed slides on the sound and projection equipment and the screen.

—M. G.



Publicizing U-I's "Girls In The Night" recently in the office of the Deputy Mayor of Jersey City, N. J., William Flanagan, were, left to right, Don Gordon, Jaclynne Greene, Mayor Flanagan, Patricia Hardy, and Arthur Manfredonia, manager, Stanley, Jersey City. The starlets made personal appearances on behalf of "The March of Dimes" and the opening at the Stanley.

EYEING THE

Exchanges

NEW YORK — At MGM, in to see his old fellow employees was Mike Levitt, returned from Korea. . . . Bookkeeping machine operator Mary Maham was ill. . . . Salesman Charles Wittner received birthday cards. . . . Booker's assistant Dick Feinstein was ill. . . . The new typist clerk is Joyce Taylor. . . . Back from his European honeymoon was salesman Bob Kraus. . . . A trio of birthday wishes went to inspector Mae Burke, booker Moe Rose, and inspector Carmella Viano. . . . Estelle Shea, head inspector, was elected shop steward, Local B-51.

REPUBLIC — Sylvia Kantor is the new contract clerk. . . . Aurea Lopez, print booker, was sick. . . . Jarad Millan, 16mm salesman, was off to New England.

MONOGRAM — Head booker Etta Segall celebrated another year of wedded bliss. . . . Harald Forma, Windsor, was in.



Harry Brandt, president, Brandt Theatres Circuit, recently signed a contract arranging for the premiere showing in New York City of Tri-Opticon three-dimensional motion pictures. Seymour Poe, on Brandt's right, sales head, Tri-Opticon, and vice-president, Producers Representatives, looks on with Joe Ingber and Harry Goldstein, Brandt executives.



Recent Buffalo guests at the home of Mr. and Mrs. Mike Simon, Detroit, at the wedding of Merle Janeen Jacobson were, left to right, kneeling, George Gammel and George Schaaf; Sitting, Herbert Nauth, Mrs. George Gammel, Mrs. Herbert Nauth, and Mrs. George Schaaf, and, standing, Robert Quinlan, Marian Gueth, Mrs. A. C. Behling, Mrs. Ethel Fedders, A. C. Behling, and Mike Simon.

COLUMBIA — Print booker Monty Raphaelson, who has a lead in the YMHA production, Guest In The House, is looking for bookings for his dramatic group. . . . The office people had a roller skating party. . . . Boxoffice clerk Stanley Birnbaum registered for City College's evening session to prepare for his BBA degree. . . . Lilian Rispoli joined the inspection department. . . . Secretary Sondra Resnick was back after illness. . . . Frances Taylor, typist, was elected secretary, YMCA Emblem Club, the purpose of which is to get kids to join in the activities of the Y.

RKO — Assistant cashier Angie Mazzei was sick. . . . In was William Didsbury, Didsbury-Walden Circuit.

UNITED ARTISTS — The booking department's Tony Agoglia was off on a jaunt to Florida, his first vacation in two years. Telephone operator Merle McKinna was back after illness. . . . Present at Joe Sugar's honorary luncheon were three members of the booking department, Tony Agoglia, Ben DeAugusta and Calvin Young.

BONDED — Shipper Romeo Zaccone was out when he fractured his toe. . . . Harry Fitzer, night inspector, and Lily Respoli, inspectress, left.

20TH-FOX — Assistant branch manager Alex Arnsvalder becomes a year older on Feb 19. . . . Mildred Guet is the new girl behind the bookkeeping machine. . . . Helen Schwartz was promoted to the cashier's department.

RAMBLIN' 'ROUND — Paramount booker Harvey Epstein hopes that someone reading this will give him a tip on a three-room apartment in the Long Island vicinity. . . . Favorite's film inspector Ben Krakower received birthday greetings. . . . Film Exchange Employees Union Local B-51 was notified by distributors to have its negotiating committee on the alert for contract negotiations.

—J. A. D.

"The Tax Fight Is Your Job"

Penna. Board Warns On Advertising Misuse

PHILADELPHIA—A warning regarding use of banners, posters, and advertising material was sounded last week by the State Board of Censors.

In a notice to exchanges and exhibitors, the board declared:

"The State Board of Motion Picture Censors in Pennsylvania has been deluged with complaints and protests regarding any and all sensational advertising in connection with motion pictures. The trend has been to lurid sensationalism, especially in newspaper advertising, and usually of material not contained in the films. We quote Section 21 of the Act to advise that the Pennsylvania State Board of Censors continues to exercise its full powers to eliminate from films and advertising anything which is indecent, immoral, not moral: 'Regulation of banners, posters, and advertising matter Section 21. No banner, poster, or other like advertising matter shall contain anything that is immoral or improper. A copy of such banner and poster shall be submitted to the board.'

"Unless we have your full cooperation in this matter, we will move at once to the full extent of the law."

NEWS OF THE

Territory

Philadelphia Crosstown

Isadore C. Wiernik, 50, manager, S-W Strand, for the past 25 years, died in Temple University Hospital following an automobile accident in which an army ambulance collided with his car. Lawrence Leopold, his assistant, was injured. The trade mourns his loss.

Funeral services for Herbert Lubin, 66, industry pioneer, were held at Morris Rosenberg's Sons funeral parlors. Burial was in Alliance Cemetery, Norma, N. J. Lubin, who died in Cedars of Lebanon Hospital, Hollywood, after a long illness, started in the motion picture business in Philadelphia in 1916 when he helped organize Metro Pictures Corporation. Years later, as president, Associated Pictures Corporation, he headed a group which built the \$7,000,000 Roxy, New York City, at that time the largest theatre in the country. One year later, in 1927, along with his associates he sold the theatre to Fox Theatres Corporation. After that he retired, but in 1930 went back to Hollywood and the industry again. He is survived by his wife and four sons.

Conferences on promotion and sales of Dari-Delite soft ice cream franchises were held here. Attending were Bill Levin, Dari-Delite, Rock Island, Ill., and

... here's another example of how
**BERLO MERCHANDISING
SELLS!**

New

RED AND YELLOW  POPCORN

FUNBOX

not just a carton of popped corn • not just delicious popcorn

but . . . a new package that gives your customers
EXTRA value, EXTRA pleasure, EXTRA fun—

★ HERE'S A POPCORN BOX THAT
WILL BE TAKEN HOME!

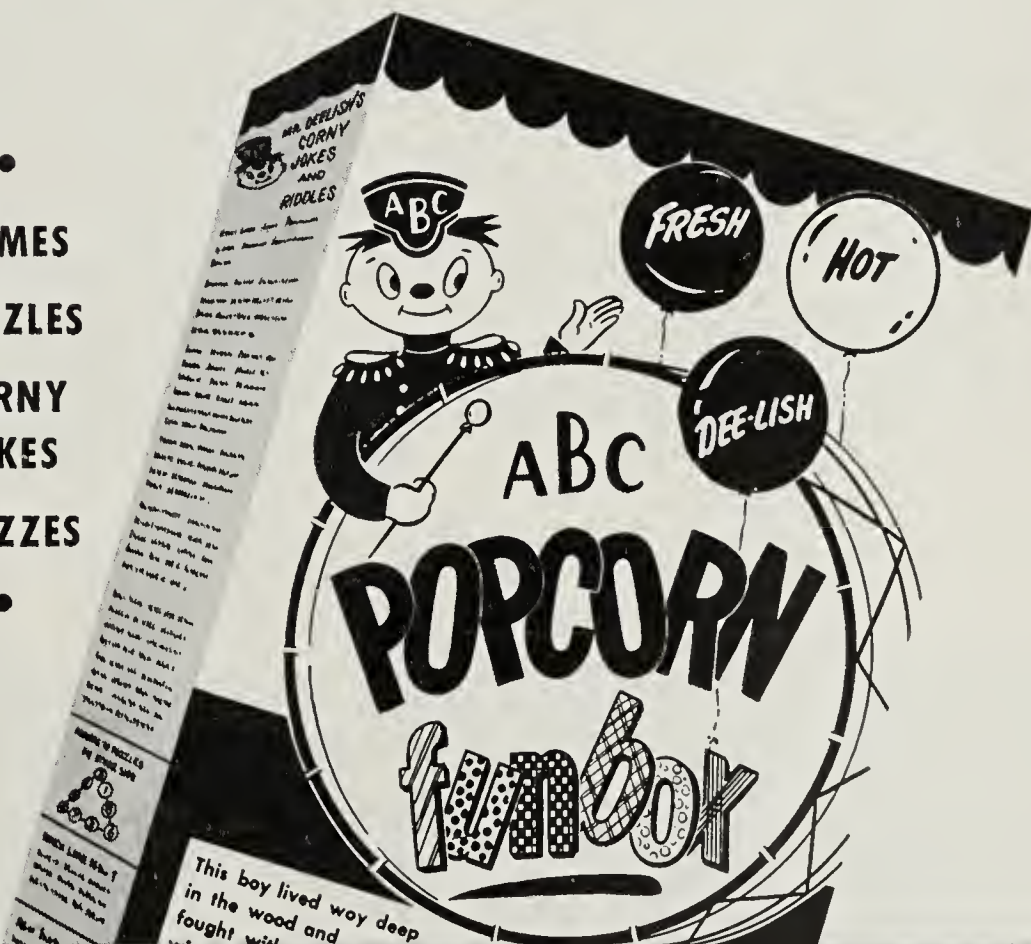
★ HERE'S THE PROVEN PACKAGE
TECHNIQUE THAT SOLD HUND-
REDS OF THOUSANDS OF CEREAL
BOXES!

★ HERE'S ADDED PROOF ON WHY

BERLO MERCHANDISING METHODS
DELIVER THE HIGHEST PER CAPITA
GROSSES IN AMERICA!

Let BERLO'S 40 years experi-
ence give you airtight cash
control, better service, and
supervision — GREATER NET
PROFIT!

GAMES
PUZZLES
CORN
JOKES
QUIZZES



BERLO



VENDING COMPANY

333 S. BROAD STREET, PHILADELPHIA 7, PA.

local representatives Abel and Silber, with headquarters at the Girard. Abel and Silber cover Pennsylvania, Maryland, Delaware, and Washington, D. C.

David Altman, manager, Rialto, was robbed by a gunman outside the theatre, and lost \$400 in receipts. . . . "Mom and Dad," sex education film, goes into the S-W Earle on Feb. 28 under a sub-leasing arrangement. The theatre closes on April 4, three weeks before its permanently going dark.

Frank L. McNamee, City Fire Commissioner, became president, Philadelphia Eagles pro football team, succeeding James Clark, Highway Express.

The Arcadia had a preview of "The Bad and The Beautiful."

Vine Street

Paramount was host at a luncheon tendered for Rosemary Clooney, soon to be seen in "The Stars Are Singing." Attending from the exchange were branch head Ulrik Smith, exploiter Mike Weiss, head booker Ralph Garman, sales manager Herb Gillis, and Harry Dressler, while Herb Steinberg came down from the home office with Miss Clooney. Prominent exhibitors of the city and surrounding area were on hand for the luncheon, and Miss Clooney rendered two numbers, both of which were well received. Steinberg gave a sales talk.

The Milgram Circuit is in immediate need of four good managers for both in town and out-of-town work. Kindly telephone David Milgram at BA 9-2900.

U-I booker Ferd Fortunate was mighty happy to have his son, Marine Corps Sergeant Joe Fortunato, home on a 30-day leave. He left Japan, after 15 months service, telephoned his father from San Francisco, and came east on a navy bomber. Before entering the service, he worked in the Paramount shipping room. . . . Upstate exhibitor Harry Stiefel was seen around with his son, who was getting out of the army.

Allied Independent Theatre Owners of Eastern Pennsylvania scheduled its 15th annual meeting for Feb. 24 at the Broadwood Hotel. The present status of third-dimension equipment and films will be the principal topic of discussion, and plans have been made to give all attend-



Miss Jerry Kay, assistant to producer Arch Oboler on UA's "Bwana Devil," recently appeared over WAAM-TV, Baltimore, Md., in a chat with Nick Campofreda on his "Sports Parade" program. Rodney Collier, manager, Stanley, made the arrangements.

ing the most up-to-date information on this very vital subject affecting all theatres. Additionally, the organization must take positive action on pre-release and 50 per cent film rental policies of the distributors, and conduct the rest of the annual business. Sidney Samuelson, president-general manager, urges all to attend.

The race among the sex picture distributors is getting rather heated, with the various distributors jockeying for playdates and positions. From all reports, theatres playing the sex shows are doing very well with them, with the hottest money going to the first ones in every situation. There have been some cases where local pressures have been felt against theatres booking such attractions, but these are said to be in the minority. With the area wide open for this type of show for the first time in history, theatremen's eyes are being opened to the profit possibilities of this kind of picture, if they feel that they can play it.

Alvin Goodwin, who is back at his old stamping grounds, 1309 Vine Street, with Quality Premium Distributors, Inc., has the second floor of the building for rent. It contains 1800 square feet. The lease includes heat and light, with private entrance. Goodwin is willing to make a good deal for the complete floor. Contact him at Quality.

Alan Verbin, son of Moe Verbin, Stiefel-Blumberg Theatres, enters the University of Pennsylvania this fall to take up electrical engineering.

Arthur Canton, MGM eastern press division representative, was in, and also visited Harrisburg, Pa.

R. M. Doherty, 20th-Fox office manager, was on the sick list. . . . The new telephone operator at 20th-Fox is Peggy Buchy. . . . Jack Weiss was back from a southern trip practically recovered from his illness. . . . Carl Munzer's Hollywood Printing and Mailing Service is moving to 1313 Vine Street on March 1.

Nate Milgram, Deluxe Premiums, is all enthused about "something new and exciting" in the giveaway line, which is fully explained in his ad on another page of this edition of EXHIBITOR. . . . Max Miller, UA tub thumper, was back from Baltimore, Md., and Washington, D. C. . . . All of the branch managers met in UA branch manager Johnny Turner's office to further plan "Brotherhood Week" solicitations. . . . Hunt Enterprises gave up its Vine Street offices.

Allied Motion Picture Theatre Service has added the following to the accounts: Mahoning Drive-In, Lehigh, Pa.; Midway Drive-In, Hummelstown, Pa., and Millerstown Drive-In, Millerstown, Pa.

At the time of going to press, Moe Verbin, Stiefel-Blumberg Theatres, was looking for a manager for the Senate, since Jack Smith was joining Allied Motion Picture Service, succeeding Hank Goldman, who went with Jack Harris. . . . Mrs. Esther Lazar is resigning from Boxoffice to assume the duties of a housewife.

Walter H. Potamkin, formerly with Norman Lewis Theatres, has joined Columbia as city salesman. He is succeeded by Joseph Kane, who leaves Jack Greenberg, with whom he has been associated as manager, Star, Camden, N. J., to join Lewis. Manny Lewis will be associated with his brother, Norman, in booking the Lewis houses. . . . A job for an assistant manager in a city house is open. Call EXHIBITOR's editorial department for further details on the assignment.

Circuits Stanley-Warner

Daniel Kaplowitz, youngest son of Arthur Murray Kaplowitz, started first grade. Mother and Daddy are nervous wrecks. . . . "Open-the-window-Janie Netzel" had a touch of the grippe, but is back feeling better. . . . The entire organization was shocked by the sudden death of Iz Wiernik, manager, Strand. He was one of the old time Stanley Company men, and will be sadly missed by his fellow managers and many friends. Deepest sympathy is extended.

Paul Castello's tall, blonde, and handsome son, Johnny, joined the navy. . . . Ellis Shipman is back after a long siege of illness looking wonderful. . . . Esther Flicker Neiman, formerly of the billing department, had a little boy. Mother and baby are doing fine.



Seen at the recent installation of officers of the Variety Club of Washington, Tent 11, are, left to right, Nathan D. Golden, International Heart chairman; Jerry Adams, 1952 Chief Barker, with the plaque he received; Jack Beresin, International Chief Barker; Victor J. Orsinger, Chief Barker; Jake Flax, international representative; Morton Gerber, a past Chief Barker, and, in the rear, Colonel William McCraw, international executive director, and Dr. Charles W. Lowry, Tent 11 chaplain.

Exhibitors!

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DELUXE THEATRE PREMIUMS

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LOcust 4-1778

District of Columbia Washington

The drama department of Catholic University invited director Alfred Hitchcock to lecture on motion picture suspense. He plans to make the address when he comes east in connection with premiere showings of his new Warner production, "I Confess."

Ed Linder, manager, Ontario, obtained a front page spot as well as an inside break with photo on U-I's "The Lawless Breed" in The Uptown Connecticut Avenue Shopper.

Moved by the opposition of Arlington residents, the Alexandria Planning Commission denied rezoning that would have permitted construction of a drive-in at Mount Vernon Avenue and Glebe Road. The commission's good-neighbor decision now goes to Alexandria City Council, which can reverse the planning board by a three-fourths majority. The planning commission had previously recommended, and the City Council had approved, a "special use permit" to allow the drive-in, subject to rezoning of three acres of the seven-acre tract. However, the Commission stated it was not aware of the opposition when it voted the permit.

VARIETY CLUB—The club presented a check for \$2,000 to the Metropolitan Police Boys Club on the Mark Evans television show over WTOP. Presentation was made by Morton Gerber, chairman, welfare committee, to Vice-President Richard M. Nixon, who turned the check over to District Police Chief Robert V. Murray. Also present was Ralph D. Pittman, president, Metropolitan Police Boys Club. . . . Recent contributions of the Variety Club will be used to memorialize deceased members. They include the gift of an ambulance to Emergency Hospital and a contribution to the Hebrew Home for the Aged. . . . The traditional "thank you" luncheon for the ladies who worked on the 1952 welfare awards drive will be held on Feb. 28 in the Terrace Room of the Shoreham Hotel. Invitations will be sent out by Mrs. Sara S. Young, chairman, women's committee, to the women who actively participated. . . . Gerald P. Price, chairman, membership committee, inducted new members into the club on Feb. 2.

A diplomatic preview of "Mahatma Gandhi—Twentieth Century Prophet," a feature-length documentary film on the life of the Indian leader produced by the American Academy of Asian Studies, San Francisco, was held in the DuPont. The preview was under the auspices of G. L. Mehta, Ambassador of India to the United States, in cooperation with the American Academy of Asian Studies.

Twenty-five top Washington-Baltimore, Md., territory exhibitors and circuit heads lunched at the Mayflower Hotel with Rosemary Clooney, star of Paramount's "The Stars Are Singing," who is touring in conjunction with the promotional campaign in behalf of the film. Among the showmen present were: Sidney Lust, Fred Kogod, Max Burka, Marvin Goldman, Lloyd Wineland, Joseph Bernheimer, T. J. Martin, Tom Mudd, Wilbur Brizendine, George Crouch,



The Senate, Harrisburg, Pa., recently had this display of military equipment outside the theatre in a tieup with the National Guard on Republic's "Thunderbirds."

Louis Ribnitzki, and others. Acting as host for Paramount was Phil Isaacs, Washington branch manager. The luncheon was preceded by a special screening of "The Stars Are Singing" for the exhibitors followed by a cocktail party at the Mayflower in honor of Miss Clooney, at which disc jockeys and fashion editors of the area interviewed the radio-TV-recording artist. Miss Clooney arrived accompanied by Herb Steinberg, Paramount publicity manager. Next stop on their tour was Atlanta.

MGM's Mrs. Catherine Murphy reported that Hazel McCarthy, booker's stenographer, was in Minnesota on a vacation and that Eddie Kushner, Dot Biggs, and Ernest Huyett were all back after a siege of the flu.

Sam Pike, Equity, is back after two weeks in the Clinch. . . . Joe DiMaio, Kay, back from Martinsville, Va., reported that J. L. Pritchett, Martin, was sick with the flu. . . . At Allied Artists, R. V. Graber, auditor, was in.

RKO assistant cashier Mildred McDonald was back after her bout with the virus, as was inspectress Charlotte West. . . . RKO's Agnes Turner introduced Howard Mitchell, conductor, National Symphony, at the Soroptimists luncheon at the Willard Hotel.

Local F-13 had a regular monthly meeting, and admitted Virginia Baisey, William Padgett, Jean Tuazon, and Esther Bomstein. . . . Sam Jenkins is leaving United Artists to take residence in Arizona. . . . Miss Anna Bernd, at



The Byrd, Richmond, Va., recently utilized space on a building project to plug the showing of RKO's "Never Wave At A Wac."

Paramount for 34 years, passed away after illness. . . . At Republic, Bertha May Amandat's father passed away. . . . A baby shower was held for Mrs. Doris Musselman, former contract clerk at Republic. . . . In were W. R. Tanner, K and T Theatres, Kenbridge, Va., and Cecil Curtis, Galax, Va. . . . Harley Davidson, Independent Theatre Service, has taken over buying and booking for the Lee-Hi Drive-In, Roanoke, Va.

Jerome A. Adams, branch manager, MGM, announced that he has resigned his position effective on April 4 to accept another position in California. Adams came to Washington from the San Francisco office of MGM, and has been most active in motion picture, charitable, and civic affairs. He is a member of the Ad Club and Variety Club, and served the latter organization as Chief Barker during 1952. He started with MGM in 1934, and in 1941 entered the armed forces, working his way up through the ranks to captain, combat intelligence. Upon his return to civilian life, he was assigned as assistant branch manager in San Francisco, and was transferred to Washington as branch manager in March, 1947. Mr. and Mrs. Adams and their three children will make their home in the Bay area of San Francisco.

Members of the Cabinet, Congress, and Washington diplomatic, and press corps attended a special screening of "Come Back, Little Sheba" at the MPAA theatre with Shirley Booth as hostess.

Warner Theatres reported that Frank La Falce and George Crouch were down to the Shenandoah for the field meeting of managers. . . . Gertrude Epstein, Sandy, reported that Jerry Sandy was back after his bout with the flu. . . . A surprise birthday party was held for Clark Davis, District Theatres, at the Variety Club. . . . Lanny Payne, Pitt Circuit, was in visiting.

Ground was broken for a new drive-in on the Marlboro Pike less than a mile from the District line. This will be operated by Sidney Lust Theatres when it opens around April 1.

—RICK LA FALCE

Delaware Wilmington

Stereo-Techniques films made their eastern premiere in Wilmington on Feb. 5 at Loew's Aldine. Five films were shown along with "Rogue's March."

Funeral services for Mrs. Anna Thomas Ritchie Horn, widow of Charles S. Horn, Sr., pioneer exhibitor of Rehoboth Beach, Del., were held. Mr. and Mrs. Horn built the first motion picture theatre in Rehoboth, the Blue Hen, still in operation.

—H. L. S.

Maryland Baltimore

The Maryland Board of Motion Picture Censors has made formal request of the Attorney General's office for submission and promotion of a more modern and definite censorship state during the current session of the legislature. . . . Jack Largent, assistant manager, Strand, Cumberland, Md., spent several days visiting friends here.

WASHINGTON EXCHANGE LISTING

(The following list represents addresses and pertinent information concerning film exchanges serving the Washington area. Cooperation in keeping this list accurate is requested. All companies listed may be addressed at Washington 1, D. C., with the exception of Paramount and 20th-Fox, whose postoffice box zone number is 13.—Ed.)

ALLIED ARTISTS

922 New Jersey Ave., N.W.—ME 8-2133

Branch manager—Milton Lipsner
Booker—Al Wheeler
Salesmen—Milton Lipsner, key accounts; Maryland excepting Eastern Shore; Virginia Eastern Shore of Maryland, Harold Levy, Mark N. Silver
Cashier—Blanche Hayre

CLARK FILM DISTRIBUTORS, INC.

922 New Jersey Ave., N.W.—RE 7-5960

District manager—Ralph E. Binns

COLUMBIA

928 New Jersey Ave., N.W.—NA 8-4035

Division manager—Samuel A. Galanty
Branch manager—Ben Caplon
Office manager—Jack J. Hollischer
Salesmen—Ben Caplon, circuit key situations; Charles A. Wingfield, Baltimore, Maryland; Martin Kutner, Clinch Valley; Jack Jackter, eastern Virginia; James Whiteside.
Bookers—Max Rutledge, Fred Sapperstein, Elmer Moore.
Cashier—Alice Sauber
Exploiteer—Sid Zins

EQUITY

1001 New Jersey Ave., N.W.—RE 7-0776

Branch manager—B. H. Mills
Office manager—Myron Mills
Booker—Mrs. Thelma Powell
Salesmen—Sampson Pike, Harry Kahn
Cashier—Ann Sknerski

SANDY

1013 New Jersey Ave., N.W.—EX 3-4613-4614

Manager—Fred Sandy
Salesman—Sylvester Sandy
Office manager-booker—Gertrude O. Epstein
Cashier—Fred Gordon

KAY

203 Eye St., N.W.—NA 8-3356

Booker—Dorothy Kelly
Special representative—C. J. DeMaio

LIPPERT

203 Eye St., N.W.—ST 3-1652

Branch manager—Fred Beiersdorf
Booker—Emelyn Benfer
Salesmen—Jerry Murphy, Harry Valentine
Cashier—Josephine Deavers

METRO

1009 New Jersey Ave., N.W.—DI 7-6530-1-2

Southern division sales manager—Rudolph Berger
Branch manager—Jerry Adams
Assistant branch manager—Paul Wall
Office manager—Joseph Kronman
Cashier—Mrs. Anna Ridgely
Salesmen—Fred Rippingdale, Sid Eckman, Pete Prince, Buddy Sharkey
Bookers—Edward Kushner, head booker; Henry Ajello, Ida Barezofsky, Max Stepkin
Field representative—Tom Baldrige

RKO

932 New Jersey Ave., N.W.—DI 7-3672

Eastern district manager—R. J. Folliard
Branch manager—J. B. Brecheen
Sales manager—Alphonsus P. Folliard
Office manager—Joseph Kushner
Salesmen—Olmsted Knox, eastern Virginia, Eastern Shore, Maryland, Virginia, Delaware; E. W. Grover, Baltimore, northern Maryland; C. T. Hurley, western Maryland, southwestern Virginia, West Virginia
Bookers—Jesse Smith, head booker; George Sullivan, Baltimore; Don Bransfield, country accounts; Herb Doherty, army-navy, non-theatrical
Cashier—Agnes Turner
Exploiteer—Ralph Banghart

PEERLESS

203 Eye St., N.W.—DI 7-7571

Branch manager—Harry R. Shull

Joseph Grant, Northwood owner, returned to Johns Hopkins Hospital. . . . Bob Rappaport, Town and Hippodrome, spent a weekend resting at Atlantic City. . . . Richard Dizon, assistant Loew's Century, had a weekend in New York seeing shows.

Variety Guild, the women's membership of the Variety Club, Mrs. Lou Becker, president, held its annual package party. Mrs. Morris Kasoff was mistress of ceremonies.

Howard Burman, former Hippodrome manager, died suddenly from a heart attack.

20th CENTURY-FOX

415 Third St., N.W.—DI 7-8420

Branch manager—J. B. Rosen
Atlantic division manager—C. Glenn Norris
Salesmen—Charles Krips, Ira Sichelman, Martin Warshauer, John O'Leary, Jack Keegan, Dan Rosenthal
Bookers—Mrs. Sara Young, Jack Kohler, Leona Gunsberg, Elmer McKinley
Head shipper—Bob Kuttler

REPUBLIC

203 Eye St., N.W.—RE 7-0155

Branch manager—Jake Flax
Office manager—Albert Landgraf
Salesmen—Jake Flax, Washington, Baltimore, key Virginia situations; W. Maynard Madden, western Virginia; Sam Tabor, Baltimore, environs; Eastern Shore, eastern Virginia, Shenandoah Valley; Joe Cohan
Booker—Esther Katznell
Cashier—Clare Cunningham
Head Shipper—William Wilson
Clerk—Joyce Kriso
Bookkeeper—Ida Leniek

THEATRE ADVERTISING COMPANY

704 New Jersey Ave., N.W.—DI 7-8160

Owner—Ben Siegel
Office manager—Frances Siegel

NATIONAL SCREEN SERVICE CORPORATION

920 New Jersey Ave., N.W.—ME 8-5016-7

Office manager—Mrs. Ernestine S. Bandel
Salesmen—George Nathan, Virginia, Washington, D. C., and D. C. circuits

PARAMOUNT

306 H St., N.W., P.O. Box 1916—NA 8-7661

Branch manager—Phil Isaacs
Sales manager—Herbert C. Thompson
Special representative—Mike Weiss
Salesmen—Jack Howe, circuit accounts, Virginia; George Kelley, Eastern Shore; Peter Kaufman, Maryland, Washington, D. C.; Herbert Thompson, Baltimore
Bookers—Robert Cunningham, Baltimore; Fred Von-Langen, Maryland; Jane Harrell, Virginia, William Fischer
Cashier—Ida Green

WARNERS

901 New Jersey Ave., N.W.—NA 8-1130

District manager—Robert F. Smeltzer
Branch manager—Pete DeFazio
Office manager—Edward M. Phillips
Salesmen—Cliff Jarrett, part of Maryland, part of Virginia, Eastern Shore; Oscar Kantor, Baltimore, part of Maryland

UNIVERSAL-INTERNATIONAL

913 New Jersey Ave., N.W.—DI 7-4525

District manager—Pete Rosian
Branch manager—Joseph Gins
Office manager—Stanley Taylor
Salesmen—Vince Dougherty, Baltimore; Jack Benson, Clinch Valley, western Virginia; Ike Ehrlichman, Eastern Shore, Washington; Barney Frank, western Maryland, eastern Virginia
Bookers—Nate Shor, Bert Freedman, Robert Miller, Ray Foreman
Cashier—Walter Bangs
Mail Clerk—Myrtle Friess

UNITED ARTISTS

924 New Jersey Ave., N.W.—NA 8-6316

Branch manager—Arthur Levy
Office manager—L. B. Buchanan
Salesmen—Harold Rose, Eastern Shore, part of Virginia; J. Edward Fontaine, Baltimore, Washington, D. C.; William Michaelson
Booker—Doris Jowett
Cashier—Sam Jenkins

Sydney R. Traub, chairman, Maryland State Board of Motion Picture Censors since 1949, has been notified of his appointment as lieutenant colonel in the U. S. Air Force Reserve. He served in the air force in both World Wars, and left active duty in 1946 with the rank of lieutenant Colonel.

Walter Gettinger, Howard owner, and Mrs. Gettinger weekendend in New York. . . . Morris Mechanic, Center and New owner, hosted a group of friends for the opening of the legitimate "The Four Poster."

—G. B.



Glen Ford, who recently completed "The Man From The Alamo" for U-I, accompanied by his wife, former actress Eleanor Powell, is seen arriving in New York to aid in the advance promotion.

Hagerstown

Product, promotion, and third-dimension were discussed at a meeting of WB Theatres Maryland district managers. Among those present: George Crouch, Washington, zone manager; Louis Ribnitski, chief booker; Frank LaFalce, advertising manager; Charles Grimes, Maryland district manager, and managers George N. Payette, city manager, Hagerstown, Md.; Don Nichols, Waynesboro, Pa.; Louis Kusner, Martinsburg, W. Va.; Lemar Keen, Winchester, Va., and Arnold Leopard, Frederick, Md.

George N. Payette, Jr., for 16 years manager, Warner Theatres, returned following a leave due to an accident

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Shirley Booth, star of Hal Wallis' Paramount production, "Come Back, Little Sheba," is seen in New York City recently accepting from Leo Mishkin, motion picture editor, The Morning Telegraph, and chairman, New York Film Critics' Club, the group's "best actress" award for her performance.

several months ago. Arnold Leopard, who took over during the absence of manager Payette, has been assigned as Warner Theatres' city manager at the Frederick and Tivoli, Frederick, Md. . . . John M. Hersh returned to be house manager, Maryland.

—L. Mc. W.

Leonardtowntown

Mrs. Ray Trumbule, wife of the promotion manager, Southern Maryland Theatres, had the flu.

New Jersey Camden

The Tower closed on Feb. 4. It has been sold for commercial purposes.

Trenton

Assemblyman Arnold M. Smith, Paterson, N. J., offered a bill in the lower House of the legislature to require theatres or other places of amusement exhibiting telecast of boxing or wrestling performances to obtain an annual license from the State Athletic Commissioner, and pay tax equal to 10 per cent gross admission receipts or 10 per cent of monies paid television station or sponsoring agency if no admission is charged.

Pennsylvania Harrisburg

For "Thunderbirds," B. J. Bispeck, Senate, had window displays in promi-



Dave Garroway holds up some Toulouse Lautrec posters for the TV audience while Colette Marchand relaxes during her recent interview on "Today," NBC-TV program. Miss Marchand appears in United Artists' "Moulin Rouge."

TRADE SCREENINGS

PHILADELPHIA

RKO—(250 North 13th) Feb. 17, 10:30, "Port Sinister" (James Warren, Lynne Roberts); 2:30, "Count The Hours" (Theresa Wright, Macdonald Carey).

WARNERS — (230 North 13th) March 4, 2, "The Blue Gardenia" (Anne Baxter, Richard Conte, Ann Sothorn).

nent locations at department stores with posters and National Guard equipment. One hundred cards 22x28 were distributed, special army equipment was displayed outside of the theatre six days before opening in cooperation with the National Guard and Army Air Force, including army tanks, anti-aircraft guns, jeeps, etc., and a special convoy parade displaying "Thunderbirds" play date on large cards, which passed through town each day ending at the square in front of the theatre. The mayor signed a proclamation for "National Guard Day" in conjunction with the opening day, and this resulted in photo art. A special live radio broadcast ceremony on opening night plugged the film with speeches delivered by two generals. A big banner front outside included a special lobby idisplay. A large 15-foot screen was placed on top of the marquee, and upon this was projected a National Guard film and the "Thunderbirds" trailer, with sound equipment.

Mildred

George Gatta's Mildred burned down in a fire that destroyed many other properties.

Reading

Most theatres here helping "The March of Dimes" 1953 campaign were completing their reports. . . . The Park, Emanuel Rosenberg, manager, is holding a series of Saturday morning feature shows for children, with prizes.

A unique dual celebration took place at Fabian's Embassy on Jan. 23 when Paul E. Glase, manager, celebrated a birthday and on the same date marked his 40th year of theatre activities here. Glase started his theatre activities in 1905 as producer of local minstrel and musical entertainments, continuing until 1913, when he entered publicity work for most of the houses then in town. On his birthday, Glase was surrounded in his office by a group of employees, who gifted him with a gold wrist watch and band. Later, he received a leather brief case from the managers of other theatres, all close friends, including Larry Levy, Loew's; Birk Binnard, Warner, and Lester Stallman and Paul H. Easterly, Schad Theatres. He was greatly touched.

Theatres will be asked to help in the annual campaign of the Reading-Berks Heart Association to raise \$10,000.

Virginia Richmond

Bob Eagan put on one of those spook shows at the National, the "Raymond Voodoo Show." . . . Charlie Smith sold out his florist business, and is now work-



The Variety Club of Washington, Tent 11, recently presented a check for \$2,000 to the Metropolitan Police Boys Club on the Mark Evans TV show over WTOP-TV. Seen, left to right, are Evans: Morton Gerber, chairman, Variety Club's welfare committee; Vice-President Richard Nixon; Major Robert V. Murray, District police chief, and Ralph D. Pittman, president, Metropolitan Police Boys Club.

ing full time in the State booth. . . . George Peters played the first of the MGM revival shows at Loew's, "Grand Hotel" and "Weekend at the Waldorf." . . . Howard Powers, Colonial boothman, and Fitz Anderson, Loew's, were both out with the flu. . . . Sam Pulliam, Grand manager, was confined for several days with the flu. . . . Bob Eagan, National manager, was taking part of his vacation resting at home. . . . The premiere of "Never Wave At A Wac" at the Byrd and State was big. . . . Sympathy is extended to Grover Finch, retired National projectionist, who lost his wife. . . . The Twin Pines Drive-In is the sole outdoor theatre in operation in this section. . . . Burglars broke into the Grand, and stole "The March of Dimes" and Will Rogers Memorial Hospital collection jars. . . . John Zenner, former manager, Westhampton, is now associated with the McKimmie Motor Company.

—S. T.

Roanoke

A furnace fire did slight damage to the basement of the Salem building.

Variety Club Tent 13, Philadelphia

"The Hitch-Hiker" was screened through the courtesy of RKO.



Richard Conte, accompanied by his wife and son, recently arrived in New York to aid in the promotion of his recently completed U-I feature, "Desert Legion."

COLUMBIA

Five Angles On Murder

MYSTERY MELODRAMA
88M.

(English-made)

ESTIMATE: Well-made mystery import.

CAST: Jean Kent, Dirk Bogarde, Susan Shaw, John McCallum, Hermione Baddeley, Charles Victor, Duncan Macrae, Lana Morris, Joe Linnane, Vida Hope, Bobbie Scroggins, Duncan Lamont, Anthony Dawson, John Boxer, Julian D'Albie, Richard Pearson. Produced by Teddy Baird; directed by Anthony Asquith.

STORY: When the body of Jean Kent is discovered, police investigation headed by Duncan Macrae reveals what people thought about the dead woman. Her neighbor, Hermione Baddeley, thought her a lady, pointing suspicion towards her sister, Susan Shaw, who fought with her continually, and Dirk Bogarde, a vaudeville artist, who tried to get Kent to take part in his act and who later became friendly with Shaw. An interview with Shaw reveals that she quarreled with Kent because she neglected her dying husband in a hospital, and then tried to interfere when Bogarde wanted to marry her by threatening to delay his divorce from his wife. Macrae sees Charles Victor, owner of a pet store, who did odd jobs for Kent, and who, just before her murder, had proposed to her and had been accepted. He throws suspicion on a seaman who visited Kent, John McCallum. The latter brings in still another character, but Macrae comes across a clue which suggests Victor as the murderer. He confesses.

X-RAY: This has suspense and a good pace. The cast is efficient, and the production and direction jobs are okeh. Since it is a British production, and few of the cast are known well, this will probably find its easiest going in the art or specialty spots although it could fit into the lower half slots elsewhere. The screen play is by John Cresswell. Legion of Decency: "B." (This was first reviewed in THE SERVICE SECTION in February, 1952, under the title of "The Woman In Question". Since the company has changed the title, and is now releasing it on the 1952-53 schedule, it is being reprinted for the record.—Ed.)

TIP ON BIDDING: Lowest bracket.

AD LINES: "She Had A Large Following Some Of Whom Wanted To Murder Her"; "A Mystery Thriller That Will Have You Guessing"; "Who Killed . . . And Why?"

LIPPERT

I'll Get You (5206)

MELODRAMA
79M.

(Made in England)

ESTIMATE: Raft starrer will fit into the duallers.

CAST: George Raft, Sally Gray, Clifford Evans, Reginald Tate, Patricia Laffan, Frederick Piper. Produced by Bernard Lubor; directed by Seymour Friedman.

STORY: FBI man George Raft, posing as an aircraft engineer trying to get a job, lands in England illegally, and becomes the subject of a wide search. His travels lead him to Sally Gray, working with British Intelligence chief Reginald Tate. The British are seeking Clifford Evans, center of an underground network responsible for kidnapping prominent scientists. After considerable activity, Raft manages to bring Evans to bay almost singlehanded.

X-RAY: Patterned along familiar lines, this trods the tried and true, with little

action until the closing moments. Raft walks through in his usual style, and Gray is a pretty sidekick. All other performances are about as expected, with the scenes of London interesting. The screen play is by John V. Baines and Nicholas Phipps.

AD LINES: "FBI Man Brings Espionage Agent To Bay"; "George Raft Is Cracking Down On The Spies Once Again"; "The FBI's Toughest Manhunt!"

MGM

I Love Melvin (323)

COMEDY WITH MUSIC
77M.

(Color by Technicolor)

ESTIMATE: Pleasing musical.

CAST: Donald O'Connor, Debbie Reynolds, Una Merkel, Richard Anderson, Allyn Joslyn, Les Tremayne, Noreen Corcoran, Jim Backus, Barbara Ruick, and guest star Robert Taylor. Produced by George Wells; directed by Don Weis.

STORY: Broadway chorine Debbie Reynolds, who longs for success, meets Donald O'Connor, assistant to Look magazine photographer Jim Backus. O'Connor, posing as a photographer, takes pictures of Reynolds, and promises her a cover, which she thinks will bring her fame and fortune so she won't have to marry Richard Anderson, whom her father, Allyn Joslyn, likes. Unsuccessful in his cover promise, O'Connor fakes one, aided by Backus, and Reynolds is greatly let down when she discovers she never was intended for a cover. When this breaks, O'Connor disappears, but when Look magazine chief Les Tremayne hears the full story from Reynolds, she gets on the cover, and O'Connor is found, paving the way for the happy ending.

X-RAY: A pleasing musical, filled with songs and dancing, this has elements for audience satisfaction even if it runs a bit short and doesn't appear to have sock potentialities. Reynolds is able, with O'Connor decidedly okeh in his routines, while Una Merkel, Joslyn, Backus, and Noreen Corcoran aid in the comedy. The story is lightweight, but the pace never slackens, and there are some striking production numbers for the selling. The story was written by Laslo Vadnay. Songs include: "A Lady Loves", "Saturday Afternoon Before The Game", "I Wanna Wander", "We Have Never Met, As Yet", "Where Did You Learn To Dance", and "Life Has Its Funny Little Ups And Downs."

TIP ON BIDDING: Above average price.

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SECTION TWO
Vol. 49, No. 15

FEBRUARY 11, 1953

AD LINES: "She Loved Melvin . . . And What A Guy Was Melvin"; "She Was His Cover Girl . . . But He Couldn't Get Her On The Cover"; "The Season's Gayest Comedy . . . About A Guy Named Melvin And A Girl Who Thought Melvin Was One In A Million."

PARAMOUNT

Off Limits (5216)

COMEDY
89M.

ESTIMATE: Amusing comedy has names to help.

CAST: Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff, Stanley Clements, Jack Dempsey, Marvin Miller, John Ridgely, Tom Harmon, Norman Leavitt, Art Aragon, Kim Spaulding, Jerry Hausner, Mike Mahoney, Joan Taylor, Carolyn Jones, Mary Murphy. Produced by Harry Tugend; directed by George Marshall.

STORY: Fight manager Bob Hope trains and manages Stanley Clements to the point where he knocks out the champion. The army calls Clements in for a physical, and Hope's partner, Marvin Miller, convinces Hope that he must go along to protect his investment. After Hope is sworn in, he learns that Clements has been rejected as being mentally unfit, and Hope realizes that he has been duped by Miller, who now owns Clements outright. In the army, Hope makes the acquaintance of military policeman Eddie Mayhoff, making

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a career of the army, and of Mickey Rooney, who pesters Hope to teach him the fight game. Marilyn Maxwell, Rooney's aunt, hates the fight game, and feels the same about Hope. Hope and Rooney are assigned to an MP detail. A fight is arranged between Rooney and a sailor, but Hope can be of little help because of seasickness, and Rooney loses. A brawl follows in Maxwell's cafe, and it is put off limits, with Hope ordered to post the sign and serve her with the notice. He refuses to do this and goes AWOL. However, when Hope helps Rooney win a bout, his punishment is lightened. Rooney is matched against Clements. Before the fight, Hope winds up in jail for damaging a car that belonged to a general. Hope thought it belonged to Miller, who came to warn him against having Rooney win. With the help of Maxwell, Hope gets out of jail and manages to convey fight instructions to Rooney via walkie talkie. Rooney wins. Hope and Maxwell get married, with Mayehoff going along on the honeymoon to keep an eye on Hope.

X-RAY: With a number of laughs and amusing scenes and situations, this saw a sneak preview audience seeming to enjoy the proceedings. The players turn in good performances, with Rooney underplaying his part to advantage, the story is fairly interesting, and direction and production are average. The names of Hope, Rooney, and Maxwell should help things along marquee-wise. The story and screen play are by Hal Kanter and Jack Sher. Among the songs heard are: "The Military Policeman", "Right Or Wrong", and "All About Love."

TIP ON BIDDING: Better than average price.

AD LINES: "When Bob Hope And Mickey Rooney Join The Army, It's Everybody To 'The Hills'; 'What An Army . . . What A Picture . . . What Fun'; 'Hope And Rooney Are A Pair Of Military Policemen, And Marilyn Maxwell Is 'Off Limits' To Them And The Army.'"

20TH-FOX

The Silver Whip (309)

WESTERN
73M.

ESTIMATE: Fair outdoor show.

CAST: Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley, James Millican, Lola Albright, J. M. Kerrigan, John Kellogg, Ian MacDonald, Harry Carter, Robert Adler, Clancy Cooper, Paul Wexler. Produced by Robert Bassler and Michael Abel; directed by Harmon Jones.

STORY: Young Robert Wagner, who yearns to be a driver on the main stage coach line, gets the assignment when stage coach line messenger Dale Robertson, a good friend, puts in a plug for him with division superintendent Jim Millican. On his first run, with Robertson accompanying, bandits headed by John Kellogg steal some gold, at the same time killing several people, among them Lola Albright, Robertson's girl friend. Although Robertson tells Wagner to drive away with the stagecoach, the latter persists in staying to fight the bandits. Robertson is determined to bring the gang to justice singlehanded. When sheriff Rory Calhoun, another friend of Wagner, starts off with a posse, Wagner goes along, although his orders are to go back to the stagecoach office. Eventually, the gang is rounded up, with Kellogg and Ian MacDonald put in jail. Robertson is for hanging them, but Calhoun puts him off, saying a judge will be in town in the morning for a trial. However, word leaks out that the judge will be delayed, which causes Robertson to lead a band of men to get the prisoners. Only Wagner, who has been made a deputy, is on hand to

stop the group, as Calhoun has been headed off. When Robertson presses him, Wagner shoots him. Calhoun then takes over, restoring law and order. Wagner is prepared to leave, but Robertson indicates he is willing to forget everything. Wagner gets his stagecoach run back, and along with it his silver whip.

X-RAY: An interesting western, this has different story developments. For the most part, its appeal will be best for the outdoor trade. There is plenty of action, with the three male leads okeh, while the romance is slight. The story was written by Jack Schaefer.

TIP ON BIDDING: Fair program price.

AD LINES: "The Silver Whip' Was His . . . If He Could Prove He Could Earn It"; "Desperadoes On The Loose . . . And One Man Tracking Them Down"; "Bullets Flying . . . Men Dying In This Spirited Drama Of The Old West."

UNITED ARTISTS

Monsoon

DRAMA
79M.

(Film Group)
(Color by Technicolor)
(Filmed in India)

ESTIMATE: Import will best fit into the art spots.

CAST: Ursula Theiss, Diana Douglas, George Nader, Ellen Corby, Philip Stainton, Myron Healey, Eric Pohlman. Produced by Forrest Judd; directed by Rodney Amateau.

STORY: Diana Douglas brings her American fiancé, George Nader, and his mother, Ellen Corby, to a small village in India where are her father, Philip Stainton; her brother, Myron Healey, and Ursula Theiss, her sister. Stainton is lazy and philosophical, Healey bitter and disillusioned because his wife left him, and Theiss is beautiful. When Nader meets Theiss, he is hypnotized by her beauty. He tells Douglas that he cannot wed her as he has fallen in love with Theiss, and the pair go off together. They realize that love is not everything or that something is missing in their romance. When Douglas tries to kill herself, Nader returns to her side. Theiss, disillusioned, goes off to marry an older man with whom she has been having an affair. As Nader, Corby, and Douglas leave, Theiss climbs a tall monument, evidently intending to end it all.

X-RAY: The atmosphere of India, its haunting flute-like music, the bleakness of its countryside, and the much publicized beauty of Miss Theiss will do much to help this entry, which is loaded with dull conversation having little meaning. The performances are fair, as are the story, direction, and production. The screen play is by Forrest Judd, David Robinson, and Leonard Bercovici, based on a play by Jean Anouilh. Legion of Decency: "B."

TIP ON BIDDING: Low bracket.

AD LINES: "Two People Caught In A Monsoon In Mysterious India"; "A Monsoon In India Meant Life And Death To Some"; "Filmed in India's Forbidden Land Of Love Temples."

U-International

City Beneath The Sea (308)

MELODRAMA
87M.

(Color by Technicolor)

ESTIMATE: Well-made meller.

CAST: Robert Ryan, Mala Powers, Anthony Quinn, Suzan Ball, Hilo Hattie, George Mathews, Karel Stepanek, Lalo

Rios, Woody Strode, Bernie Gozier, Leon Lontoc. Produced by Albert J. Cohen; directed by Budd Boetticher.

STORY: Robert Ryan and Anthony Quinn, deep sea divers, hired by Karel Stepanek, arrive in Kingston, Jamaica, BWI, to dive for gold bullion aboard a ship sunk off the island. Ryan meets Mala Powers, who owns a small banana boat, and he hires her and the boat for the venture. After unsuccessful searching, they give up at Stepanek's insistence. Stepanek is in cahoots with captain George Mathews, skipper of the sunken vessel, and they plan to raise the gold later. Quinn becomes acquainted with club entertainer Suzan Ball, and they, too, get involved romantically. Mathews hires Quinn to go after the sunken gold, and Ryan refuses to go in on the deal, telling Stepanek about the corrected location, and they go after the treasure as well. While Ryan is on the bottom, Mathews and Quinn show up as an earthquake starts. Quinn sides with Powers and Ryan after Mathews kills Stepanek and is himself killed. When Ryan gets into trouble, Quinn saves him. Later, the boys plan to marry the girls and return to the United States, but tell the girls to go ahead when they get a call to come back for another job, and that they'll catch up to them later.

X-RAY: This fast-moving, interesting adventure yarn found high favor with a sneak preview audience. Both Ryan and Quinn make a good impression, while the direction and production are in the better class. The color by Technicolor assists in getting across the locale and background. The screen play is by Jack Harvey and Ramon Romero, based on the novel "Port Royal . . . The Ghost City Beneath The Sea", by Harry E. Rieseberg. Legion of Decency: "B."

TIP ON BIDDING: Better than average price.

AD LINES: "What Was The Secret In 'The City Beneath The Sea'?" "Adventure, Romance, And Plenty Of Action In The Tropics"; "What A Thriller."

Gunsmoke (312)

WESTERN
79M.

(Color by Technicolor)

ESTIMATE: Good outdoor show.

CAST: Audie Murphy, Susan Cabot, Paul Kelly, Charles Drake, Mary Castle, Jack Kelly, Jesse White, William Reynolds, Chubby Johnson, Bill Radovich, Donald Randolph, James F. Stone, Jimmy Van Horn, Clem Fuller. Produced by Aaron Rosenberg; directed by Nathan Juran.

STORY: Audie Murphy, hired gunslinger, arrives in Billings, Mont., at a time when the ranch of Paul Kelly is coveted by Donald Randolph, who has managed to acquire all other valley land one way or another. At first it is believed that Murphy will side with Randolph, but Kelly, sensing some good in Murphy, arranges things so that Murphy draws with him, and the latter wins his ranch. Murphy takes over, with the job that of bringing in cattle to market so a note held by Randolph will be paid and also holding Kelly's men in line. Despite opposition, including some by a former pal, Charles Drake, Murphy comes through, and is paid for the cattle. In a showdown with Randolph, Drake kills him, and patches things up with Murphy, who clinches with Susan Cabot, daughter of Kelly.

X-RAY: With the accent on the action, this covers familiar ground, but it rates with the better westerns. The story has a bit more interest, and the performances add to the realism. Murphy, as always, walks through in usual style, and Kelly, Cabot, Drake, and others are adequate. Mary Castle adds to the attractiveness as a dance hall queen, and the quota of

riding, fighting, shooting, and skulduggery is filled. Songs are "The Boys In The Backroom" and "True Love." The screen play was written by D. D. Beauchamp, from the novel by Norman A. Fox.

TIP ON BIDDING: Better outdoor price.

AD LINES: "He Was Wild As A Coyote . . . But Love Tamed Him Down"; "Audie Murphy, Gunslinger . . . In 'Gunsmoke'"; "Doublecrossing And Triplecrossing In The Year's Fastest Western."

WARNERS

I Confess (213)

MELODRAMA
95M.

(Filmed in Canada)

ESTIMATE: Well-made suspense film.

CAST: Montgomery Clift, Anne Baxter, Karl Malden, Brian Aherne, Roger Dann, Dolly Haas, Charles Andre, O. E. Hasse, Judson Pratt, Ovila Legare, Gilles Pelletier. Directed by Alfred Hitchcock.

STORY: A figure dressed in a priest's cloak is seen hurrying through the darkened streets of Quebec and entering a church. Inside, priest Montgomery Clift meets handyman O. E. Hasse, greatly agitated. Hasse asks Clift to hear his confession, and tells him that he has murdered Ovila Legare, a lawyer, for money to make a fresh start. Clift, bound by the sanctity of confession, tries to get Hasse to go to the police, but instead Hasse decides to say nothing, and makes a pretense of discovering the body. Police inspector Karl Malden starts to suspect Clift. Hasse plants the bloodstained cassock in Clift's locker, and Malden learns that Clift and Anne Baxter, wife of a member of Parliament, were together on the night of the murder, and had discussed the dead man's blackmailing of Baxter for once being in love with Clift and resuming their romance after her marriage but prior to Clift's becoming a priest. Malden arrests Clift, and he is tried for murder. Clift is judged not guilty for lack of conclusive evidence, but is not cleared. Dolly Haas, wife of Hasse, can't stand the crowd's anger toward Clift, and tries to clear him but a bullet from Hasse's gun kills her. Malden sees now that Hasse is the killer, and police bullets fatally wound him. Hasse dies in Clift's arms after confessing.

X-RAY: With the usual Alfred Hitchcock touches in evidence in the direction, this is a carefully woven, often slow moving, melodrama that offers a great deal of suspense, with the principal action in the closing sequences. The story is unusual, and there should be considerable word-of-mouth because of the background of the yarn. Catholic audiences should especially be interested. Performances are of the higher order, and although this is wordy at times it should have general interest. The screen play is by George Tabori and William Archibald, based on the play by Paul Anthelme.

TIP ON BIDDING: Better than usual price.

AD LINES: "He Knew Who The Killer Was But Could Not Reveal His Identity Even If It Meant His Own Life"; "Another Suspense Thrill By Alfred Hitchcock"; "A Thriller Off The Beaten Track."

FOREIGN

Forbidden Games

DRAMA
89M.

(Times)

(French-made) (English titles)

ESTIMATE: High rating import.

CAST: Brigitte Fossey, Georges Poujouly, Lucien Hubert, Suzanne Courtal, Jacques Marin, Laurence Badie, Andre Wasley, Amedee, Louis Sainteve. Produced by Bob Dorfman; directed by Rene Clement.

STORY: In the midst of a German air attack, refugees from French cities are mobbing the roads to the south. Among them are Brigitte Fossey and her parents. An enemy plane dives down, killing Fossey's mother, father, and little dog. Left alone, and unaware of the tragedy that befell her, she is picked up by another family. Still clutching the body of her dead dog, she wanders off again. Afraid, she waits alone with the dog until small boy George Poujouly, in search of a stray cow, discovers her. He brings her back to his family. Poujouly becomes very protective, and soothes her fears, building up a close friendship. Wishing to give her dog a decent burial, Fossey digs him a little grave in an abandoned mill. To keep the dog company, they decide to build an animal cemetery, giving burial to other dead insects and animals. Desiring to decorate her cemetery with crosses, Fossey urges her playmate to get some more dead animals and crosses. With her eye on the beautiful cross in the church, she tempts Poujouly to get it, but he is caught. Their project builds up until she has Poujouly taking crosses from the local graveyard. Two policemen come to take Fossey away to an orphanage. Poujouly, hiding from his father, surrenders with the hope that his father will not let them take his new playmate away, but the promise is not kept, and they take Fossey away. In a rage, the boy destroys the little cemetery. Fossey, alone again, loses herself in a crowd in desperate search for her little friend.

X-RAY: This high rating film of war torn France is sometimes morbid and ironic and sometimes delightfully humorous and tender. Even the games the children play reflect the death and destruction that surrounds them. Little Brigitte Fossey is memorable as the little girl, and this should prove good fare in art and class spots. It is adapted by Jean Aurenche, Pierre Bost, and Rene Clement, from an original story by Francois Boyer.

AD LINES: "Winner Of The Grand Prize At The Venice Film Festival, 1952"; "A Touching And Ironic Story Of Children Surrounded By The Death And Destruction Of War"; "A Great Picture From France."

The Man In The Grey Glove

MYSTERY
MUSICAL
103M.

(IFE)

(Italian-made) (English titles)

ESTIMATE: Interesting Italian mystery thriller.

CAST: Annette Bach, Mario Del Monaco, Roldano Lupi, Antonio Centa, Giulio Tumati, Gaetano Verna, Stefano Sibaldi, Zora Piazza, Armando Migliari, Eros Belloni, Sandro Ruffini, Lauro Gazzolo, Pina Piovani, Filippo Scelzo, Leo Garavaglia, Renato Malavasi, Agostino Salvietti. Produced by Manenti Films; directed by Camillo Mastrocinque.

STORY: The famous Italian painting, "The Man With the Grey Glove", having undergone restoration at the hand of an old painter, is discovered by art critic Roldano Lupi to be a copy. Annette Bach, a student of the painter, confesses that she secretly made the copy under the painter's direction. Lupi promises to clear her, but when he goes to the painter's studio he finds the artist dead. The studio is searched by the police, but the painting is not found. Meanwhile, the studio is rented by a young singer, Mario Del Monaco, and Bach, in her search for the painting, comes to love him. Antonio Centa, a night club owner for whom Bach works, offers Del Monaco an entertainer's position with the

intent of joining in on the search for the valuable canvas while the studio is empty. However, he is discovered by Del Monaco, and a fight ensues. Centa takes to blackmailing Bach with the fact that she painted the bogus copy. Lupi is sympathetic to her plight, when she tells him, but, when Centa is found murdered in Del Monaco's studio, the suspicions fall on her. To spare her, Del Monaco confesses to the crime while she searches for clues to the murderer. After some investigation, she comes to the conclusion that it is Lupi who is guilty. Discovered, he confesses to the girl, and is about to kill her when the police arrive. Bach is reunited with Del Monaco.

X-RAY: With an interesting story and the voice of Metropolitan Opera star Monico, this should hold plenty of interest for the art spots. While some of the situations are familiar, this has angles which art house audiences generally enjoy. The screen play was written by Nino Savarese and Camillo Mastrocinque, from a story by Savarese and Fulvio Palmieri. Legion of Decency: "B".

AD LINES: "The Metropolitan Opera Star, Mario Del Monico, In . . . 'The Man With The Grey Glove'"; "Adventure, Mystery, Music, and Passion"; "A Thriller That Will Leave You Breathless".

Of Love And Bandits

MELODRAMA
98M.

(IFE)

(Italian-made) (English titles)

ESTIMATE: Adventure melodrama should please Italian audiences.

CAST: Amedeo Nazzari, Maria Mauban, Jean Chevrier, Jacqueline Pierreux, Nando Bruno, Guido Celano, Ada Dondini, Giuseppe Porelli, Paolo Stoppa, Virgilio Riento, Enrico Viariso. Lux Film Production; directed by Mario Soldati.

STORY: When Napoleon's army invades Italy during the 18th century, and soldiers of the Neapolitan king come to a small town to impress men for the army, Amedeo Nazzari makes a daring escape with the help of a monk's frock. This earns him the name of Fra Diavolo, which later becomes legendary. To aid his king in the fight, Nazzari organizes guerrillas who battle with the French army. Nazzari becomes noted even among his enemies as a brave man. Intriguing against him, is his friend and supposed brother of his lover, Maria Mauban. Paolo Stoppa, knowing that Mauban is not really his sister but rather the illegitimate daughter of the king, connives to win her hand and her dowry. In a clash with the French, Stoppa shoots Nazzari. Thinking him dead, he assumes the command of his band, turning it into a terrorist group. Meanwhile, Nazzari is brought to recovery. Stoppa, masquerading, is in audience with the king when the French ministers come to offer their terms of peace. One of the terms is that the terrorist be executed. The king, recognizing Stoppa as a counterfeit, turns him over to the French. Meanwhile, Nazzari claims Mauban's hand with the blessings of the king.

X-RAY: This romantic adventure tale provides romance, action, and intrigue, and should satisfy Italian audiences. The film was shot against the authentic background of the royal palace of Caserta and in the countryside. The screen play was written by Pierre Lestringuez, Vittorio Nino Novarese, Marie Soldati, and Nicola Manzari.

AD LINES: "The Story Of The Legendary Hero . . . Fra Diavalo"; "Romance, Intrigue, And Thrills"; "A Strange Story Of Love Amid An Atmosphere Of Treachery."

The Tragic LoversDRAMA
102M.

(Georgiades)

(Greek-made) (No English titles)

ESTIMATE: Routine war melodrama.

CAST: Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka, John Apostolides, Eleni Halkoussi, Mimis Fotopoulos, Kimon Fletos, Demos Starenios, George Nezos, Loula Joannidou, Pantelis Zervos, Costas Pomonis. Produced and directed by George A. Zervos.

STORY: During the German occupation of Greece, the captain of a Greek warship, John Apostolides, goes off to the wars, leaving his family behind. On his return, he learns that his wife, Loula Joannidou, had died of undernourishment, and that his daughter, Elli Lambeti, along with her blinded fiancé, Nicos Hadjiscos, were put before a firing squad. His young son, Kimon Fletos, had also been active in the underground. Grieved by the news he gets about his family, Apostolides goes to the cemetery to visit his wife's grave, and there sees his son, Fletos, kneeling in prayer. Father and son join hands in silent tribute.

X-RAY: A conventional war melodrama, thickly spread with sentimentality, this minor import should have appeal to sympathetic Greek audiences. The players handle themselves competently, but the photography is a bit hard on the eyes. The film's lack of English titles makes it unsuitable for general patronage. The screen play is by G. Assimacopoulos, from a story by K. Spathopoulos.

AD LINES: "A Moving Story Of Greece Under The Nazi Occupation"; "A Love Story That You Won't Be Able To Forget"; "Thrills, Passion, and Some Genuine Humor."

MISCELLANEOUS**Born To The Saddle**WESTERN
73M.

(Astor)

(Trucolor)

ESTIMATE: For the lower half.

CAST: Chuck Courtney, Donald Woods, Leif Erickson, Karen Morley, Rand Brooks, Glenn Strange, Dolores Prest, Bob Anderson, Lucille Thompson, Fred Kohler, Jr., Dan White, Milton Kibbee, Boyd Davis. Produced by Hall Shelton; directed by William Beaudine.

STORY: Coming to town in search of his uncle, Chuck Courtney is caught in a gun duel, and is shot, saving gambler Donald Woods, who feels that the kid is good luck to him. With the aid of his wife, they nurse him back to health. Courtney develops a deep attachment for the wife, and is given the job training a horse for a race. Unknown to Courtney, Woods plans to fix the race. Staying at a ranch under the guardianship of Rand Brooks, Courtney is busy training the horse with advice from neighbor Leif Erikson. Brooks gets mixed up with Glenn Strange, and when the latter comes to the ranch drunk, and begins to molest Woods' wife, Courtney bluffs him with an empty gun, and the news of it spreads. When Strange is captured, he implicates Brooks and Woods, fearing exposure of his crooked dealings, and hires some men to lynch the two. However, Courtney cuts Brooks down. On the day of the race, Woods puts a wire on his horse's foreleg, but Courtney brings the horse in to win. When Courtney learns of Woods' crooked dealings, he goes to the saloon with a gun. As the gambler turns to fire, Brooks appears, and, in exchange of gunfire, Brooks and Woods are killed.

X-RAY: This confused Trucolor entry has the usual gunplay and intrigue to satisfy the action fans on the double bills. The screen play was written by Adele Buffington, adapted from the Gordon Young novel, "Quarter Horse."

AD LINES: "The Story Of A Boy In His Search For Justice"; "One Boy Lined Up Against The Cunning Of A Man Etched With Evil"; "A Touching Story Of A Boy's Dreams."

Stereo-Techniques Show, No. 1NOVELTY
46M.

(Lesser)

ESTIMATE: Novelty of three-dimensional films should send this into the better money.

STORY: This compilation of short subjects marks the first show in the Stereo-Techniques three-dimensional process. In addition, the three minute intermission between reels one and two are taken up by a transcription, "This Is The Manager", in which patrons are welcomed and told how to return Stereo-Techniques glasses they were "loaned" upon entering the theatre. This runs approximately one minute. The rest of the time is taken up by musical recordings.

NOW IS THE TIME. 3M. This introductory film is based on a light humorous angle. Because the third-dimensional figures and system is so completely different this divertissement sets the stage for longer subjects.

A SOLID EXPLANATION. 8M. This takes the audience into an English zoo, where the antics of the giraffes, seals, fish, and bird life are explained by a British commentator whose humor is on the English plane.

ROYAL RIVER. 9M. In Technicolor this is a casual trip on a slowly-moving boat down the Thames River, showing pictures of the English countryside, touching on the foliage and rolling lawns and the attractive thatched-roof cottages. An old castle along the shores is also seen, the cameras picking up the entire vista. This gives the viewer the impression of actually being present on the boat ride. It is the standout of all the subjects.

THE BLACK SWAN. 13M. This is a ballet subject with story enacted to the music of Tchaikovsky. The effect might have been better had it been in color. The camera picks up some awkward gestures of the dancers, which are not pleasing to the eye. The subject also seems too long.

AROUND IS AROUND. 10M. Lines and figures are used in color in an abstraction form. This proves attractive and amusing.

X-RAY: First shown at the Festival of Britain in London, these three-dimensional films prove that the new system has potentials, but it is obvious that the system is still in its infancy. It should do well as a freak attraction. It is crude and rough in spots, the ballet being least interesting, but "Royal River" is beautiful. The total effect is interesting, and makes the viewer feel that he is sitting in on something new. This was first known as the Tri-Opticon show. In many initial play dates this collection of shorts has been shown on the same program as a regular feature. Selling the attraction as the first three-dimensional show, if it is the first, offers the best opportunity. If it is the second, then the various merits of the subjects can be merchandised.

AD LINES: "Three Dimension Motion Pictures At Long Last"; "Be Among The First To See Third-Dimensional Films"; "A Thrilling New Experience In The Theatre."

The Shorts Parade**TWO REEL****Documentary**

LEONARDO DA VINCI. Italian Consulate. 16m. Seen are the notebooks of Leonardo in the strange writing legible only in a mirror that reveals the versatile genius which made him famous. Interested in every field of knowledge, Da Vinci was an engineer, an architect, a geologist, a painter, a musician, a writer, and a scientist. Seen are some of these talents as displayed in his notebooks and reconstruction of machines for which he had drawn plans 400 years ago. GOOD.

NARCOTIC DENS OF THE ORIENT. Telenews. 17½m. The processing, manufacture, and use of deadly narcotics in Red China is graphically detailed in this highly interesting documentary. Startling scenes inside an opium den "dream palace" reveal the exotic behavior of addicts under the influence of dope. Staccato narration by John K. Chapel helps this "expose" of the international dope racket. This was produced by John Parsons, and edited by Paul Williamson. GOOD.

MASTERY OF THE AIR. BIS. 20m. The famous Farnborough Air Show is the scene of this fascinating subject on testing new jet planes. Seen, too, is the disastrous crash of the DeHavilland 110, in which the death of the two pilots shocked the world. GOOD.

ROYAL DESTINY. BIS. 20m. The life of England's Queen Elizabeth II is seen in a number of scenes from early childhood to present day. Some of the shots were gathered from old newsreel clips, but many of the scenes were taken from the private files of the royal family. GOOD.

Serial

THE SECRET CODE. Columbia Serial Reprint. 15 episodes. Paul Kelly, Anne Nagel, Clancy Cooper, Alex Callam, Trevor Bardette, Robert O. Davis, Gregory Gay, Louis Donoth, Lester Dorr, Jacqueline Dalya. Directed by Spencer G. Bennet; original screen play by Basil Dickey, Leighton Brill, and Robert Beche. Episode one, "Enemy Passport." 25m. When first reviewed in THE SERVICESECTION of September, 1942, it was said: "Police Lieutenant Paul Kelly permits himself to be dismissed from the force in disgrace so that he will be able to get in with a gang of saboteurs, and unmask them. However, the only man who knows of his plan is his superior, and, when he is killed, Kelly is without a witness. He makes contact with the gang, and learns it is going to rob a formula from the army. Donning a specially constructed suit, he goes after the group. During the ensuing fight, he is knocked unconscious just as the building explodes. Using a timely theme and a cast superior to the usual serial one (the heroine is Anne Nagel), this promises to be one of the best of the chapter plays. At the end of each episode, a brief lesson in code deciphering is given by Major Henry Burton. EXCELLENT."

Color Travel

TRAVEL ROYAL. BIS. 20m. With a poetic narration, this Technicolor subject concerns itself with the flight of a BOAC airliner and the experiences felt by the pilot, the crew, and the passengers as they

fly over historic London. Seen are Piccadilly Circus, the royal palaces, Wimbledon, Hampton Court, Stratford on Avon, Shakespeare's home, and scenes in the Welsh countryside. The Technicolor camera catches all the pageantry of the famous trooping of the colour and the royal salute. **GOOD.**

ONE REEL

Color Cartoons

DUCK AMUCK. Warners—Merrie Melodies. 7m. Daffy Duck, with Bugs Bunny wielding the pen and brush, has an awful time. The drawings, backgrounds, etc., go haywire at every turn. Daffy is put through the wringer, but good, and the result is a different, and entertaining, subject. **EXCELLENT.** (9711).

FORWARD MARCH HARE. Warners—Bugs Bunny Specials. 7m. By mistake, Bugs Bunny is inducted into the army, going through the usual trials before it is discovered that being a rabbit he doesn't belong. At the windup, he is given a job inspecting dud shells. **GOOD.** (9726).

JOHANN MOUSE. MGM—Cartoons. 7m. Jerry can't resist waltzing to the piano music of composer Johann Strauss. Tom, as usual, is trying to catch him, but Jerry gets away. Suddenly, it dawns on Tom that if he learns to play piano, it will help him catch Jerry. So he plays, Jerry dances, and the servants listen. The word of the phenomenon reaches the emperor's ears, and Tom and Jerry are commanded to appear before His Majesty. They prove a big hit, but they are soon engaged in a wild chase. The drawings are excellent, including some unanimated paintings of old Vienna, and the piano recording of Strauss' waltzes are all too brief. **EXCELLENT.**

A MOUSE DIVIDED. Warners—Merrie Melodies. 7m. When the intoxicated stork brings a baby mouse to Sylvester the cat and his wife by mistake, Sylvester gradually learns to love the rodent, which leads to complications with other cats. At the finale, in protecting the mouse, Sylvester finds himself taken by the stork as a baby to two expectant mice parents. **EXCELLENT.** (9709).

TEE FOR TWO. MGM—Gold Medal Reprint Cartoons. 6m. When first reviewed in *THE SERVICE* of July, 1945, it was said: "Tom, the cat, is trying his paw at golfing, tearing up the course. Jerry the mouse, starts needling him. Follows a lot of impossible trick shots and slapstick foolishness, including the usual chase, which terminates in Tom getting stung after Jerry steers the bees to his hiding place at the bottom of the water hazard. **FAIR.**" (W-463).

Documentary

24 HOURS OF PROGRESS. deRochemont Associates. 10m. Showing the part that oil plays in our daily living, this covers a 24-hour period, emphasizing the uses of oil and by-products. While obviously this is a plug for the oil people, it is interesting enough. It is sponsored by the Oil Institute. **FAIR.**

Nature Study

THE GARDEN SPIDER. IFE. 11m. Some ingenious camerawork captures in minute detail the private life of a garden spider. Seen is the spider weaving his web with almost scientific accuracy,—a web which serves as a trap for his victims and an alarm system for the spider. A closeup reveals the microscopic thread being expelled by the insect. **EXCELLENT.**

Novelty

HERE WE GO AGAIN. Warners—Novelties 10m. From the Mack Sennett files comes a film including such old timers as Ben Turpin, Al Cook, James Finlayson, and others, with the old gags and excellent timing likely to be enjoyed by the youngsters, as well as providing a nostalgic touch for oldsters. **FAIR.** (9605).

NOSTRADAMUS SAYS SO. MGM—Nostradamus. 10m. Another look is taken here at the mysterious prognostications of the noted medieval physician, Nostradamus. The amazing accuracy with which he predicts the atom bomb, the conviction of the 12 Reds, and the Korean War might be due to a calculated system, an individual power of clairvoyance, or perhaps only to a fancy collection of generalities and symbols that can be fitted to

any situation. In any case, it should prove fascinating, and leave room for thought. **EXCELLENT.** (R-421).

THE STORY OF THE VIOLIN. Hoffberg. 11m. The art behind the art of the violinist is shown as a famous violin maker demonstrates the construction of the instrument. Made up of about 70 pieces of wood of different kinds, cut and carefully put together by experienced craftsmen, with each step affecting the tonal qualities of the finished product, the violin is a piece of art. Background music includes a Brahms sonata, while world renowned violinist Jacques Thiebaud performs the Grenados No. 4. **GOOD.**

Color Sports

BIRTHPLACE OF HOCKEY. Warners—The Sports Parade. 9m. Regina and Toronto, Canada, come in for scrutiny, with the latter a city where the youngsters start learning hockey early and the former where, generally, the league hockey playoffs are held. This highlights training, with the windup parts of a championship game. **GOOD.** (9505).

SPORTING COURAGE. Warners—The Sports Parade. 9m. In the Austrian Tyrol, an exclusive club composed of men with only one leg shows its ability on skis. The fact that these men have only one leg doesn't deter them from being tops in the sport, and the color adds to the high quality of the subject. **EXCELLENT.** (9504).

21st INTERNATIONAL HORSE SHOW. Times. 9m. In Ferrania color is seen the horse show at Rome, where noted horsemen vie for national honors. Some breathtaking riding is displayed by the Italian team as it wins the coveted Cup of The Nations. The show also serves as a social event of the season with the ladies parading in the latest fashions. **GOOD.**

Sports

SEA HARVEST. Voyagers International. 9m. In a fishing village near Sicily, Italy, the natives prepare for their big catch, tuna. The event, the coordination of the boats during the catch, and the return home are pictured. **FAIR.**

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

(For 1951-52 listing, see page 3442)

5301	Battle Zone	Sept.
5302	Kansas Pacific	Feb.
5303	Fort Vengeance	Mar.
5308	Torpedo Alley	Jan.
5316	Tangler Incident	Feb.
5318	Jalopy	Mar.
5322	The Maverick	Dec.
5323	The Homesteaders	Feb.
5326	White Lightning	Mar.
5332	Star Of Texas	Jan.

(Monogram)

5201	Flat Top	Nov. 12
5202	Hiawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Timber Wolf	Jan. 4
5222	Fangs Of The Arctic	Jan. 4
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Columbia

(For 1951-52 listing, see pages 3558, 3442)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	Last Of The Comanches	Feb.
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	Jan.
517	Target Hong Kong	Feb.
518	Voodoo Tiger	Nov.
524	Prince of Pirates	Mar.
539	Savage Mutiny	Mar.
571	Winning Of The West	Jan.
	The Four Poster	Jan.
	The Member Of The Wedding	Mar.
	Five Angles on Murder	Mar.
	On Top Of Old Smoky	Mar.
	All Ashore	Mar.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Feb.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.
5214	Perils Of The Jungle	Mar.
5215	Chu Chin Chow	Mar.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Feb.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Jan.
315	The Bad And The Beautiful	Jan.
316	The Clown	Jan.
317	Jeopardy	Feb.
318	The Naked Spur	Feb.
319	The Hoaxters	Jan.
320	Rogue's March	Feb.
321	Battle Circus	Mar.
322	Confidentially Connie	Mar.
323	I Love Melvin	Mar.
324	Sumbrero	Mar.
325	Smalltown Girl	Mar.
326	See How They Run	Mar.
327	Never Let Me Go	Mar.
	Lili	Mar.

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back, Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Pleasure Island	Mar.
5216	Off Limits	Mar.
5217	Pony Express	Mar.
5218	The War Of The Worlds	Mar.

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Montana Belle	Nov.
309	Face To Face	Nov.
310	The Secret Sharer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
312	Angel Face	Feb.
313	No Time For Flowers	Feb.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Oct.
371	Never Wave At A Wac	Jan.
391	Story Of Robin Hood	July
	Hans Christian Andersen	Dec.
	Blackbeard, The Pirate	Dec.
	Peter Pan	Feb.
	Beautiful But Dangerous	Feb.
	Sword Of Venus	Feb.
	The Hitch-Hiker	Mar.
	Port Sinister	Mar.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Dec.
386	Bachelor Mother	Dec.

Republic

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yonder	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Korea	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.

5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Callente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Nov.
5202	Ride The Man Down	Jan.
	Marshal Of Cedar Rock	Feb.
	The Lady Wants Mink	Mar.
5241	San Antone	Feb.
	The Flying Squadron	Feb.

20th Century-Fox

(For 1952 releases, see page 3427)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Mar.
306	Niagara	Feb.
307	The Farmer Takes A Wife	Feb.
308	Treasure Of The Golden Condor	Feb.
309	The Silver Whip	Feb.
310	Tonight We Sing	Feb.
311	Call Me Madam	Feb.
312	The President's Lady	Mar.
313	Destination Gobi	Mar.
314	Invader From Mars	Mar.
315	Man On A Tightrope	Mar.
316	The Star	Mar.
	The Desert Rats	Mar.
	The Girl Next Door	Mar.
	Down Among The Sheltering Palms	Mar.
	Titanic	Mar.
	White Witch Doctor	Mar.
	Powder River	Mar.
	Sailor Of The King	Mar.
	Gentlemen Prefer Blondes	Mar.
	Pickup On South Street	Mar.
	Baptism Of Fire	Mar.
	The Robe	Mar.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skrlball)	Sept.
	Guest Wife (Skrlball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Feb.
	Monsoon (Film Group)	Dec.
	Outpost In Malaya (Stafford)	Nov.
	Kansas City Confidential (Small)	Dec.
	Babes In Bagdad (Danzlger)	Dec.
	Breaking The Sound Barrier (Lean)	Nov.
	Guerilla Girl (Chrotian)	Jan.
	Luxury Girls (Riviera)	Jan.
	A Tale Of Five Women (Paal)	Jan.
	The Magnetic Monster (A-Men)	Feb.
	The Bandits Of Corsica (Small)	Feb.
	Moulin Rouge (Romulus)	Mar.
	Bwana Devil (3D) (Oboler)	Mar.
	Golden Arrow (Renown)	Apr.
	Son Of The Renegade (Schwarz)	Apr.

Universal-International

(For 1951-52 releases, see page 3427)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Black Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Mar.
309	The Redhead From Wyoming	Jan.
310	The Mississippi Gambler	Feb.
311	Girls In The Night	Feb.
312	Gunsmoke	Mar.
313	Seminole	Mar.
380	Something Money Can't Buy	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.
210	Stop, You're Killing Me	Jan.
211	The Man Behind The Gun	Jan.
212	The Jazz Singer	Feb.
213	I Confess	Feb.
214	She's Back On Broadway	Mar.
	Blue Gardenia	Mar.
	The Desert Song	Apr.
	The System	Apr.
	The House Of Wax (3-D)	Apr.

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ALPHABETICAL GUIDE To 258 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY 80UND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BA8ES IN 8AGDAD—79m.—UA	3432
BACHELOR AND THE BOB8Y SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACK8EARD, THE PIRATE—99m.—RKO	3422
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
80M8A AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—Natural Vision	3433
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
COME BACK, LITTLE SHE8A—99m.—Paramount	3430
CONFIDENTIALLY CONNIE—71m.—MGM	3454
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—82m.—Fint Arts	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—90m.—MGM	3367
E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389
F	
FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401

FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G	
GAMBLER AND THE LADY—71m.—Lippert	3429
GIRLS IN THE NIGHT—82m.—U-I	3446
GODS OF 8ALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462

H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCH HIKER, THE—71m.—RKO	3445
HOAXSTERS, THE—36m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381

I	
I BELIEVE IN YOU—96m.—Rank	3385
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454

J	
JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369

K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415

L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—Landon	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM 80M8AY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—United Artists	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
LOVE ISLAND—66m.—Astor	3458

M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—115m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373

N	
MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—79m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—Landon	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

O	
NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

P	
OF LOVE AND BADNITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P	
PATHFINDER, THE—78m.—Columbia	3437
PETER PAN—76½m.—RKO	3455
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROMOTER, THE—88m.—U-I	3385

R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO 8ALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S	
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3453
SEEDS OF DESTRUCTION—83m.—Astor	3374
SHE'S BACK ON 8ROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metra	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE 8IRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser	3464
STOOGES, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455

T	
TANGIER INCIDENT—78m.—Allied Artists	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades	3464
TREASURE OF THE GOLDEN CONDOR—93m.—20th-Fox	3456
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U	
UNDER THE RED SEA—67m.—RKO	3390

V	
VENETIAN 8IRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441
WHITE LINE, THE—74m.—Lux	3441
WIDE 8OY—67m.—Realart	3457
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WINNING OF THE WEST—57m.—Columbia	3454
WORLD FESTIVAL OF SONG AND DANCE—78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421

Y	
YANKEE 8UCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

ALLIED ARTISTS	COLUMBIA	LIPPETT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY Tarpedo Alley M. Stevens, D. Malane, B. Williams Fangs of the Arctic K. Grant, I. Borg, Chinook Star of Texas W. Morris, R. L. Brice, S. Jolley	JANUARY The Four Pastor R. Harrison, L. Palmer The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor) Winning Of The West G. Autry, S. Burnette, G. Davis	JANUARY I'll Get You G. Raft, S. Grav (Made in England) <								

OBSERVANCES

Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday
Mar. 29—Palm Sunday
Mar. 31—April 1—Possover

REALART

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
 Calling Dr. Death—L. Chaney (Reissue)
 The Missing Head—L. Chaney (Reissue)

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

Are YOU one of them?

From an editorial in

SHOWMEN'S TRADE REVIEW

Hollywood Observations

OPTIMISM, PLUS. No other stop on a brief tour of the studio capital produced more cheer and encouragement than a call at Allied Artists. Broidy, Mirisch, et al, have moulded an organization—in sales as well as production—that, importantly aided by some fine product, is setting records never before achieved by the company.

One of the chief troubles in this industry of ours is the insistence by certain production individuals and groups that every studio turn out motion picture Fords and Cadillacs, even though the automobile industry has clearly established that one plant cannot do both jobs efficiently and economically.

Allied Artists does not attempt to make Cadillacs, though the A-A lot every now and then has come up with a Pontiac that has performed at the box-office like

a Caddy. But at that studio they have specialized in making quality product within their own class. And we're here to tell you that there is no other plant in all California better equipped by manpower and experience to do a top job in the classification niche they fill in business.

If some of the good cheer and optimism so prevalent around A-A were to filter through to the rest of the industry, it would soon bring a restored faith and confidence in our great business.

Exhibitors and circuit heads who have been cooperative must also be chuckling with glee at how much have gone with A-A. Their investment and faith are paying pretty nice dividends. Are you one of them?

—CHICK

If you are, you've collected dividends on "FLAT TOP" and "BATTLE ZONE"...and you're all set for 3 more ALLIED ARTISTS Boxoffice Champions!

BREATH-TAKING IN ITS SAVAGE GLORY AND BATTLE FURY!



Hiawatha

in all its Natural Beauty and **COLOR!**

A WALTER MIRISCH Production
starring Vincent Edwards, Yvette Dugay

BLAZING EPIC OF THE DEADLY UNDERSEA CORRIDOR TO KOREA!

Mark STEVENS
in

Torpedo Alley

co-starring
DOROTHY MALONE
CHARLES WINNINGER
BILL WILLIAMS

A PARSONS-BURROWS Production



BUILT WITH BULLETS, DYNAMITE...AND BLOOD-STAINED SPIKES!

A WALTER WANGER Production

KANSAS PACIFIC

in **COLOR**

starring **Sterling HAYDEN**

Eve Miller, with Barton MacLane, Reed Hadley



The KEY to NEW BOX OFFICE POWER...

ALLIED ARTISTS



Number 16
Sections: Section One
FEBRUARY 18, 1953
D AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879
ERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS
uring STUDIO SURVEY

"SHE'S MY VALENTINE!" 



A Bert E.
Friedlob Production
Released by
20th Century-Fox

**BOXOFFICE
BRIGHT!**

4th Shining Week, Rivoli, N.Y.!
9th Record Week, Four Star, L.A.!

BACK BROTHERHOOD WEEK'S SILVER ANNIVERSARY Feb. 15-22

OPPORTUNITY!



M-G-M's Sensational

"JEOPARDY"

(Barbara Stanwyck, Barry Sullivan, Ralph Meeker)

Hottest picture on the market! First 30 towns doing terrific business. An Exploitation natural!

M-G-M's "10-Best" Hit!

"ABOVE AND BEYOND"

(Robert Taylor, Eleanor Parker, James Whitmore, Marilyn Erskine)

Triumphant showmanship premiere at Mayfair, N. Y. Nationwide acclaim by press and public. One of National Board of Review's "10-Best."

M-G-M's TECHNICOLOR Drama!

"THE NAKED SPUR"

(James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker, Millard Mitchell)

Launched in socko Tri-State Premiere in Colorado, New Mexico, Wyoming. Big-time hit for sure-fire top grosses.

And Get Ready For M-G-M's Big Easter TECHNICOLOR Musical

"SOMBRERO" TRADE SHOWS FEB. 20

Just what the folks want for their happy holiday entertainment. Great cast including Ricardo Montalban, Pier Angeli, Vittorio Gassman, Cyd Charisse, Yvonne de Carlo, Rick Jason, Nina Foch, Kurt Kasznar, Walter Hampden, Thomas Gomez, Jose Ferrer

(All together for Brotherhood Week's Silver Anniversary Feb. 15-22, 1953)



AN EXHIBITOR organization in the mid-east has come up with a suggestion. It seems that during the bad weather, radio and TV start blasting, "The police say that the roads are very slippery, so stay home, don't go out tonight." It has been suggested that instead of that advice, the advice be: "If you must go out tonight, walk to the nearest movie." Generally, it is pointed out, the police warnings are for state highways, not local traffic. If the exhibitors could get the radio and TV stations to change their spiel, it would really be an accomplishment.

★

THE CASE for an enlightened age received a setback in a midwestern community where, in appearing against granting a permit for a drive-in, a pastor declared that he knew of one town where 30 high school girls were "unable to graduate because they were pregnant, and that they traced this to attendance with boy friends at drive-ins." Our correspondent failed to note whether actual proof was furnished.

★

THIRD DIMENSIONAL note of the week concerns a female patron who, when offered the necessary Polaroid glasses, declared, "I've never worn glasses and I won't now." She sat through the whole show, too, without putting any on.

★

MOST of those theatres which discontinued regular admissions and accepted "contributions" as their way of fighting the federal admissions tax have ended the practice.

—H. M. M.

I N D E X

VOL. 49, No. 16

FEBRUARY 18, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"THEY GOT ALONG SWIMMINGLY"	5, 6
NEW YORK NEWS LETTER.....	8
THE INTERNATIONAL SCENE.....	14
THE SCORE BOARD.....	15
PEOPLE	15
THIS WAS THE WEEK WHEN.....	16
WHAT'S NEW IN 3-D.....	17
IN THE NEWSREELS.....	18
STUDIO SURVEY	SS-1—SS-4

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Mermaid Kathryn Reed poses with same admiring gentlemen during a cocktail period of the swim party at the Pittsburgh A.A. Nated, left to right, are Jahn J. Malaney, MGM; Max Shabensan, MGM; Miss Reed, and Ralph Pielaw, MGM.

EXHIBITOR

VOL. 49, No. 16



FEBRUARY 18, 1953

UA — A Two-Year Record

It doesn't seem possible that so much could happen in such a short period, but the simple fact is that this week marks the second anniversary of the advent of Arthus Krim and associates into the affairs of United Artists.

ON Feb. 15, 1951, the new group took over control of the organization, and prominent since then in the rise of the new UA have been such industry stalwarts as vice-presidents William J. Heineman and Max E. Youngstein, chairman of the board Robert S. Benjamin, vice-president Arnold Picker, and partner Matthew Fox, who, along with President Krim, have held the reins firmly and with a steady hand.

THE UA record in the 1951-53 period is one of marked progress, first the march from the red into the black and since then consistently upward. It hasn't been an easy road, but it has always been progressive, and along the way the company has managed to distribute shows which have not only garnered critical applause but profits for the company and the exhibitors who played them.

CURRENTLY, the lads at UA are enthused because they are distributing "Bwana Devil", the first 3-D feature and the one which has caused all the commotion. UA points to the fact that its acquisition is another indication of its pioneering spirit and dynamic tone in operation.

ON THE OCCASION of the second birthday of the current operational group of a company which has been in existence for many years, it is a pleasure to wish Messrs. Krim, Heineman, Youngstein, Benjamin, Picker, Fox, and all their employes the best for a job well done.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarian Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibsan, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.

THIS
IS THE BIG ONE
WITH THAT BIG
PROMOTION POWER
FOR EXTRA
PROFITS!

SPECIAL
PRE-RELEASE
ENGAGEMENTS

During the
month of
February

(General Release in March)

REGIONAL OPENINGS
WITH INTENSIVE
SATURATION
CAMPAIGNS

in

CLEVELAND - TOLEDO - DETROIT AREA • SAN FRANCISCO -
NORTHERN CALIF. AREA • BOSTON - NEW ENGLAND AREA



WITH THAT U-I KIND OF SHOWMANSHIP!

A CHARLES J. FELDMAN 25th SILVER ANNIVERSARY DRIVE PICTURE!



COLOR
BY

TECHNICOLOR

Starring

ROBERT MALA ANTHONY SUZAN
RYAN • POWERS • QUINN • BALL

with **HILO HATTIE** • DIRECTED BY BUDD BOETTICHER • WRITTEN BY JACK HARVEY AND RAMON ROMERO
PRODUCED BY ALBERT J. COHEN • A UNIVERSAL-INTERNATIONAL PICTURE



JULIE DORSEY IS WELCOMED TO LOEW'S STATE, SYRACUSE, N. Y., BY PRESS AND RADIO PERSONALITIES AS MANAGER SAM GILMAN, REAR, LOOKS ON.

They Got Along Swimmingly

Six Little Girls In Bathing Suits Managed To Garner Record Space For MGM's "Million Dollar Mermaid"



Miss Dorsey receives her Philadelphia agenda from MGM's Ed Gallner. Visiting 11 cities, she made 26 radio and TV appearances, and was featured in newspapers with lots of space.

RECENTLY MGM sowed six lovely swimming stars on a 57-city tour, and reaped a bonanza of extra publicity for the company and the Technicolor musical, "Million Dollar Mermaid." The girls collectively appeared on 124 radio shows and 52 TV programs, and garnered 36,928 inches of newspaper space.

Julie Dorsey covered the eastern territory, supervised by sales manager John P. Byrne and division press representative Arthur Canton; Joan McKellan made the southern tour, supervised by Rudy Berger and Emery Austin; Kathryn Reed, supervised by John P. Maloney and E. C. Pearson, visited six cities in the central area; Maxine Doviatt made the southwestern swing, aided by John S. Allen and E. B. Coleman; Pat Dean Smith, supervised by Burtus Bishop, Jr., and Ivan Fuldauer, covered cities in the mid-west, and Faye Antaky, supervised by George A. Hickey and Ted Galanter,

visited the far west.

The program of each girl provided for interviews in pools with a local newspaper man, at work under water when possible; fashion shows, heralded by cooperative ads; appearances at sporting events, night clubs, theatres, department stores, luncheons with city officials, dancing parties, Variety Club appearances, Chambers of Commerce, special press parties, specialty shops, high schools, Rotary and Kiwanis clubs, parades, and aquashows.

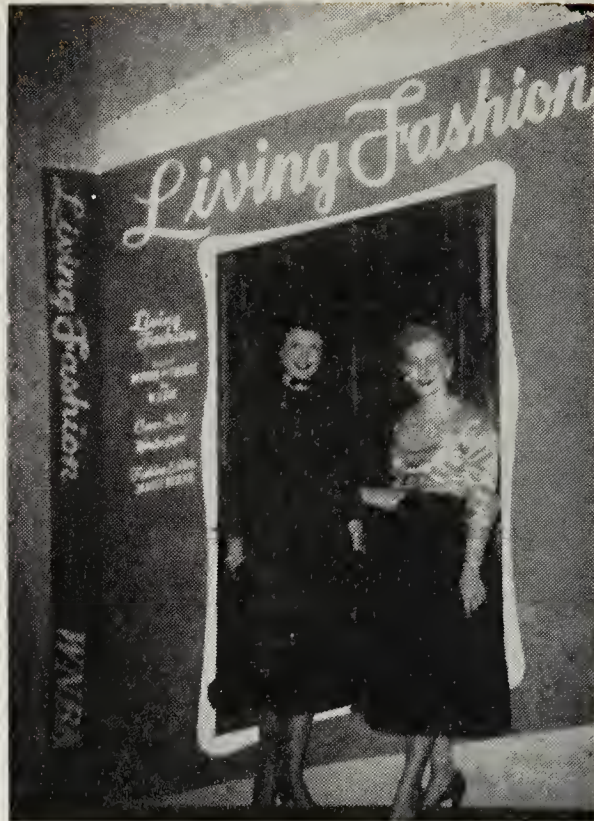
MGM broke full page layouts of the girls in several magazines and newspaper supplements, and the entire operation stands out as one of the most successful company promotion stunts in some time.

The company and the six lovely mermaids can look at the mounting grosses of "Million Dollar Mermaid" and take pride in a job well done.

Some photographic highlights of the various tours appear on these pages.



Miss Dorsey, in Hartford, Conn., ahead of the MGM color musical, demonstrates her swimming stroke to Lou Cohen, Loew-Poli manager, left, and Lou Brown, Loew-Poli New England Theatres' advertising and publicity chief. The mermaids proved a publicity sensation everywhere on their national tours.



Miss Reed does a "Living Fashion Show" in Cleveland on Maggi Byrne's TV show, proving she is as lovely in a gown as in a bathing suit.



Miss Dorsey assists Violet Hale with a fashion commentary over WFIL-TV while in Philadelphia.



Posing prettily, Miss Dorsey models an Annette Kellerman suit in the L. L. Berger store, Buffalo.



Kathryn Reed, midwest mermaid, nibbles a shrimp offered by Herb Read, Jr., at a Pittsburgh party.



Joan McKellen, touring the south on behalf of MGM's "Million Dollar Mermaid," takes part in a special television program put on by Loew's Grand, Atlanta, over WAGA-TV. She made 28 radio and TV appearances.



Miss Dorsey, touring the east, tries to teach Floyd Fitzsimmons, MGM Boston and New Haven press representative, to swim. The illusion was created by photographing life-size cutouts of the two in the MIT pool.

TOA, Allied Heads To Meet On Problems

American Broadcasting-Paramount Theatres, Inc., Bows As FCC Okehs

NEW YORK—United Paramount Theatres and the American Broadcasting Company announced last week that the consummation of their merger is being effected immediately following authorization of the Federal Communications Commission. Certificates of incorporation were filed soon after the Washington announcement in Albany and Dover, Del.

Leonard Goldenson, UPT president will head the new company, to be known as American Broadcasting-Paramount Theatres, Inc.

The merger is taking place through an exchange of common stock of ABC for a combination of preferred and common stock of the new company, with ABC stockholders of 1,689,017 shares receiving 608,047 shares of \$20 par preferred and 666,717 shares of common in the new company. Common stock held by UPT stockholders will remain unchanged.

The company will operate the owned radio and television stations in New York, Chicago, Detroit, Los Angeles, and San Francisco, in addition to the nationwide ABC radio and television networks. The Balaban and Katz-owned TV station in Chicago was sold to the Columbia Broadcasting System for \$6,000,000 under the FCC rule that no network may operate more than one station in any one city. Theatre operations of the new company will continue to be conducted on a decentralized basis by subsidiary regional companies.

Goldenson promised the public improved radio and television programming on the ABC network, and Robert E. Kintner, who will continue as president, American Broadcasting Company, said that the network now has the weapons to compete more effectively with other radio and television companies.

Officers of the merged company, other than Goldenson, president, are, from UPT, Walter W. Gross, vice-president and general counsel; Edward L. Hyman, Sidney M. Markley and Robert M. Weitman, vice-presidents; Robert H. O'Brien, secretary-treasurer; Simon B. Siegel, comptroller, and James L. Brown, assistant treasurer. UPT board directors are John Balaban, A. H. Blank, Robert B. Wilby, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Gross, Robert L. Huffines, Jr., William T. Kilborn, Walter P. Marshall, O'Brien, and Herbert Schwartz.

ABC directors joining the new board are Edward J. Noble, Kintner, Earl E. Anderson, Robert H. Hinckley, and Owen D. Young. Kintner and Hinckley will serve as vice-presidents of the new company.

The FCC ruling that authorized the merger also held that Paramount controlled Allen B. DuMont Laboratories, Inc. DuMont and Paramount Pictures will be limited to the licensing of five TV stations between them, rather than the five each they desire. The decision is effective immediately, but all parties have 30 days in which they have the opportunity to request a hearing.

The Commission renewed authorizations covering DuMont's television stations WDTV, Pittsburgh; WTTG, Washington, and WABD, New York. The decision also granted the transfer to the new merged Company of six AM, six FM, and five TV stations, KECA, KECA-FM, and KECA-TV, Los Angeles; KGO, KGO-FM, and KGO-TV, San Francisco; WENR, WENR-FM, and WENR-TV, Chicago; WXYZ, WXYZ-FM, and WXYZ-TV, Detroit; WJZ and WJZ-TV, New York, and WSMB and WSMB-FM, New Orleans.

Starr, Snaper, Myers Confab Due Within Two Weeks; Arb., 3-D, Wide Screen Under Scrutiny At Conference

NEW YORK—Alfred Starr, president, Theatre Owners of America, last week reported at a press conference that he expects to meet with Allied's Wilbur Snaper and Abram Myers within the next two weeks to discuss the subjects of arbitration, three-dimension films, and processes, and other industry problems.

He stated that TOA had no intention of attempting to present an arbitration plan of its own to the Department of Justice, preferring instead to continue to try to work things out within the confines of the industry, and not "calling the cops", as he put it, on trade practices especially if there is a chance that some sort of arbitration plan can be evolved.

As far as third-dimensional films or wide screen films are concerned, he emphasized that there is a definite need for standardization acceptable to the public and exhibitors, one that won't throw the latter for a loss, and one that can be installed and used within present confines of most theatres.

He felt that the entire problem should be resolved before the year is out. On the subject of drive-ins, Starr foresaw problems in this field in getting wide screen projection installed due to a physical set-up which differs from four-wall situations while 3-D, too, may come in for some study here due to the extreme need for bright light in picture presentation. He labeled the 3-D mix-up a "free-for-all."

Starr revealed that following meeting with Allied officials, he was going to visit Europe, specifically Spain, Greece, Italy, and Turkey, on a combined business and pleasure trip.

NT Reports \$544,697 Profit

NEW YORK—Consolidated net income after all charges of National Theatres, Inc., and voting subsidiaries for the quarter ended on Dec. 27, 1952, was announced last fortnight as \$544,697, or 20 cents per share on 2,769,486 shares of stock outstanding.

The first quarter of the current fiscal year, this is the first quarter of operations since NT was organized as a separate company to operate the theatre business formerly conducted by Wesco Theatres Corporation and Roxy Theatre, Inc. Net income after all charges of Wesco and subsidiaries and Roxy combined for the quarter ended on Dec. 29, 1951, was \$373,948, equivalent to 14 cents per share on National Theatres, Inc.

"Brotherhood Week" Clicks

NEW YORK—Sol A. Schwartz, RKO Theatres president and national chairman, amusement industry's participation in observance of the NCCJ's "Brotherhood Week," Feb. 15-22, announced last week that more than 900 film and legitimate houses in the New York area were marking the event.

NCCJ Lauds Leaders

NEW YORK—Dr. Everett R. Clinchy, president, National Conference of Christians and Jews, announced that seven leaders in the field of communications will be honored at the "Brotherhood Week" dinner tomorrow (Feb. 19). The list includes Walter D. Fuller, Curtis Publishing Company, representing the magazine field; John Golden, legitimate theatre; William Randolph Hearst, Jr., newspapers; Danny Kaye, entertainment arts; David Sarnoff, radio and television and Spyros P. Skouras, motion pictures.

Trade Toppers Honoring Zukor

NEW YORK—Presidents, board chairmen, and top distribution executives of every company in the industry will serve on committees named by Variety Clubs International for the Adolph Zukor Jubilee Dinner which will be held on March 4 at the Waldorf-Astoria in celebration of the 50th anniversary of the opening of Zukor's Union Square Penny Arcade.

Fox, Philly, Robbed of \$6,724

PHILADELPHIA—The local Fox was robbed of \$6,724 over the weekend when a masked gunman held up five employees in the office, and fled.

Manager Harold L. Brason, assistant Maurice Goldberg, and three aides were the victims.

UA Regime Celebrates Second Anniversary

NEW YORK—United Artists will mark its second anniversary since its reorganization today (Feb. 18) with a "round-the-world" management conference by telephone.

Participating will be President Arthur B. Krim, from Hollywood; Arnold M. Picker, vice-president, from London, and from New York, Robert S. Benjamin, board chairman; Matthew Fox, partner, and William J. Heineman and Max E. Youngstein, vice-presidents.

New York News Letter

— By Mel Konecoff —

THE OTHER DAY, we saw a minor program picture, and thought it was one of the finest films we had seen in some time. Wanna know why? It was because it was the first ordinary dimension film that we had seen following viewing of both the Stereo-Techniques show at the Globe and the Bolex Stereo hodge podge at the Rialto, both on Broadway.



KONECOFF

This program melodrama was really wonderful by comparison. No squinting was necessary, there was no lifting of glasses to compare the picture with and without, no loss in light, no sudden lens adjustments from the booth, no fear of eye strain, no amateurish subject matter to contend with, and no trying to find something novel and unique in a lengthy operation that only provided attractive moments here and there.

If you think we're down on 3-D, you're right, at least until something better comes along because it was actually a relief to see an ordinary flat feature as per above.

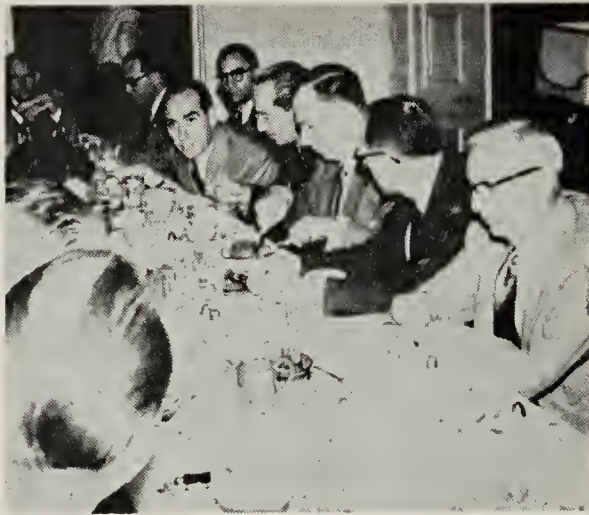
Both the Broadway aforementioned operations were doing okeh from a gross standpoint, but we don't think that they were making any friends among the movie-going public. The Rialto, showing its four subjects, lasting incidentally 36 minutes, calls its presentation "Triorama". This uses a process known as Bolex Stereo developed by the Bolex Company. It differs from other systems in that only one projection machine is used since both the right and left eye images are both on the same film.

The program demonstrated was shown in 16mm. A blow-up to 35mm. not being ready in time, it was said, this was projected on a long thin screen which tended to give us claustrophobia horizontally if such a thing is possible. The names of the shorts were "Sunday In Stereo", "Indian Summer", "American Life", and "This Is Bolex Stereo." Polaroid glasses were necessary.

Incidentally, while we think of it, there's a liquor store next to the Broadway, which started the whole routine with its Cinerama, which now calls itself "Liquorama." We haven't as yet found out if you must drink the stuff sideways, from three glasses at a time, or whether the bottles leap out at you from behind the counter when you make your selection.

All the above is purely personal rambling.

BOOK NOTE: Arthur Mayer, exhibitor, distributor, consultant, and teller of tales, has finally gone, and done it. Yessir, he's



Seen at the first round-table luncheon of the Screen Producers Guild held recently in Hollywood to promote better understanding of problems between the producers and the press were, left to right, Joel Preston, SPG public relations counsel; Mel Epstein, Paramount; Frank Rosenberg, 20th-Fox; Julian Blaustein, 20th-Fox; Albert J. Cohen, U-I; Lewis J. Rachmil, Columbia; William H. Wright, MGM, and Sol Lesser, independent.

written an expose not only of Mayer but of the industry dating back to the time before Adolph Zukor was counting his first \$10. The work, "Merely Colossal", subtitled, "The story of the movies from the long chase to the chaise lounge", is illustrated by drawings by George Price.

The book has particular interest for the trade because Mayer names names and places, and reveals some backgrounds which may prove interesting as well as illuminating to the youngsters in the business like ourselves. It deals more with intra-industry people, events, policies, etc., than with actual glamour and gossip, although he does get out on the fringe once in a while.

Mayer, in setting down his experiences and recollections during his 30 years in the business is hilarious at times, and merely funny other times, while often he gets downright historical or is it hysterical? No, guess it's historical. At any rate, it's fun, it's informative, and it's about the business you're in.

Simon and Schuster is the publisher. It'll cost you \$3.50 to purchase the thing which counts 264 pages, and we're sure if you want it autographed, Mayer will be more than glad to accommodate. Anyway, it's another way of making a buck.

CALENDAR NOTE: The other day we received a "Salome" calendar, and to all you people who visualize Rita Hayworth scantily clad just resting about somewhere, you're wrong. This gimmick is about three feet long, and it contains dates on which various ads, meetings, the sending out of doodads, special stories, etc., are to take place. It's an effective, unusual stunt, one worthy of note, and the campaign outlined is a comprehensive job that should do much to put it across.

MORE ON 3-D: So, Milton Gunzberg, president, Natural Vision, and a prime mover in 3-D, came in to say that television can have its programs in three-dimension any time it feels like doing so.

Gunzberg stated that Natural Vision is applicable for TV use, and it can be viewed at home either with or without glasses, although the latter is not quite as good as the former, although it would probably be more desirable. He didn't think that this should affect motion pic-

Holiday Weekend Aids B'way Grosses

NEW YORK—Helped by Lincoln's Birthday, most Broadway first-runs, led by the Paramount, Radio City Music Hall, Roxy, and Capitol, had above average business over the weekend. According to usually reliable sources reaching EXHIBITOR, the break-down was as follows:

"THE STOOGE" (Para.). Paramount, with stage show, bettered its first week by heading toward a sure \$113,000 on the second stanza.

"PETER PAN" (Disney-RKO). Roxy, with ice show, garnered \$90,000 on the first five days, and was sure to top \$130,000 on the opening session.

"TONIGHT WE SING" (20th-Fox). Radio City Music Hall, with stage show, claimed \$89,000 for Thursday through Sunday with the opening week estimated at \$139,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$24,000 for the 12th week.

"THE STAR" (20th-Fox). Rivoli anticipated the third week at \$26,000.

"STEREO-TECHNIQUES SHOW NUMBER ONE" (3-D) (Lesser). Globe was down to \$14,000 on second, and last, week.

"ABOVE AND BEYOND" (MGM). Mayfair reported that the third week would tally \$32,000.

"ROAD TO BALI" (Para.). Astor expected the third week to reach \$30,000.

"THE MISSISSIPPI GAMBLER" (U-I). Loew's State reported \$21,000 for the third, and last, week.

"MOULIN ROUGE" (UA). Capitol opened to a tremendous \$110,000 on the week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed \$16,000 on the eighth week.

ture business, and he also was not quite sure whether or not the TV industry was ready for the medium at the present moment. The only changes necessary on existing home TV sets to present everything in 3-D form is the addition of an adapter costing between \$15 and \$25, he said.

While in town, he expected to discuss 3-D with TV executives, set manufacturing heads, etc. He assured his listeners that there would be no increase in TV production costs, and that 3-D can be sent over existing channels and equipment just using Natural Vision lenses on the cameras. Of course, there is the problem, he admitted, of which comes first, the attachment on the TV sets or the programs by TV stations.

Gunzberg, also in to confer with Polaroid Company execs on production of glasses for use in theatres, reported that he was delighted with CinemaScope because that medium could be coupled with Natural Vision to present large screen three-dimension, and really give the public a treat. He estimated that Natural Vision can enlarge its image four times at present, if so desired. Large screens as such, he declared, are not the answer to anything, but rather much depends on the entertainment content of any film.

In the matter of Polaroid glasses, Gunzberg reported that three million pairs have already been delivered to theatres, another 20 million have been ordered by United Artists alone in conjunction with

(Continued on page 16)

**SMASH THEME, SOCK NAMES
HEAD THIS ONE FOR TOP BOX OFFICE!**

"Unusual dramatic story!"

—FILM DAILY

"Plenty of speed...exciting!"

—BOXOFFICE

"Finely acted...good marquee names!"

—HOLLYWOOD REPORTER

"Gripping entertainment...will cause turnstile clickers to thank you!"

—SHOWMEN'S TRADE REVIEW

HOWARD HUGHES
presents

**ROBERT MITCHUM
JEAN SIMMONS**

in

ANGEL FACE

co-starring

MONA FREEMAN • HERBERT MARSHALL
with **LEON AMES • BARBARA O'NEIL**

Produced and Directed by OTTO PREMINGER • Screenplay by FRANK NUGENT and OSCAR MILLARD



Further 3-D, Wide Dimen. Moves Awaited

Ohio Exhibitor Unit Hopes Publicity Won't Hurt 20 Per Cent Federal Tax Fight; 20th-Fox Reveals CinemaScope Production Plans

NEW YORK—CinemaScope, 3-D films, and other technical developments continued to provide trade headlines last week as exhibitors waited further facts on what they were getting into, when new systems would be available to them, and what they would cost.

A new note was sounded when the directors of the Independent Theatre Owners of Ohio met in Columbus, O., and deplored "publicity in the trade press which is picked up and reprinted by the lay press giving the impression that forthcoming wide screen and third-dimension pictures would prove a business bonanza for all theatres." The board considered that such publicity would have a detrimental effect upon COMPO's exceedingly well-handled campaign to repeal the 20 per cent federal admissions tax.

Several members pointed out front page stories in their home towns, which gave the public and, therefore, also Senators and Congressmen the impression that all theatres would benefit immediately by the introduction of these new techniques.

In any event, the board deplored the impression given in the trade press and newspapers that there might no longer be any need for the repeal of the 20 per cent admissions tax.

Starting dates for 20th Century-Fox properties to be lensed in the CinemaScope process were announced: "The Robe", starring Victor Mature, Richard Burton, Jean Simmons, Michael Rennie, and Dean Jagger, on Feb. 16; "How To Marry A Millionaire", starring Marilyn Monroe, Lauren Bacall, and Betty Grable, on March 24, and "Twelve Mile Reef", starring Constance Smith, Jeff Chandler, and Jeffrey Hunter, on April 27. "The Story Of Demetrius" will start shooting on May 4; "River Of No Return," starring Dale Robertson, on May 11; "Prince Valiant", on June 1; "Sir Walter Raleigh" on June 22, and "King Of The Khyber Rifles", on July 6.

Because of commitments already made, only two previously announced pictures, "Vicki" and "Inferno", will be filmed in both third-dimensional Polaroid and regular negative.

The first feature to be shot by 20th-Fox with CinemaScope abroad will be "Assignment In Stockholm", produced by Frank McCarthy in black and white, and scheduled to begin in Sweden about June 1.

Meanwhile, start of the filming of "The Robe" was put off again to give 20th-Fox more time to conduct experiments with the CinemaScope process to be used in the film.

It was announced by 20th-Fox that President Spyros P. Skouras had concluded an agreement in Paris with Professor Henri Chretien under which the

It's CinemaScope, Not Cinemascope

NEW YORK—It was officially announced last week that 20th-Fox's new process will be called CinemaScope, instead of Cinemascope.

film company had acquired rights to manufacture CinemaScope lenses all over the world with the exception of France and the French Union. In France the lenses will be manufactured exclusively by Professor Chretien, inventor of the process. The agreement was made for a 10-year period. The lenses produced by Professor Chretien will be reserved for the company, the announcement said.

Skouras expects the professor to deliver 500 sets of lenses to 20th-Fox by the end of the year, with between 3-5000 ready as the result of manufacturing elsewhere.

In Hollywood, a set of recommendations was drawn up by the Motion Picture Research Council, Inc., for the guidance of exhibitors in showing three-dimensional movies requiring audiences to wear polarized glasses. The research council, in an effort to reduce the intermission problem, advises theatres to equip projectors with new large size magazines that hold up to 5,000 feet of color film, rather than the present size holding 2,000 feet.

Even with the larger magazines, two intermissions might be necessary because of the extra load forced on each projector because of constant use. A representative of the research council admits that more frequent mechanical failures, caused by the machines overheating, loom as a source of trouble for theatres.

At the same time the council issued its report, Darryl F. Zanuck, 20th-Fox production chief, issued a statement stressing that CinemaScope is not a "novelty" or a "flash in the pan" device. He said it was a permanent thing, adding another dimension to the entertainment field.

Zanuck also cleared up the confusion created by the company's announcement that it would make at least two stereoscopic three-dimensional features as well as additional "flat" pictures by saying that "all our major productions in the future will be produced in CinemaScope."



In New York, Spyros Skouras, left, 20th-Fox president, discusses the company's recent decision to film all its forthcoming features in the new wide screen process, CinemaScope, with vice-president Charles Einfeld also on hand.

Reveal Nominations For Academy Awards

HOLLYWOOD—Nominations for the 25th annual Academy of Motion Picture Arts and Sciences Awards were revealed last fortnight. The final awards will be voted by the 1,600 members of the Academy, with presentations of awards at the Pan-tages on March 19.

The selections were drawn from a list of 435 features declared eligible on the basis of seven days of consecutive playing time in Los Angeles.

Nominated as "best" productions were: "The Greatest Show On Earth", Cecil B. DeMille-Paramount; "High Noon", Stanley Kramer-UA; "Ivanhoe", MGM; "Moulin Rouge", Romulus-UA, and "The Quiet Man", Argosy-Republic.

"Best" performances by an actor were: Marlon Brando, "Viva Zapata", 20th-Fox; Gary Cooper, "High Noon", Stanley Kramer-UA; Kirk Douglas, "The Bad And The Beautiful", MGM; Jose Ferrer, "Moulin Rouge", Romulus-UA, and Alec Guinness, "The Lavender Hill Mob", Rank-U-I.

"Best" performances by a supporting actor included: Richard Burton, "My Cousin Rachel", 20th-Fox; Arthur Hunnicutt, "The Big Sky", Winchester-RKO; Victor McLaglen, "The Quiet Man", Argosy-Republic; Jack Palance, "Sudden Fear", Kaufmann-RKO, and Anthony Quinn, "Viva Zapata", 20th-Fox.

"Best" performances by actresses were: Shirley Booth, "Come Back, Little Sheba", Paramount; Joan Crawford, "Sudden Fear", Kaufmann-RKO; Bette Davis, "The Star", Bert Friedlob-20th-Fox; Julie Harris, "The Member Of The Wedding", Stanley Kramer-Columbia, and Susan Hayward, "With A Song In My Heart", 20th-Fox.

"Best" performances by a supporting actress were: Gloria Grahame, "The Bad And The Beautiful", MGM; Jean Hagen, "Singin' In The Rain", MGM; Colette Marchand, "Moulin Rouge", Romulus-UA; Terry Moore, "Come Back, Little Sheba", Paramount, and Thelma Ritter, "With A Song In My Heart", 20th-Fox.

"Best" direction nominations went to Joseph L. Mankiewicz, for "Five Fingers"; DeMille, for "The Greatest Show On Earth"; Fred Zinnemann, for "High Noon"; John Huston, for "Moulin Rouge", and John Ford, for "The Quiet Man."

"Best" songs were: "Am I In Love", from "Son Of Paleface"; "Because You're Mine", from the picture so named; the "High Noon" ballad; "Thumbelina", from "Hans Christian Andersen", and "Zing A Little Zong", from "Just For You."

Tax Receipts Show Increase

WASHINGTON—The Bureau of Internal Revenue reported last fortnight that admission tax receipts for the month of December, reflecting November business, totaled \$27,159,649.93, a gain of \$977,742.43 over December, 1951. Collections for the calendar year 1952 dropped more than \$15 million from the previous year, \$189,255,445.36 to \$173,828,496.88.

*
The Biggest Showmen In America
Have Booked
The Biggest Money-Maker Of The Year!



HARRY BRANDT

President, Brandt Theatres

says:

““Congratulations! MOULIN ROUGE certainly fulfills the promise made when United Artists said it would release ‘the big ones.’ This picture, in my opinion, is one of the biggest for the year 1953 and I am delighted that UA has chosen our Trans-Lux Theatre in Philadelphia as the first run showcase in that area.””

WATCH THE FEBRUARY 19th OPENING FOR SPECTACULAR RESULTS!

**AND THE CRITICS
HAVE BACKED IT!**

“Dust off the Oscars, Hollywood! Here comes ‘Moulin Rouge’!”

—WORLD-TEL. SUN

“Highest rating! Will cast a spell over audiences!”

—DAILY NEWS

“The most vivacious and exciting illustration of bohemian Paris ever splashed on the screen!”

—N. Y. TIMES

ROMULUS presents

JOSÉ FERRER in *John Huston's*
MOULIN ROUGE



ROMULUS presents **JOSÉ FERRER** in John Huston's "MOULIN ROUGE" • Color by Technicolor • with ZSA ZSA GABOR
 SUZANNE FLON • And Introducing • **COLETTE MARCHAND** • A ROMULUS Production • Directed by JOHN HUSTON

Screenplay by Anthony Veiller and John Huston • From the Novel "MOULIN ROUGE" by PIERRE LA MURE

THE MOTION PICTURE HONORED WITH **7** ACADEMY AWARD NOMINATIONS!



Howard Hughes Gets Back Stolkin Stock

Management Wins At Columbia Meeting

NEW YORK—Management won an easy victory at last week's annual meeting of Columbia Pictures. The management's slate of nine directors was elected and a new four-year contract for Jack Cohn, executive vice-president and director, was approved, as was a new five-year contract and a 10,000-share stock option plan for A. Montague, vice-president, director, and distribution head, and a 1,000-share stock option plan for Gerald Rackett, general laboratory supervisor. The stockholders also voted to keep Price Waterhouse and Company as the independent accountant and auditor.

Directors reelected were Harry Cohn, president; Jack Cohn; A. Schneider, vice-president and director; N. B. Spingold, vice-president in charge of advertising and publicity; Leo M. Blancke; Alfred Hart, and Donald S. S. Starlem. Abraham M. Sonnabend was elected to the board for the first time, replacing Col. Henry Crown.

The meeting was punctuated by some criticism of management, particularly by Lester Martin, an investment broker, who had failed in his attempts to have the meeting adjourned for two weeks. He had earlier attempted to get a list of stockholders from the company. When that was denied him, a court order approved his petition. The okeh came too late for the Martin group to contact stockholders in reference to protests against granting the stock option to Montague. Martin proposed at the meeting that three directors be added to represent common stockholders, but the proposal did not come to a vote.

Both Jack Cohn and A. Schneider brought stockholders up to date on three-dimensional developments and wide-screen pictures. They explained that Columbia would join the parade to three-dimensional production, but had not yet decided which system to use.

Jack Cohn told stockholders that the company has no plans at present for licensing any of the several wide screen processes now receiving industry attention. He said that while the company was committed to the production of three three-dimensional features, no decision has been reached as to the process to be used. He stressed the need for quick standardization, but added that the company might build its own process, joining Paramount, Warners, and 20th-Fox.

He termed the industry three-dimensional furor "one of the quick shuffles which comes along from time to time, acting as a hypo to the industry," and made it plain he believed this hypo would be effective. He predicted that the next four months would see 30 to 40 pictures started in one of the new processes, and that within six months the trend would be well underway.

He also told the stockholders that the company was not overly concerned about a falling-off in attendance for two dimensional features, but stressed that the situation calls for daily watching.

Board Meeting to Follow, With James R. Grainger Set For Presidency; Depinet Also Secures His Shares

HOLLYWOOD—Howard Hughes, chairman of the board, RKO Pictures Corporation, issued the following statement last week:

"In reply to queries concerning the stock in RKO Pictures Corporation which I previously owned, and which was purchased from me last September by a syndicate headed by Ralph Stolkin, of Chicago, I have just learned from Stolkin that his syndicate has decided to return this stock to me. The stock is still owned by Mr. Stolkin's syndicate, but Mr. Stolkin has just now informed me that his syndicate is issuing the necessary instructions to accomplish transference of the stock back to me.

"After receipt of the stock, it is my intention to request that a meeting of the board of directors of RKO be held as soon as practicable. At this meeting, I intend to nominate Mr. James R. Grainger for the office of president of RKO, and it is my sincere hope that the directors will see fit to elect him to this position. It follows automatically that, when the stock in RKO mentioned above is returned to me, the stock purchased from Mr. Ned E. Depinet will likewise be returned to him."

Hughes sold the stock to the Stolkin group on Sept. 22, 1952, disposing of 1,013,420 and Depinet selling 36,000 shares. Together, they owned 26.8 per cent of the total stock outstanding. It was reported that Hughes and Depinet, as part of the deal, will be entitled to keep the \$1,250,000 deposit advanced by the Stolkin group, and the latter will be released from further obligations.

Schneider, vice-president and treasurer, disclosed that Columbia had considered shooting "From Here To Eternity" in a new process, but decided against it. He added that Columbia will experiment with the 20th-Fox process.

Cohn said that for a time dual shooting of pictures would be advisable, and suggested that theatres might install flat screens in front of the curved screen which is required for wide screen projection.

Another stockholder inquiry brought the assurance that Jerry Wald was in "full accord" with the company viewpoint on production with the new processes.

Schneider assured stockholders that they will be informed before the company sells any old films to television.

Schneider said the company was watching the TV situation carefully as it applies to films, and referred to both Telemeter, half owned by Paramount, and Zenith's Phonevision. Potentially, it was said, such systems hold out greater financial returns for feature films than did commercial television.

Stockholders also expressed interest in Screen Gems, wholly owned subsidiary

Hearings Recessed On Theatre TV

WASHINGTON—The Federal Communications Commission last week recessed hearings on theatre television to an undetermined date after intensive questioning on the industry's specific proposals.

Marcus Cohn, attorney for the NETC, and Vincent Welch, MPAA attorney, bore the brunt of the commission's questions.

Cohn assured chairman Walker it would not take anything away from home television, as Walker wondered if the FCC were unwittingly building up a perpetual monopoly of news and events heretofore available to the public. Cohn estimated that within 10 years, there would be from two to five hours of theatre television programs available to theatres daily. He told the commission that he would present witnesses who would testify that they would participate in companies that would be applicants for theatre television channels. He further stated that the industry would agree to have the commission write into its rules a prohibition against the use of film on theatre television programs, "except incidentally," and that it would prohibit the use of advertising on theatre television programs.

Welch outlined the drawbacks involved if a common carrier should transmit theatre television programs, instead of exclusive channel allocations, saying there would be frequency conflicts, interconnection problems, and a poor quality of service. He said that witnesses would testify that AT and T could only provide for 23 per cent of theatre television programs planned.

Bert Sanford Mourned

NEW YORK—Bert Sanford, Jr., 60, died last week of a heart attack. The industry veteran, in semi-retirement at the time of his death, was a member of the Motion Picture Pioneers, Variety Club, and the 25-30 Club, film projectionists.

He is survived by his widow, two brothers, three sisters, a daughter, and two grandchildren.

Cinerama In Technicolor Deal

HOLLYWOOD—C. B. Whitney, member of the board of directors, Cinerama Productions, Inc., and executive assistant to the president, announced last fortnight the signing of a 10 million dollar contract with Technicolor.

Roxy Declares On Preferred

NEW YORK—Directors of Roxy Theatres, Inc., last week declared a quarterly dividend of 37½ cent per share on the outstanding preferred stock.

which has entered the TV field. Schneider said the returns from the company were not lucrative, but added that the company was "making a little money," that it was gaining beneficial experience, and that its executives were working on additional TV contracts.

W-M-MAYO!
W-M-MARVELOUS!

THAT BURLESQUE BABE OF
WORKING HER WAY THRU COLLEGE'
LIVES 'EM THE BUSINESS AGAIN IN

She's Back on Broadway

COLOR BY
WARNERCOLOR

VIRGINIA MAYO

GENE
ELSON • FRANK
LOVEJOY

WITH STEVE COCHRAN • PATRICE WYMORE
VIRGINIA GIBSON • LARRY KEATING • PAUL PICERNI

PRODUCED BY
N JANNINGS • HENRY BLANKE • DIRECTED BY
GORDON DOUGLAS

MUSICAL NUMBERS STAGED AND DIRECTED BY LEROY PRINZ
MUSICAL DIRECTION BY RAY HEINDORF



★ ★ ★
**WARNER
BROS!**
Gala
Saturation
Premiere
in the
South
**START
FEB. 26**
★ ★ ★
**TENNESSEE
THEATRE,
NASHVILLE
leads off!**



The International Scene

Survey Reveals Growing Canadian Sentiment For Sunday Film Shows

TORONTO—A study conducted by the Canadian Institute of Public Opinion shows that a majority of city people would like Sunday movies, while those in the country areas are opposed. In only one Canadian province, Quebec, are theatres open on Sundays, and then only after lunch. In the rest of Canada, theatre openings are prevented by law, despite the fact that in some centers, such as Toronto, commercial sport is allowed on Sundays. The poll shows that only one-third of the men and women would favor Sunday movies.

Across Canada, however, overall approval has risen noticeably during the past 10 years. In June, 1943, when the last survey was taken, 44 per cent of the population in general approved, while today 50 per cent favor. A decade ago 50 per cent disapproved while 45 per cent disapprove today. Undecided are five per cent today, opposed to six per cent 10 years ago.

In the various areas across Canada, there is 30 per cent approval in the maritimes and a high of 82 per cent in Quebec. In Ontario 39 per cent approve. On the prairies, it's just about the same. In B. C., about half the people would like Sunday movies.

The mayors of such major cities as Vancouver, Edmonton, Winnipeg, Toronto, Hamilton, Ottawa, and Montreal would have a clear mandate should they put it to a vote, for 65 per cent of the population in the large centers approve of the idea. The farm areas show a different picture. Just 38 per cent approve, while 56 per cent disapprove, and six per cent are undecided. The younger generation are more inclined to want the Sunday movies than the older generation. Of those in their 20's, 59 per cent feel inclined, though of those 50 and over, only 35 per cent agree. Men are more likely to approve



Recent visitors from the Orient at Allied Artists studio in Hollywood were Hideo Shiotsugu, second from left, president, Eiga Haiky Company, Tokyo, the Allied Artists' distributor throughout Japan, and Masatoyo Takano, right, Tokyo branch manager and publicity manager for the distributing company. They are pictured here with Steve Broidy, second from right, Allied Artists president, and Harold Mirisch, vice-president.

than women.

Attitudes of the churches are vividly revealed in the study, with the Roman Catholics 73 per cent in favor, just 34 per cent in the United Church standing for the open Sunday movies, and 39 per cent of the Anglican adherents approving. Just 22 per cent of the Roman Catholics disapprove, 61 per cent of the United Church, and 58 per cent of Anglicans.

Canadian Notes

Television is seen as the reason for the growth of revenues of domestic motion picture production by S. Dean Peterson, Peterson Productions, and president, Association of Motion Picture Producers and Laboratories of Canada. Production of the pictures, backbone of which is the sponsored films, is expected to increase 10

per cent, while revenues will rise 20 per cent. The fact that TV is in the home, bringing its effectiveness closer to the business executives, is the reason for this increase, believes Peterson. Executives are more receptive now to the value of films for use inside and outside their companies.

The Toronto communion breakfast for the members of the entertainment industry attracted more than 300 representatives. Celebrant at the mass at St. Michael's Cathedral was Rev. George J. Cherrier, O.B.E., also Roman Catholic chaplain to the Toronto Variety Club. John J. Fitzgibbons, Jr., was chairman of the program at the breakfast held in the Royal York Hotel following the services at the cathedral. Speakers included Elisabeth Cobb, daughter of the late Irvin S. Cobb; Rt. Rev. Joseph A. McDonagh, D.P., president, Catholic Church Extension Society of Canada, and Rev. John N. Donelon, C. S. P. Similar breakfasts were also held in London, Halifax, St. John, and Windsor, and a breakfast is planned for later this year in Vancouver. Father Donelon, commenting on the fact that it was the second annual communion breakfast in Toronto, stated that such events were growing in popularity.

The government of Canada is being urged by the Canadian Chamber of Commerce to limit the activities of the National Film Board to its present operations. . . . A visitor to Toronto was Ross MacLean, former head, National Film Board. . . . Separate cheques for \$1400 each were presented the Heart Fund, Variety Club of Toronto, by theatre managers from Chatham and Brantford. Another \$1403 was added to the \$4700 raised by George Altman through the collection of scrap metals. Morris Appleby, president, 20th Century Theatre Managers Club, and Lionel Axler, past president, presented one of the cheques to Chief Barker Rube W. Bolstad, while the other came from Ben Schachter for the Brantford Theatre Managers Association. Both organizations ran special shows. Among the Brantford men who made the trip to witness the presentation were Joe Paul and Bill Burke, while Ted Doney was on hand from Guelph. . . . Warners' "I Confess", directed by Alfred Hitchcock, in Quebec City, was preemed in that city at the Famous Players' Capitol and United Amusements' Cartier. . . . A 10-page supplement with its regular edition was issued by The Niagara Falls Review one day in advance of the premiere of "Niagara" at the Seneca in that city to top the exploitation efforts of Jack Ward, Seneca manager, with an assist from Sam Glasier, 20th-Fox. The premiere was the culmination of a day of activities participated in by officials and citizens of Niagara Falls, New York, and of its Canadian namesake. The film opened in both cities. At the centre of the Peace Bridge between the two cities, prints of the film were accepted by the mayors of the two cities, with the help of Dale Robertson. The Seneca block was roped off, and several thousand people gathered there were entertained by a kiltie band and a number of drum majorettes. Among the guests were head office executives from 20th-Fox, Toronto, as well as the three Toronto film reviewers.

(Continued on page 18)



Recently installed as the 1953 crew for Toronto Variety Club, Tent 28, were, front row, left to right, John J. Chisholm, past Chief Barker; Dan Krendal, Dough Guy; William Summerville, Jr., First Assistant Chief Barker; Rube Bolstad, Chief Barker; Ernest Rawley, Second Assistant Chief Barker; Clare Appel, Property Master, and Gordon Lightstone, canvasman. Standing, left to right, are: Jack Fitzgibbons, Jr., George Altman, Father George Cherrier, Rabbi Reuben Slonim, Rev. Ray McCleary and Paul Johnston. Harry S. Mandell, canvasman, was absent. The crew looks forward to increased activity this year.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"Seminole"—Good action show.

COLUMBIA

"All Ashore"—Pleasing musical.

FTC Wins Decision In Ad Case Appeal

WASHINGTON—The U. S. Supreme Court, upholding a decision of the Federal Trade Commission, last week decided in favor of barring advertising film producers from making long-term exclusive screening contracts with theatre owners. The court reversed a decision of the Fifth Circuit Court of Appeals by a seven to two vote, Justices Frankfurter and Burton dissenting.

The FTC originally brought proceedings against four ad film companies, Motion Picture Advertising Service Company, Inc., Reid H. Ray Film Industries, Alexander Film Company, and United Film Ad Service, Inc. The FTC found that these companies used exclusive contracts to restrain competition and promote monopoly, and said all exclusive contracts for more than one year were illegal. The companies had appealed to the Fifth Circuit Court, and the FTC had, in turn, appealed to the U. S. Supreme Court.

The high court's ruling was directed against Motion Picture Advertising Service Company, Inc., a Louisiana concern that had shipped advertising films under exclusive contracts to exhibitors in 27 states and the District of Columbia. Some of the contracts ran for terms of five years, but the standard one was for a year.

Justice Felix Frankfurter, in a dissenting opinion, in which Justice Harold H. Burton joined, held that the court should not sustain the "mere say so" of the commission, and asked for a clear statement of the criteria on which the ruling had been based.

Distrib. Negotiations Continue

NEW YORK—The distributors' exchange operations committee last week resumed contract negotiations with the unions representing front and back office employees of the national companies' exchanges.

Tom Murray, committee chairman; Michael Rosen, Loew's, and Joseph McMahon, Republic, were in Cincinnati and Kansas City. Clarence Hill, 20th-Fox, and Jules Chapman, United Artists, were in Pittsburgh, and a third team, headed for west coast conferences in Los Angeles, San Francisco, Seattle, and Portland, consisted of Arthur Israel, Paramount; A. A. Schubart, RKO; Ely Drexler, National Screen Service, and Larry Leshansky, Warners.

A long delay in reaching agreements on new contracts covering IATSE front and back room employees is seen. The situation is said to be due primarily to two factors, the new policy of negotiating all contracts separately with local units and the reported unwillingness of distributors to grant wage increases or boosts in severance pay. Union spokesmen say company negotiators are offering merely an extension of present contracts for two years, effective last Dec. 1.

NSS Celebrating Third-of-a-Century

NEW YORK—Herman Robbins,

president, National Screen Service, announced last week that all company branches would participate in the observance of the "Third Of A Century Jubilee."

Robbins said the observance "will be essentially confined to a rededication by NSS and its employees to the principles of service, a principle on which the company was founded and has progressed these 33 years."

The company has developed from a handful of employees in a single office in 1920 to a nationwide service organization with 31 branch offices throughout the country and special trailer production facilities in New York, Hollywood, Chicago, and Dallas, as well as an office and studio in London.

NSS now employs 2,000 persons, approximately one employee for every nine theatres in the United States. Since 1935, the company has provided a service of standard and specialty advertising accessories for exhibitors.

SEC Files Stock Report

WASHINGTON—The Securities and Exchange Commission reported last fortnight the following transactions in motion picture stocks for the Dec. 11-Jan. 10 period:

WARNERS: Jack Warner acquired 17,100 shares of common, bringing his total to 392,348 shares.

TRANSLUX: Jacob Starr notified the Commission he had purchased 7,000 shares of common from April through November, bringing his total to 15,400 shares. Ralph Weiner disposed of 500 shares, leaving his holdings at 2,000.

RKO THEATRES: Board member David J. Greene acquired 4,200 shares of common. Through his family and his own accounts, he now controls 70,750 shares.

LOEW'S BOSTON THEATRES: Loew's, Inc., bought 331 shares, making the parent company's holdings total 130,323 shares.

COLUMBIA: Abraham Montague acquired options for 10,250 shares during November.

According to contract modification filed with the Securities Exchange Commission, the contract of Harry Cohn, Columbia president, has been extended to Feb. 10, 1955. Under the agreement, Cohn will continue to receive \$3,500 a week plus a general expense allowance of \$300 a week. The modified contract also eliminates the six-month cancellation clause which permitted either Cohn or Columbia to end the agreement, and permits the board to allow \$600 weekly for general expenses.

After more than five weeks, negotiators covering the 33 exchange areas have yet to complete the initial round of exchanges.

Weltner Heads Foreign Managers

NEW YORK—George Weltner, president, Paramount International, was last week elected chairman, foreign managers committee, Motion Picture Export Association, at the first session under the plan set up by Eric A. Johnston to hold meetings the first Wednesday of each month. The board of directors also gave a unanimous vote to the donation of 25,000 guilders to Netherlands authorities for flood victims.

PEOPLE

HOLLYWOOD—Al Horwits, for the past four years studio publicity director at Universal-International, was last week advanced to the newly created post of executive aide to the studio executive committee, and will handle special public relations. In addition to his duties with the executive committee, Horwits also will be charged with special projects involving studio talent. Sam Israel, assistant to Horwits, for the past three years, succeeds him as publicity director.

NEW YORK—Mervin Houser and David Cantor last week took over their duties at RKO as home office publicity director and exploitation director, respectively. Houser has been in the industry in various advertising, exploitation, and publicity capacities with practically all the major companies. Cantor's industry experience began 25 years ago with Warners. He joined RKO in 1940 as western field supervisor, and was appointed assistant exploitation director at the home office in 1950.

NEW YORK—After many years of association with 20th Century-Fox, Herman Temple, home office art department, left on Feb. 13 to engage as a consulting art director and free lance visualizer on independent accounts. Temple has had exhibits of his work displayed at the New York Art Directors show, and has been honored on many other occasions for his distinctive campaigns.

NEW YORK—At a meeting of the board of directors of the Motion Picture Pioneers, Inc., William German, William German, Inc., was unanimously elected a director, it was announced last week by Jack Cohn, president. German makes the 22nd director on the board.

NEW YORK—David Golding, national director of advertising and publicity, Samuel Goldwyn Productions, announced last fortnight that Leon Brandt was joining the organization, and will be in charge of exploitation.

SIMPP Moves On Expansion

NEW YORK—The Society of Independent Motion Picture Producers, in a session last week with President Ellis Arnall, discussed ways to improve its financial position so that it may expand activities in the foreign market. Arnall will submit to the distribution committee a proposed budget for the operations, which must then be approved by producer members on the coast. Object will be to engage one or more representatives to serve in the interest of independent producers in foreign countries.

The committee also discussed three-dimensional pictures, and expressed the opinion that the medium's potentialities rested with quality entertainment rather than its current attraction as a novelty. Enthusiasm was expressed on the grounds that it turned the spotlight once again on motion pictures.

Arnall presented offers by trading companies to buy frozen pounds in Israel, and representatives will submit them to their respective managements. Attending the meeting were Arnall, James Mulvey, Leo Samuels, Edward Peskay, George Schaefer, Seymour Poe, Manny Reiner, and Vladimir Lissim.

This Was The Week When

J. Milton Salzburg, president, Cornell Films, signed a contract with Zeev Kendler, president, Kenfilm Enterprises, Tel Aviv, Israel, whereby Cornell will handle Kenfilm subjects in this country. . . . Astor acquired distribution of "Love Island" and "Born To The Saddle" in this country, and also set a deal to distribute six Hal Roach, Jr., productions now being filmed on the coast. . . . Kathryn Grayson, WB star, was chosen as the "Buddy Poppy Girl" by the Veterans of Foreign Wars. . . . U-I scheduled the world premiere of "Seminole" at the Miami, Carib, and Miracle, Miami and Miami Beach, Fla., as part of a saturation booking.

Konecoff

(Continued from page 8)

bookings on "Bwana Devil", and one million have been ordered by Sol Lesser, etc. He admitted that Polaroid was caught with its spectacles down, and is presently working as rapidly as possible to fill existing and future orders. The production rate is presently a million a week, and this will be upped to two million in the near future, with production in March expected to hit six million. April will see eight million, and May will see 12 million, with even this being increased as the orders multiply. Orders are filled in order of receipt.

Gunzberg reported that his company was going all-out to instruct theatre equipment people in the proper methods of equipping theatre booths for 3-D projection, and that it is also furnishing for \$700 a complete kit, excluding the screen, which will allow 3-D to be shown in any theatre. Included are the electric interlock motors, the fitters, chains, 5,500 foot magazines, brushes, polaroid filters to go over projection machine port holes, etc. In addition, he opined, exhibitors would need a highly reflective type screen, and if a Walker American 15 x 20 is used, this should cost about \$340, thus bringing the total up over \$1000.

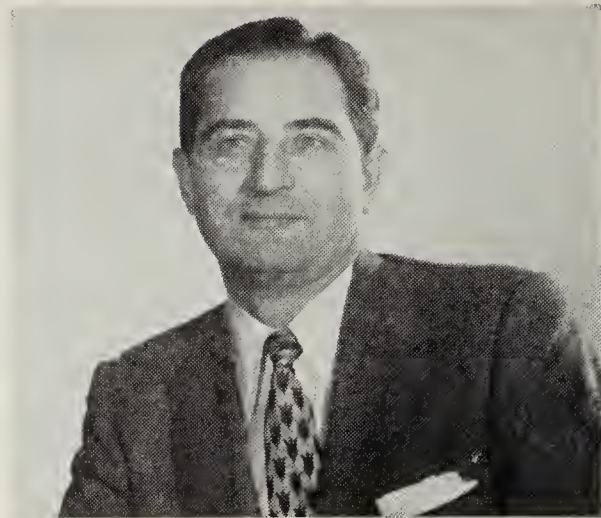
On the subject as a whole, he thought that if 3-D were not presented properly, the whole thing will disappear in about six months. He thought it particularly important that the theatres and studios have the proper knowledge about the subject, else it may prove a serious problem to the industry. He hit at the quickie operators who are out to make a fast dollar who can hurt the medium more than anything else, and he felt the industry has a responsibility to the public to present the best properly. By the best, we presume he meant Natural Vision, which he claimed was medically controlled by Dr. Julian Gunzberg, brother, visual specialist, and consultant.

OPENING: Italian Films Export recently opened its new studios with a special demonstration of the art of dubbing films from Italian into English in perfect synchronization. Dr. Mauro Zambuto, international film sound authority and designer-director of the film recording set-up, conducted the demonstration in the ultra-modern studios. Also housed within the quarters are a projection room, a rehearsal sound studio, 16mm. and 35mm. equipment, a cutting and editing room, technical and business offices, etc. The facilities will be made available to other distributors as desired.

ANOTHER OPENING: "Tonight We Sing", 20th Century-Fox production of the career of Sol Hurok, opened at the Radio City Music Hall with special trimmings and a distinguished audience. The affair was well covered photographically, with both still and newsreel cameramen present. Following the film's bow, Russell Downing, president and executive director, RCMH, played host to over 300 of the prominent personalities and celebrities at a champagne party in the studio apartment. It was a memorable event, and quite an evening.

ADVERTISING NOTE: The feudin' between Macy's and Gimbels is still going hot and heavy. Recently, Gimbels came out with a two-page spread tying in with 20th Century-Fox's "The Star", so now Macy's turned around and gave 20th-Fox another two-page spread on "Tonight We Sing", with some very fine plugs. The city's leading papers carried the ads, and penetration and circulation were pretty good.

THE METROPOLITAN SCENE: Leon Brandt, former director of exploitation for RKO, joined Samuel Goldwyn in similar capacity. . . . "Tonight We Sing" is the February choice as its "Go-see Film" by the New York Subway System, with the usual free plugs in all cars. . . . That local premiere of "Moulin Rouge" was truly an event, with celebrities by the hundreds facing a huge mob out front as well as innumerable cameramen, TV cameras, radio mikes, etc. It was a great event for a great film, and both the United Artists staffs under the able direction of Francis Winikus, and Loew's, publicity crew, coordinated and directed by Ernie Emerling and Carl Fishman, deserve much praise. The affair had added import with the appearance of Walter Winchell, who took the occasion to present a number of checks for cancer research to various medical institutions, since all the proceeds were for the Damon Runyon Fund. . . . The Rivoli went all-out to debunk "Triskedekaphobia" on Friday the 13th with all types of gimmicks. For instance, Monty Salmon let a guest in for free when another bought one ticket with a \$2 bill, and every 13th person seeking admission on the 13th minute of every hour during the 13 hours the theatre was in operation was admitted free. There were other similar type doodads, and methinks the fine hand of Nick John Matsoukas is somewhere in the background, he being an old mirrir-breaker from way back. . . . Herb Morgan will do a film study of older people for release to theatres in conjunction with the Twentieth Century Fund. . . . When a lengthy line formed on



Al Rylander, for the past seven years director of special events for Columbia, was recently named that company's exploitation manager. In addition to continuing his supervision of radio and TV, columns, stunts, and city desks, Rylander will now supervise the field exploitation staff.

U-I Salaries Revealed

NEW YORK—According to the financial report of Universal Pictures to stockholders last fortnight, four top executives received salary increases ranging from \$5,750 to \$11,750 in 1952. Vice-president Edward Muhl's annual income was increased from \$51,650 to \$63,400; Alfred Daff, vice-president and director, received a yearly increase of \$11,500, going from \$51,500 to \$63,000; John J. O'Connor, vice-president and director, rose from \$45,050 to \$50,800, and Leon Goldberg, treasurer, vice-president and director, was increased from \$39,750 to \$50,000.

The annual stockholders meeting will be held in New York on March 11 to elect 10 directors and approve the modification of board chairman N. J. Blumberg's contract. Management's director nominees are Blumberg, Daff, Preston Davie, Albert A. Garthwaite, Goldberg, R. W. Lea, O'Connor, Milton R. Rackmil, Budd Rogers, and Daniel M. Schaeffer. During the last fiscal year, Rackmil and Daff were elected to the board, while William J. German, Robert S. Benjamin, J. Arthur Rank, and G. I. Woodham-Smith resigned.

Goldfarb Leaves RKO

NEW YORK—Robert Goldfarb, RKO director of personnel, office manager, and purchasing agent, resigned last week.

opening day for "Peter Pan" at the Roxy, and there were thousands of school-age youngsters in line, Walt Disney's Charlie Levy phoned Superintendent of Schools William Jansen to find out if they would be punished for playing hookey, and was told that, to the contrary, if they could prove attending the theatre, they would receive credit for visual education. It was an amazing display of want-to-see for a mid-week, non-holiday day, and, by early afternoon, the Roxy reported over 10,000 admissions.

BROTHERHOOD DEPT.: That is a whale of a trailer that MGM's Si Seadler wrote, and MGM's Frank Whitbeck produced, for "Brotherhood Week." The two-and-a-half minute subject, distributed by National Screen Service, is an excellent job throughout, and certainly should help spread the principles of brotherhood in every spot where it played. A bow to Si, Frank, and NSS.

What's New In 3-D . . .

(Developments in the rapidly changing third dimensional picture will be found in this regular department.—Ed.)

The Theatre Equipment and Supply Manufacturers Association announced that it had pledged unqualified support to the Society of Motion Picture and Television Engineers to have technical standards established in the third-dimension field. J. Robert Hoff, head of the organization, said, "Present proposed divergent processes create huge engineering expenses for all manufacturers of sound and projection equipment, theatre screens, projection lenses, and allied lines, and we would welcome a single standard that would enable us to produce the desired equipment at the lowest possible cost to the exhibitor."

Perfection of a three-dimension process for color television pictures was announced by Henry Donovan, producer, Telemount-Mutual Productions. The process is ready now, although still awaiting Federal Communications Commission okeh on the color test, Donovan said. However, he added, a series of 13 films in Bolex-Stereo 3-D will be made starting on March 15. The process will require polaroid glasses for the home viewer. Donovan said the system will require little increase in production costs. A special stereoscopic lens is placed on the camera to get a three-dimensional effect, and the image is projected by twin projectors.

A patent was granted by the U. S. Patent Office on a 3-D illusion process invented by Ralph L. Huber, Seattle. It is claimed that in the Huber system, the right eye and left eye views are projected on a screen so constructed that each view is reflected respectively into the proper eye of each member of the audience regardless of location in the theatre.

Paramount stated through vice-president in charge of production Y. Frank Freeman that it hoped for success of a three-dimensional illusion technique which would allow the current studio backlog of two-dimension films to be converted into films with a 3-D illusion. "Results of experiments are very encouraging," said Freeman. "Our process will be made available to all theatres. The average cost for theatres' conversion would run around \$2,500. The three-dimensional illusion will be possible on any screen with dimensions over 20x24 feet, and no glasses will be needed for viewing."

UA officials claim they have been assured of a supply of Polaroid glasses necessary for the current 35 engagements of "Bwana Devil", in addition to 50 to 60 set within the next 45 days.

Walter Mirisch, Allied Artists' executive producer, announced that his company will make its debut in April in three-

Hollywood Gets 3rd Cinerama Show

HOLLYWOOD—"This Is Cinerama" will have its west coast premiere at Warners' Hollywood late in May, according to an agreement concluded last week between Joseph Kaufman, director of exhibition, Cinerama Productions Corporation, and Harry Kalmine, general manager, Warner Theatres.

The Hollywood engagement will bring to three the number of key city showings of Cinerama scheduled for the first half of 1953, with the Music Hall, Detroit, currently being remodeled.

The first feature to be filmed for Cinerama will be "Paint Your Wagon", Broadway musical, to which Louis B. Mayer has owned film rights for some time. Shooting is planned for June.

Cinerama may open at Eitel's Palace, Chicago, in the spring now that differences between the Chicago theatre and the Chicago union have apparently been ironed out. A scale has been set up for the showing of "This Is Cinerama," the union coming down from demands of a 17 man crew to 12, with the pay scale remaining at \$200 per man as originally demanded.

dimensional film production with "The Maze", recently acquired English mystery novel, by Maurice Sandoz. Mirisch plans to film it in black and white with Natural Vision.

At the national drive-in theatre convention on March 24-25-26 at the Schroeder Hotel, Milwaukee, there will be a three-dimensional business session and a three-dimensional equipment trade show as well as sessions on advanced vending techniques, improved showmanship, and improved construction methods.

In Hollywood, Edward L. Alperson, and Milton Bren, through Brenco Pictures Corporation, filed suit against Arch Oboler and his associates, charging that they had a binding agreement to sell Brenco the Natural Vision three-dimensional feature, "Bwana Devil", for \$2,000,000. Alperson and Bren seek minimum damages of \$3,500,000. The plaintiffs charge that Oboler violated the agreement in selling the picture to United Artists, and ask an injunction to halt the distribution of the film and a fulfillment of the alleged agreement.

David Coplan, International-United president, disclosed in New York that the company had arranged to produce two three-dimensional pictures in Europe this year, using the Stereo-Techniques process. One feature will be made in France and the other in England.

Producer Sol Lesser announced in Hollywood that new screen equipment, which will give Hollywood's \$300,000,000 inventory of 2-D films depth and panoramic size, has been perfected, and will be made available on a franchise basis. The equipment is a British invention called "wide vision surround," to which Lesser and his associates, including William Forman, president, Pacific Drive-In Theatres, and Mike Rosenberg, president, Principal Theatres, have obtained United States rights. "Surround", with which a

special British Stableford lenticular semi-specular screen is used, permits a projected 3-D picture to bleed off the center screen onto the front-angled surface on all sides, creating an illusion of both depth and panoramic size. The image created is one and one-half times normal size, audiences do not need special glasses, and no special projection or lens devices are required, it is claimed.

Allied is directing further attention to the importance of standardization in 3-D. President Wilbur Snaper said that a series of bulletins will be issued pointing up the need for uniformity. The bulletins will augment the work of Allied's special committee on 3-D, which is seeking answers to questions and problems. The committee is made up of Snaper, Trueman Rembusch, Jack Kirsch, Leon Back, John Wolfberg, Nathan Yamins, and Sidney Samuelson.

Producer William Pine arrived in New York to supervise a special demonstration of the new three-dimension process in which he and his co-producer, William Thomas, are currently filming Paramount's Technicolor adventure, "Sangaree." The demonstration of cut footage and daily rushes from "Sangaree" was held for executives, exhibitors, and trade newspaper editors in the New York Paramount.

Warners announced that its first 3-D feature employing the Natural Vision process, "The House Of Wax", will be released on April 25. Warners' second Natural Vision film will be "Burning Arrow", in WarnerColor. It is down for an August release.

Alvin M. Marks, president, Depix Corporation, Whitestone, N. Y., filed a suit in federal district court in Boston challenging the right of Polaroid Corporation, Cambridge, Mass., to manufacture the three-dimensional viewers used in Natural Vision, Stereo-Techniques, and other three-dimensional processes. Marks claims that patents controlling the manufacturing process used in making the viewers belongs to him. He asserts that the first patent was filed in 1933, and issued by the U. S. Patent Office in 1938, that the patent is still valid, and that, since 1948, a long series of patents relating to the polarization of light have been issued to him.

Dickson Staging VCI Dinner

MEXICO CITY—Dick Dickson, general manager, Roxy, New York, for National Theatres, will stage the Humanitarian Award dinner, which will climax the Variety Clubs International convention from May 18-21, it was learned last week.

Seton Porter Passes

NEW YORK—Seton Porter, 70, a member of the 20th-Fox board, died last fortnight in Roosevelt Hospital.

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Miscellaneous

In the Newsreels

IN ALL FIVE:

Holland: Floods.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 36, No. 14) Washington: Dulles and Stassen back from Europe tour. England: Floods. Independence, Mo.: Welcome home party for the Trumans. New York: Hat inspiration from Latin America. Canada: Ice stars twinkle in Toronto show. Australia: Johnson, of England, defeats Flannery, of Australia, for British Empire lightweight title.

NEWS OF THE DAY (Vol. XXIV, No. 248) Indo-China: French beat back Reds. Washington: Dulles and Stassen back from Europe tour. Washington: Conant sworn in as United States High Commissioner of Germany. Washington: Members of United States Supreme Court visit President Eisenhower at White House. Korea: General Taylor welcomed. San Francisco: Boy Scouts give United States aircraft carrier Boxer big sendoff on her third Korean tour of duty. Independence, Mo.: Welcome home party for the Trumans. Viareggio, Italy: Carnival.

PARAMOUNT NEWS (No. 51) England: Floods. Indo-China: French beat back Reds. Viareggio, Italy: Carnival. North Conway, N. H.: Slalom classic.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 438) Madagascar: Cyclone. Washington: Dulles and Stassen back from Europe tour. Independence, Mo.: Welcome home party for the Trumans. Viareggio, Italy: Carnival. Tacoma, Wash.: Pee-wee hockey. Palm Springs, Cal.: Rodeo.

WARNER PATHE NEWS (Vol. 24, No. 53) Kenya: Residents protest Mau Mau terror. Korea: General Taylor welcomed. Korea: Milk for youngsters. Korea: Bitter fighting goes on. Independence, Mo.: Welcome home party for the Trumans. Washington: Dulles and Stassen back from Europe tour. Burbank, Cal.: Sherry Jackson named best child actress. Palm Springs, Cal.: Rodeo.

TELENEWS DIGEST (Vol. 7, No. 7-A) Germany: New invention, a double rescue boat, tested. Germany: Adenauer inspects refugees flooding Berlin area. Indo-China: French beat back Reds. Washington: Dulles and Stassen back from Europe tour. Palm Springs, Cal.: Rodeo.

IN ALL FIVE:

England and Europe: Floods. "Brotherhood Week" trailer.

IN ADDITION TO THE ABOVE:

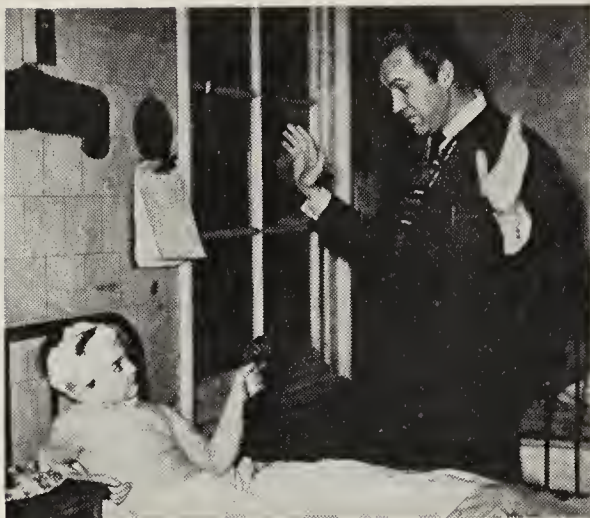
MOVIE TONE NEWS (Vol. 36, No. 13) Germany: Bobsled championship and fatality for Swiss team. France: Downhill skiing.

NEWS OF THE DAY (Vol. XXIV, No. 247) New York: Mrs. Eisenhower hails USO's 12th birthday. New York: Ile de France docks without tugs' aid. France: Downhill skiing.

PARAMOUNT NEWS (No. 50) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 437) Germany: Bobsled championship and fatality for Swiss team.

WARNER PATHE NEWS (Vol. 24, No. 52) Germany: Bobsled championship and fatality for Swiss team. France: Downhill skiing.



Taking time off from the heavy shooting schedule of Republic's "Laughing Ann," being filmed at Shepperton Studios, London, Forrest Tucker recently visited the Queen Elizabeth Children's Hospital, and made friends with a youngster.

International Scene

(Continued from page 14)

Kent Craig, Avalon, was elected to succeed Jim McDonough as president, Hamilton Theatre Managers' Association, at the annual meeting. Oscar Lang, Delta, was named vice-president, filling the post formerly held by Arch Axler, and Mrs. Jean Ford, Windsor, was returned as secretary-treasurer. Directors voted in were Mel Jolly, Century; H. McDougall, Capitol; Paul Turnbull, Granada; Jack Hunter, Jr., Queen's, and J. B. McDonough, Tivoli. . . . "La Ronde", IFD French-language film, was held back from exhibition at the Studio, Vancouver, where it was about to begin a return engagement, by Ray W. MacDonald, British Columbia film censor, who admitted a recent court action concerning "Tobacco Road", a stage-play version had influenced him. . . . Gerald Pratley joined the staff of the Canadian Film Weekly. . . . A 350-car drive-in is planned for Huntsville, Ont., where a site has been purchased by C. A.

TELENEWS DIGEST (Vol. 7, No. 6-B) England and Europe: Floods. Egypt: "Liberation festival" ends. France: Secretary of State Dulles and Harold Stassen confer with President Auriol and Foreign Minister Bidault. Camp Drum, N. Y.: Operation Snowstorm. Switzerland: Snow racing.

National Legion Of Decency

Feb. 12, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Kansas Pacific" (AA); "My Death Is A Mockery" (Realart); "Peter Pan" (RKO); "Son Of The Renegade" (UA); "The Stars Are Shining" (Para.); "Tonight We Sing" (20th-Fox); UNOBJECTIONABLE FOR ADULTS: "Angel Street" (English-made) (Commercial); "Bandits Of Corsica" (UA); "The Hitch-Hiker" (RKO); "Little World Of Don Camillo" (Italian-made) (I.F.E.); "I Confess" (WB); "Lili" (MGM); "The Story Of Three Loves" (MGM); "Thunder In The East" (Para.); OBJECTIONABLE IN PART: "Bomba And The Jungle Girl" (AA); "Gunsmoke" (U-I); "Hell Is Sold Out" (Realart); "Jeopardy" (MGM); "Prince Of Pirates" (Col.); "Problem Girls" (Col.); "The Star" (20th-Fox); "Wide Boy" (English-made) (Realart); CONDEMNED: "Of Love And Bandits" (Italian-made) (IFE).

Hawn. . . . Trade press and publicity men for film and theatre organizations held a luncheon at the Variety Club, Toronto, to honor Tony Ranicar, Warners, leaving to take up a publicity post in Denver.

—HARRY ALLEN, JR.

Latin America

Universal International Films foreign general sales manager Americo Aboaf announced a series of regional sales meetings in which top home office executives will confer with the managers of U-I branches throughout Latin America. President Milton R. Rackmil, executive vice-president Alfred E. Daff, foreign department executive Ben M. Cohn, and Latin American supervisor Al Lowe are members of the New York contingent which met in Mexico City with the Caribbean area managers, and with the South American managers in Lima, Peru. Attending from the Caribbean area were: Ramon Garcia, general manager, Cuba; Morris Paiewonsky, manager, Dominican Republic; Alfredo Holguin, general manager, Mexico; Saul Jacobs, general manager, Panama and Central America; Harold Dudoff, general manager, Puerto Rico and Dominican Republic; Tony Garcia, manager, Trinidad and British Guiana; Robert Ferber, manager, Venezuela, and Dario Vazquez, representing Caribe Films, U-I distributors in Colombia. At the Lima meeting were: Monroe Isen, general manager, and Enrique Pardo, assistant general manager, Argentina; Rudi Gottschalk, managing director, Daniel Tikhomiroff, administrative manager, and Enderson de Figueiredo, Rio manager and northern supervisor, Brazil; Raul Viancos, manager, Chile; Francisco Puig, manager, Ecuador; Alejandro Undurraga, manager, Peru, and James Alexander, home office representative, Uruguay.

WB Profit Drops

NEW YORK—Net profit reported last week by Warner Brothers Pictures, Inc., and its subsidiaries amounted to \$1,072,000 for the three months ended on Nov. 29, compared with \$2,605,000 made in the quarter to Dec. 1, 1951.

The 1952 quarter result after \$1,400,000 taxes and \$100,000 contingent liabilities, is equal to 21 cents a share on 4,950,600 common shares. For the corresponding three months of 1951, the net equalled 46 cents each on 5,619,785 common shares then outstanding. Film rentals, theatre admissions and sales, after eliminating inter-company transactions, came to \$26,378,000. A year earlier, they were \$29,585,000.

Shiotsugu Praises U. S. Films

HOLLYWOOD—American motion pictures have done more than anything else to firmly establish democratic processes in Japan and point the way to a new national life based on the concepts of American freedom, Hideo Shiotsugu, 33, youngest Japanese film company president, stated last fortnight, upon his arrival in Hollywood to confer with Steve Broidy, president, Allied Artists Productions, and other studio executives.

Shiotsugu is president, Eiga Haikyu Company, Limited, Tokyo, one of the largest film companies in the Orient, which distributes Allied Artists' product throughout Japan.

The Editor Speaks

MANY LEADING film players are leaving the United States for the 18-month period necessary to avoid paying taxes. Slowly but surely, this dodge is building a strong



PAUL MANNING

and dangerous case against Hollywood for the professional haters who relentlessly seek angles to direct the hatred of the public against our much maligned industry. How do you suppose any American earning a modest \$3000 yearly (above average income) must feel when he reads that top film

players, who have for years and years been making umpteen thousands of dollars weekly, have resorted to such a distasteful and artless legal device.

TRUE citizens would surely cringe before they would avail themselves of such a "leak in the dike" out. It would seem to most fair-minded Americans that the only time a citizen of this wonderful country would be exempt from taxation would be when they are no longer citizens. The average Mr. and Mrs. America could most certainly use their tax money for necessities of every day living other than mansions, minks, swimming pools, and Jaguars.

UNFORTUNATELY, however, the average worker and small business man cannot become an international worker, as can the gay Hollywood globe trotters. Taking the long view, I might be fearful, were I among the ranks of these traveling troubadours, of offering such furious fuel to the vigilant hate merchants. This seemingly un-American device, cleverly exploited via insidious propaganda, might easily incense millions of righteous thinking Americans against our industry.

REMEMBER FOLKS, it was the *hard earned* and *taxable* nickels and dimes of these average folks which put you in those Beverly Hills Mansions.

Paul Manning

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 8113 1/2 West Fourth, Los Angeles 48, California. For other information, please address EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing offices: 246-48 North Clorion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 2

February 18, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

20th CENTURY-FOX's

"TONIGHT WE SING"

Starring

DAVID WAYNE, EZIO PINZA, ROBERTA PETERS, TAMARA TOUMANOVA, ANNE BANCROFT, ISAAC STERN, BYRON PALMER, and the voice of JAN PEECE

with

OSCAR KARLWEIS, MIKHAIL RASUMNY, STEVEN GERAY, WALTER WOOLF KING

Produced by George Jessel. Directed by Mitchell Leisen.

Screen play by Harry Kurnitz and George Oppenheimer.

Based on a book by Sol Hurok and Ruth Goode. Color by Technicolor.

WARNERS'

"I CONFESS"

Starring

MONTGOMERY CLIFT, ANNE BAXTER

with

KARL MALDEN, BRIAN AHERNE, O. E. HASSE, ROGER DANN, DOLLY HAAS, CHARLES ANDRE

Directed by Alfred Hitchcock. Screen play by George Tabori and William Archibald.

From a play by Paul Anthelme.

20th CENTURY-FOX's

"NIAGARA"

Starring

MARILYN MONROE, JOSEPH COTTEN, JEAN PETERS

with

CASEY ADAMS, DENIS O'DEA, RICHARD ALLAN, DON WILSON, LURENE TUTTLE, RUSSELL COLLINS, WILL WRIGHT

Produced by Charles Brackett. Directed by Henry Hathaway.

Written by Charles Brackett, Walter Reisch and Richard Breen. Color by Technicolor.

Making Pictures Is Only Part Of The Job As Far As James Stewart Is Concerned

One of the most consistent money-makers in the industry, he believes that the stars should also help in the selling.

THE NAME of James Stewart in a motion picture cast insures top boxoffice wherever the film is played.

THE POPULAR star is one of the most consistent money-makers in the history of motion pictures, as attested by the results of national exhibitor boxoffice polls throughout the country, which once again place him in the "top 10."

STEWART first came to motion pictures 18 years ago. His climb has been steady and sure, with each year adding new laurels to his brilliant and varied performances. Recent honors heaped upon Stewart point up his amazing talent for change of pace in portraying the widest variety of roles imaginable.

RECENT motion pictures in which James Stewart starred offer proof of this unusual faculty.

They are: "The Greatest Show On Earth", in which he played a clown who never takes off his makeup; "Bend Of The River", in which he was a cowboy on the Oregon Trail; "Carbine Williams", in which he invented the Winchester gun while in jail, and "The Naked Spur", where he plays a cowboy who puts greed above all else.

Stewart recently completed "Thunder Bay", the story of the tideland oil question, and his next film will be "The Life Of Glenn Miller", about the famous musician.

STEWART has always felt that it is important to make pictures, good pictures,



Stewart is seen in one of the rare poses with his wife, Gloria; twin daughters, Kelly and Judy, and Jimmy's stepsons, Michael and Ronald.

and not limit one's self to any certain number per year. Stewart has made as many as five films in a single year, and will make that many again if there are that many good scripts.

Following the close of World War II, in which he served as a colonel in the air force as a bomber squadron leader, Stewart decided to free lance.

It was a smart decision in that he was able to choose any type role he felt would make a good movie, and not stand the chance of being typed. That he was right

in his decision is attested to by the high grosses racked up by Stewart films. According to Lou Wasserman, president, MCA, and Stewart's representative, the 16 James Stewart films released since Stewart's service in the air force grossed the astounding figure of \$56,000,000, an average of better than three million dollars gross per picture, and an unheard of and enviable record by any standard.

WHEN James Stewart finishes making a picture, he does not consider his job done.

He will go out of his way to help promote the picture through the many channels available such as radio, newspapers, magazines, and, at times, personal appearances with his film in key cities.

IN THIS RESPECT, Stewart headed a junket of players to Oregon to launch "Bend Of The River." He traveled throughout the country on behalf of "The Greatest Show On Earth", and, more recently, headed a troupe to Denver to launch his most recent release "The Naked Spur." Stewart takes his work seriously, and, by so doing, his pictures are paying off in top figures in the face of some of the biggest obstacles the industry has ever experienced!

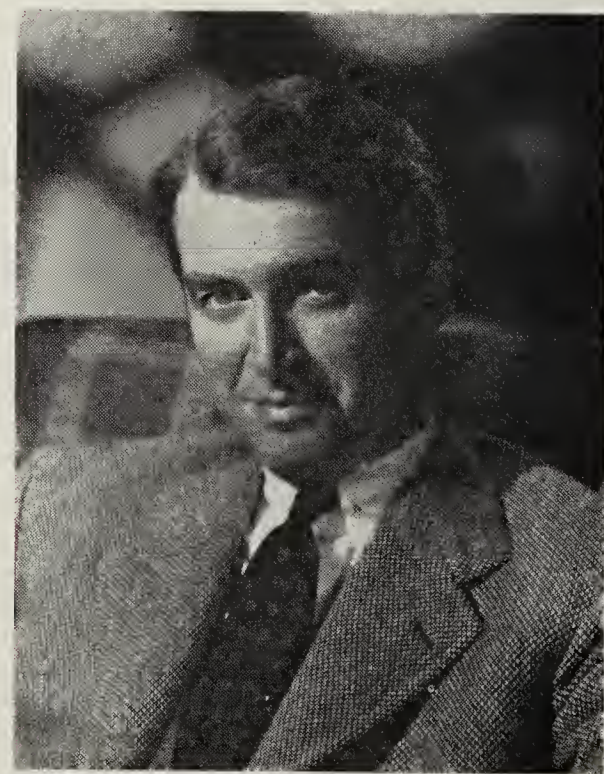
IN ADDITION to his film career, Stewart is very community-conscious, and, as such, is engaged in helping the Boy Scouts of America by serving as the only actor on the board of governors for the 11 western states.

He is also chairman for the American Cancer Society for the Beverly Hills, Cal.,

(Continued on page SS-4)



Stewart, parade marshal each year at the Soap Box Derby in Akron, O., signs autographs at the derby.



James Stewart

They're Off To A Flying Start

Martin and Lewis, With a Meteoric, Record-Breaking History, Plan Even Greater Conquests In the Many, Varied Entertainment Fields Throughout 1953

THE YEAR just completed shapes as the banner one to date in the amazing careers of show business' hottest phenomena, the team of Dean Martin and Jerry Lewis. Various exhibitor polls list them as the top money makers of 1952, national magazines place them at the top of their annually conducted public popularity polls, and it's entirely within the realm of reason that they could be jointly elected president of the United States did they but care to run.

THE HISTORY-MAKING TEAM, oft-dubbed "Show business' answer to atomic power", grossed in the neighborhood of three millions in 1952 from all sources, with the bulk of their revenue coming from motion pictures. Hal Wallis' "Sailor Beware" and "Jumping Jacks" will soar to combined grosses of over nine million, and "The Stooge" in current release, and heralded by the critics as their finest to date, will undoubtedly rack up new record figures.

THE UNTIRING pair are off to a running start for 1953, having completed "The Caddy" as their independent effort for the year, and start immediately in "Money From Home", again for Wallis. At the completion of "Money", they hit the road for theatres, clubs, benefits, and a tour of Europe. The European junket will begin at the London Palladium, and wind up with a round of army camps in the occupied countries.

VISITORS to Europe this summer will undoubtedly see barbed-wire entanglements being erected along frontiers, and be convinced a new world war is imminent, but this to calm their jangled nerves. It will only be sensible precautions taken in preparation of the onslaught of Martin-Lewis and Company. Following Europe, M and L stay on the road for personals and benefits, climaxed with a telethon in behalf of the New York Cardiac Hospital. The pair hope to raise two million in a single appearance, basing their estimate on their last fund-raising telethon in which they raised \$1,114,000 in a single 16-hour stint recognized as a history-making performance. Meantime, they continue their weekly radio show and their occasional visits on TV via the Comedy Hour.

EVEN WHEN the boys play, their fabulous concentration on show business refuses to wane. They are both golf nuts, and almost every Sunday finds them on the course of one club or another in the Los Angeles area, but invariably they combine their hobby with work by permitting a gallery of magazine photographers to accompany them around the 18. In September, they indulge their golf hobby in a big way as the co-hosts at the annual celebrities

tournament for charity in Washington, D. C. Included in a foursome with the merry maniacs will be none other than President Dwight D. Eisenhower, it is said. This takes place immediately following a



Martin and Lewis look the part in a scene from Paramount's forthcoming release, "Scared Stiff."

personal appearance at the Paramount, New York.

It follows that their other hobby, one to which they devote almost as much time as they do to golf, is making amateur movies. Lewis functions as writer-director-producer, and does bit parts, and Martin handles the starring assignments. Behind the tomfoolery of such projects as "Fairfax Avenue", "Come Back, Little Shiksa", and "Watch On The Lime" is a serious intent. The boys are familiarizing

themselves with all the techniques of production for a better appreciation of the problems of serious studio operation. Lewis has frequently evidenced an interest in directing, and is actually quite adept with a camera and in the cutting room.

THE ENTERTAINMENT INDUSTRY'S great tradition of "the show must go on" was never better illustrated than by the boys' recent stint at the testimonial dinner tendered pioneer Adolph Zukor on the occasion of his 80th birthday and the anniversary of his 50th year of service to the picture business. Just the day before, Lewis had taken a serious tumble from a motor scooter, and had suffered multiple lacerations of the leg and arm and a torn cartilage in his knee. After the x-rays were developed, he was grounded, and lectured and bedded by his physician, who ordered complete rest for a week. Imagine the good MD's surprise the next evening (he was among the invited guests), when Lewis, natty in dinner jacket and matching sling, appeared with Martin in a quarter hour of wild nonsense. Two days later, he was forcibly installed in Cedars of Lebanon Hospital for a two-week stay.

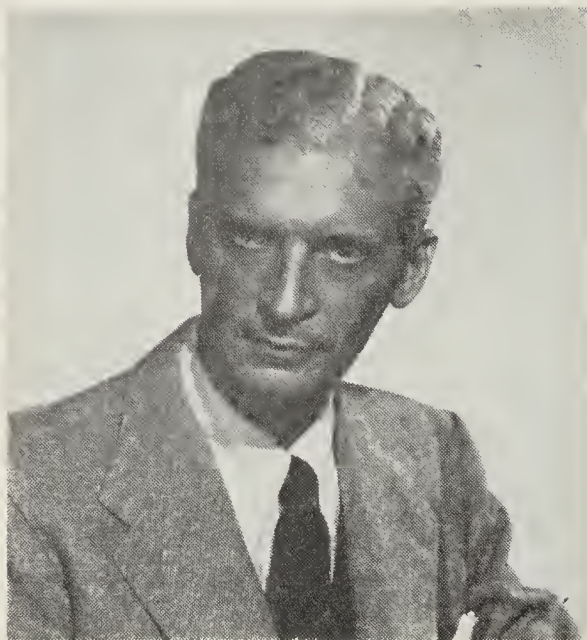
WHAT'S THE REASON for the incredible heat generated by these two? It's best summed up by veteran showman George Smith, long time western division sales manager for Paramount:

"Here is a team made up of a really great comedian, who rivals Chaplin at his best, and a straight man, who, for almost the first time in the history of the entertainment business, is handsome, romantic, and can sing and dance. And most important, they're both young. It's an unbeatable parlay."—P.M.



Dean Martin, Jerry Lewis, and producer Hal Wallis admire EXHIBITOR's LAUREL AWARDS plaque for Paramount's "That's My Boy," Topliner comedy feature for 1951-52, while on the set of "Scared Stiff."

Meet Laslo Benedek



LASLO BENEDEK

LASLO BENEDEK, who received much acclaim for his direction of "Death Of A Salesman" for the Stanley Kramer Company, and who is now directing "The Cyclists' Raid," starring Marlon Brando, for the Kramer organization, is a technician who comes to his profession well-equipped. He has been, in turn, a cameraman, film editor, screen writer, and an associate producer. In Europe, Benedek met Joe Pasternak, then producing pictures for the old Universal Company. Benedek became first a cutter and later an assistant producer to Pasternak, and worked on 15 films as Pasternak's film editor and assistant. Then, when Hitler came to power, U-I shut down its Berlin studios, and Pasternak, and Benedek went to Vienna, where they continued to make films.

IN 1937, Benedek came to the United States, and worked at MGM as a montage director with Slavko Vorkapich on such films as "Test Pilot", "Three Comrades", and "The Crowd Roars." In Hollywood, Benedek again ran into his old friend, Pasternak, and was signed to an MGM contract. He served as assistant producer on "Seven Sweethearts", "As Thousands Cheer", and "Anchors Aweigh." His vast experience in every phase of film making enabled him, in his position as assistant producer, to follow through the whole film from its conception right to its time of completion. He worked with the writers, directors, actors, and film editors. During this five-year period, Benedek also functioned as director of special sequences, filming many lavish musical scenes with Jose Iturbi, Gene Kelly, and others. After this, he was signed by MGM as a director.

BENEDEK made two pictures as a director, receiving solo credit. One was "The Kissing Bandit", a Technicolor musical at Metro, which starred Kathryn Grayson and Frank Sinatra, and the other was "Port Of New York", made for Eagle-Lion and memorable both for the realism of its scenes, which were shot against the authentic New York background, and the fact that it brought to the screen for the first time, Yul Brynner of "The King And I."

AT THIS POINT, Benedek formed an independent production company, Summit Productions, with director Andrew Marton, of "King Solomon's Mines", and writer

GOOD THINGS TO COME FROM HOLLYWOOD...

20th Century-Fox's "Tonight We Sing"

"TONIGHT WE SING" is an ageless contribution to the screen of which 20th Century-Fox can be well proud for producer George Jessel and director Mitch Leisen have fashioned a splendid piece of film entertainment in a classic frame. Embracing the exciting and warm career of one of the contemporary impresarios of our time, Sol Hurok, this Technicolor biographical film presents in colorful and artful pageant the music, mood, and talents of such celebrated artists as Feodor Chaliapin, played magnificently by Ezio Pinza; Anna Pavlova, exquisitely danced and portrayed by the exotic ballerina, Tamara Toumanova, and virtuoso Eugene Ysaye, played by brilliant violinist-capable actor Isaac Stern. David Wayne, in the Hurok role, again displays ample proof that here is a fine actor. Sensitive, underplaying, and telling at all times, Wayne gives warm and sympathetic understanding to the story. Roberta Peters, young, beautiful Metropolitan opera soprano, offers eye filling beauty and ear filling tones. She has a real talent, this tuneful and shapely damsel. To any audience, this film can only mean the very highest form of film pleasure. Filmed extravagantly in vivid Technicolor, recorded in infinite musical fidelity, it reaches the universal heart which is, and has always been embraced by, worthwhile music.—P.M.



Seen, in the usual left to right, top to bottom, order, are scenes and personalities connected with 20th-Fox's "Tonight We Sing." Pictured are ballerina Tamara Toumanova, David Wayne and opera star Ezio Pinza in scenes; Mitchell Leisen, director, and George Jessel, producer.

Ivan Tors as his partners. Benedek acted as co-producer. This new company produced "Storm Over Tibet" as its first release, and Columbia took over the film for distribution. Stanley Kramer then chose Benedek to direct Arthur Miller's "Death Of A Salesman", and the choice was a good one for the film appeared on practically every "10 best" list last year, and received five Academy Award nominations. Benedek himself received a Golden Globe Award from the Hollywood Foreign Correspondents Association as the "best director of the year", in addition to receiving a nomination from the Screen Directors' Guild itself.

ON HIS current assignment, which reunites him with Kramer for the first time since "Death Of A Salesman", Benedek is most enthusiastic.—P.M.

Making

(Continued from page SS-1)
and Bel-Air, Cal., areas. Stewart also serves on the board of directors of the Air Force Association.

He is also a devoted family man, having married Gloria McLean in 1949. They have four lovely children, two boys and two twin girls.

THE ENTIRE motion picture industry may be justly proud of James Stewart.—P.M.

Fire Destroys Bijou, Houma, La.

HOUMA, LA. — A roaring blaze completely destroyed the Bijou. Damage was estimated at \$300,000.

Some 15 to 20 people in the theatre calmly paraded out of the house informing aide Mrs. Frances Bethencourt that the screen was afire.

She called the fire department.

Firemen from Thibodaux and Montegut, La., were called in to assist after the fire threatened adjacent buildings.

NEWS OF THE

Territory

BRANCHES Atlanta

In Pensacola, Fla., Paramount-Gulf Theatres, Inc., lost its fight against the city of Pensacola. The Florida Supreme Court reversed a former decision in favor of the theatre interests, and has declared the amusement tax constitutional and valid. . . . Spence Pierce, manager, Knoxville Drive-In, Knoxville, Tenn., was in visiting. . . . The Carver, Abbeville, Ala., closed. . . . Mr. and Mrs. S. C. King, Dothan, Ala., were in..

In booking were: L. W. Bevel and S. Silberstein, Oak Ridge, Tenn., and W. M. Snelson, Co-At-Co, Toccoa, Ga.

In for "Girls In The Night," Loew's Grand, was Patricia Hardy.

Visiting were: J. E. Martin, Grand, Montezuma, Ga.; Mrs. J. M. Lakeman, Dixie, Haleyville, Ala.; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga., and Ed Duncan, Carrollton, Ga.

Jimmy Burge was added to the shipping department at Realart. . . . Rose Rochlin was added to the office force at Kay. . . . Miss Sherley Fuller, Astor, and family returned from Florida.

Pete Howell, Monogram Southern Exchanges, and family were back after a fishing trip in South Georgia.

Charlotte

The Broadway, closed since last summer, will be reopened on a first-run policy after renovations by H. B. Meiselman. The Charlotte, a second-run, also was reopened recently.

Roy Brauer, supervisor, Columbia Pictures Corporation in Australia, was a visitor with Earl Thompson, textile executive. Brauer managed U-I here in 1943-44.

Memphis

PARAMOUNT — Mrs. Jean Trobaugh, booker assistant, is back on the job after a two-year stay with her husband in Bermuda, where he has been stationed.

. . . Miss Joan Wright has been transferred here as PBX operator from Cleveland.

20TH-FOX — Visiting exhibitors included: Mrs. J. C. Noble, Leland, Miss.; John Hurd, Truman, Ark.; Paul Schaeffer, Marked Tree, Ark.; Mrs. H. L. Love, Bonno, Ark., and W. C. Kroeger, Portageville, Mo.

WARNERS—J. F. Kirby, division manager, Atlanta, visited, as did district manager Ed Williamson.

"Tragic Ground" opening on Feb. 2, and presented by Sam McCulloch, promoter and manager, at the Arena, in the King Cotton Hotel, was banned by the Memphis Censor Board, Lloyd T. Binford, chairman. McCulloch made arrangement to have the play complete the week at the Plantation Inn, across the river between Memphis and West Memphis. When he attempted to make arrangement for the Joy, West Memphis, police officials there told him he would run the risk of having the cast arrested if police thought the play indecent. So he selected the Inn, outside the city limits.

New Orleans

The excitement and joy spread out by Monogram Southern manager Henry B. Glover and his personnel signifies that week after week they've been holding first place in the company's sales and play-date drive on features. "We aren't untruffed by second place showing on short subjects" said Glover, "considering the amount of business written along with a profuse coverage of play-dates convinces us that when the drive ends, we'll lead the shorts parade, too." Working with the manager are salesmen George C. Nungesser and J. J. Fabacher, office manager Earl W. Schroeder, cashier Elsie C. Bittel, secretaries Anna G. Bittel and Gloria Cuccia, billing clerk, Mary Gonzales, shipping clerk Anthony Tortorich, inspectresses Thelma France, Hazel Smith, Norma Saltzman, Mildred Lindsay, Irma Atkinson, and Jennie Copping, and Kenneth Thomas.

Mrs. S. D. Dick assumed ownership-operation, Loma, Campti, La. Previous owner was F. G. Rhodes. . . . Mrs. Robert Kelly again is under doctor's care at the Sarah Mayo Hospital.

Alabama TOA Approves Nat. Action

BIRMINGHAM, ALA. — The Alabama Theatres Association voted wholehearted approval of the principle of arbitration at its annual convention, and went on record as approving the action of the TOA board of directors, looking to a meeting of all important exhibitor groups in an attempt to develop an acceptable system of arbitration.

The Alabama exhibitors also voted to hold a joint convention with the Motion Picture Theatre Owners and Operators of Georgia at the Biltmore Hotel, Atlanta, on May 31-June 1-2. Invitation for the regional meeting was extended by Roy Martin, Jr.

R. M. Kennedy, Birmingham, was re-elected president of the Alabama unit; R. C. Cobb, Fayette, vice-president; T. E. Watson, Montevallo, secretary-treasurer, and Mack Jackson, Alexander City, national TOA representative.

Alfred Starr, TOA president, stressed the importance of organization "in critical times like these." He also gave a full report on the board meeting in New York City.

E. D. Martin, Columbus, Ga., led a complete and thorough discussion of research in the industry, covering phases of third-dimensional and peripheral vision pictures.

Regulars in were F. G. Prat, Jr., Vacherie, La., and Harold Dacey, Lockport-Raceland, La. . . . Abe Berenson, president, and Harold Bailey, secretary, Allied Theatre Owners of the Gulf States, were pepped up about the convention spread in EXHIBITOR. . . . Ike Katz, Atlanta, was here.

E. R. Sellers, Yam Drive-In, Opelousas, La., and John Elzey, King, New Roads, La., were seen about. . . . Dallas Woods, Cave Tangi Drive-In, Ponchatoula, La., reported that the theatre will open only on Saturdays and Sundays. . . . J. S. Goshorn, manager, theatre seating department, National Theatre Supply, visited with Tom Neely and staff.

The Colosseum of Motion Picture Salesmen elected Robert Dessommes, president; E. E. Shinn, vice-president; H. P. Mosely, secretary-treasurer;

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Marrero, La.

Robert Dessommes and E. E. Shinn, grievance committee; R. A. Boykin, seargent-at-arms, and R. A. Boykin, V. H. Bridges, and Maurice J. Artigues, convention committee. . . . E. J. Lillies, president, Masterpiece, and the missus are vacationing.

Abe Berenson, president, called a special meeting of all members of Allied Theatre Owners of Gulf States at the Jung Hotel, for March 10. Highlighting the program will be the discussions of theatre television and third-dimensional pictures and equipment. . . . Lash LaRue stopped off between personal appearances in Louisiana and Mississippi theatres.

Thanks to Joel Bluestone, buying and booking representative; Leo V. Seicshnaydre, manager, Republic; F. F. Goodrow, Freddie's Exchange; Joseph Silver, 20th-Fox booker; Joe Williams, NSS; Stevens'; Milton Dureau, Masterpiece; Harold Shambach, Joy Theatres' office manager, and Joy Theatres, Inc., renewing subscriptions to EXHIBITOR, and also to Roy Nicaud, Lippert field representative, joining the family of readers.

Mr. and Mrs. M. G. Bennett accompanied by Mr. and Mrs. Charles Smith, Tchula, Miss., were in combining business with pleasure. Their first call was with buyer-booker Russell Callen. . . . Robert A. Hart, III, president, Elm Drive-In Theatre, Inc., was in on his initial round in the interests of Elm Grove Drive-In, Scotlandville, La.

Tom Neely, National Theatre Supply Company, sold Loew's State all its third dimensional equipment and a portion of the 3-D equipment to Saenger. The other portion was sold by William Murphy, Southeastern. W. Y. DeJarnette, Altec, helped with installations.

The interior of Stevens has been completely renewed. . . . UA district manager George Pabst was off to Atlanta and Jacksonville. He recently checked in from a trip to Dallas. Manager Alex Maillho excursed to Meridian and Jackson, Miss., and Monroe and other points in northern Louisiana.

Exhibitors buying and booking were: J. C. Keller, Jr., Eunice, La.; N. L. Erdy, Osyka, Miss.; R. A. Morton, manager, Pelican, Homer, La.; Lewis Cox, Pierre Part, La.; Rene Brunet, Imperial; Frank Glick, Morton and Utica, Miss.; J. A. Parker, Westwego; Robert Molzon, Norco, La.; Al Morgan, Fred T. McLendon's Theatres, Union Springs, La.; Kenneth Giddens and W. E. Limroth, Giddens and Rester Theatres, Mobile, Ala.; H. B. Millet, West Long Beach, Miss.; Gordon Moody, Meridian, Miss.; Frank Olah, Star, Albany, La., and Milton Guidry.

Virginia Landry, Manley, Inc., spent a weekend at her home in Houma, La. . . . Calling on J. G. Broggi were Garland Thornhill, Mitchell Drive-In, Hammond, La., and Jack Minckler, Jack's Drive-In, Bogalusa, La.

Babe Cohen, Lippert, accompanied his field representative, Roy Nicaud, on a short trip. . . . Sammy Wright, M. A. Connett's Buying and Booking Service, has taken over the buying and booking for L. R. McIntosh's Regina, Mize, Miss., and Melroy, Taylorsville, Miss., and T. M. Baggett's Camden, Camden, Ala.

Mr. and Mrs. Joy N. Houck planed to Miami, Fla., for a few days and thence on a two-week South American ocean cruise. . . . Mr. and Mrs. Ed Thomasie, Royal, Marrero, La., said that brother Clarence was back home from the hospital gradually recuperating after a heart attack. Doctor's orders are to take it easy.

Gloria Marchand, formerly office manager at Kay takes over similar post at Stevens. . . . Managers and staffs of the various Decca dealers, had a special screening of "Hans Christian Andersen," Orpheum. . . . Exhibitors seen about were: Hap Bruno, St. Joseph, La.; Bill Lighter, Pass Christian, Miss.; Teddy Solomon, McComb, Miss.; John Richards, Slidell Theatre Corporation; J. P. Guitreau, Gonzales Drive-In, and Walter Martin Christianson, Franklin, La.

Rudolph Berger, Washington, D. C., visited with C. J. "Jimmy" Briant and staff at MGM. . . . The Fred T. McLendon, M. A. Connett, and Milton Guidry, Twin Drive-In, Lafayette, La., opened. . . . Turk Carter, former president, Paramount-Gulf Theatres, Inc., strolled over for a visit.

That energetic group at Warners includes: Lucas Conner, branch manager; R. A. "Al" Boykin, Sidney M. Otis, and Charles H. Varnado, salesmen; A. W. "Gus" Trog, office manager; Joseph Springler, head booker; Al Boneno and Roy Varnado, bookers; Ethel Neal, secretary to the branch manager; Mrs. June Kurz, contract clerk; Doris M. Kolwe, Marvel LeBlanc, Mrs. Roberta Griggs, and Claire Aubert, stenographers; Gladys Guderian and Thomas Jensen, booking clerks; Myrtle Leman, head cashier; Mrs. Olga Rosseau, cashier clerk; Mrs. Mae Randazzo, assistant cashier; Margaret McWaters, bookkeeping machine operator; Laura Holton and Mrs. Ruth Cook, billing clerks; Mrs. Gladys F. Montreuil, PBX operator and file clerk; William Hirs-tius, head shipper; Lewis J. Oubre, Jr., and Leroy Benton, shippers; Mrs. Betty R. Clarke, head inspectress, and Janette Howard, Mrs. Marie Bosch, Mrs. Esther Holland, Mrs. A. P. "Gussie" Cazenave, Mrs. Thelma Kinerd, Mrs. Zelma Benoit, and Estelle McNulty, inspectresses.

Arch Oboler, who produced "Bwana Devil," Saenger, was in. Speaking at a luncheon, he related his venture in the new process.

Joel Bluestone's latest buying and booking account is Pop's Drive-In, Jena, La., scheduled for a March 1 opening. H. M. Wise, owner, advised that the car capacity is 350. The admission price will be 50 cents.

Arch Oboler, here to assist in the build-up for "Bwana Devil," Saenger,

left for Hollywood happy and gratified over the throng which turned out to view the 3-D show.

Florida Jacksonville

Cam Price, veteran RKO salesman, has been named branch manager here. The branch will begin operations at the end of this month, it was announced by Charles Boasberg, general sales manager. Price, who worked out of the Atlanta branch, will be joined by salesman Paul Harrison, also from Atlanta, and James Hudgens, Oklahoma City, who will serve as office manager.

Miami

Recovered from a flu attack is Bill Goller, manager, Tower, and on the sick list from the same bug was Krag Collins, Rosetta. . . . New assignments include Jimmy Martin, assistant, Tower, replacing William Robb, and Buddy Walshon, assistant to Eli Arkin, Wometco West Palm Beach, Fla., city manager. Walshon will also handle the Skydrome Drive-In concession unit. He replaces Ed Cutler. . . . Claughton's George Bolden will use television advertising on "Come Back, Little Sheba." Claughton will also have two screenings for hotel employees so that they will tell hotel guests about the film. . . . Harry Kronewitz, manager, Parkway, spent half of his 26 years in the theatre business, having started in at 13 helping in any capacity he could. Before he was 16, he was managing a house in Rockford, Ill. . . . Arrangements were made for the exhibition of the Stereo-Techniques show at the Cameo, Miami Beach, Fla.

U-I's "Seminole" will have its world premiere at the Miami, Carib and Miracle on Feb. 20, backed by an all-out promotional campaign highlighted by a tour of eight Seminole Indians from the Florida reservation. Their first appearance outside of the state in connection with the film will be in Atlanta, where the picture opens at the Paramount on Feb. 26.

Mississippi Gulfport

Local theatres joined in "The March of Dimes" by showing a special trailer, and taking up collections or placing booths in theatre lobbies. Theatres participating were the Paramount, Gulf, Legion, and Don.

North Carolina Greensboro

The Elm closed again, indications being that this time it would be permanent. A notice was posted on the door advertising an auction sale of all its furnishings. Until last June, the house operated for many years as the Criterion. It remained closed from June of last year until last fall, when it was reopened under new management by a company headed by George T. Penny.

NEWS OF THE

Territory

Chicago

"Anna," the American language IFE release, repeated its success at the mid-western premiere by cracking gross and attendance records at the Monroe. The produced-in-Italy drama established the new mark while doing 240 per cent better business at the Monroe than the combined average of first-run pictures previously at the theatre, in the same period, according to James Jovan, owner. Unusually large space and free radio and TV time was garnered in Chicago in a campaign mapped by Jonas Rosenfield, IFE advertising and publicity vice-president, and directed on the spot by Bernie Lewis, publicity-promotion manager.

Morris Rane, Coed owner, is cooperating with parent organizations of schools in presenting suggested pictures for children. He gives the kiddies candy bars, as well as permanent passes for school patrol boys.

Jesse Porter, Regal assistant manager, passed on. . . . Distributors' attorneys replied in Circuit Court asking that a rehearing in the Towne, Milwaukee, suit, brought by attorney Thomas McConnell, be denied.

James Gregory, Alliance Theatres executive, took a Miami, Fla., vacation. . . . The Park closed for improvements. . . . Alex and Bill Balos and Jerry Gottlieb leased the Hinsdale, suburban Hinsdale.

The federal court postponed decision on petitions for "The Jazz Singer," "Moulin Rouge," and "Salome" extended runs until the "Hans Christian Andersen" and "Peter Pan" showings are completed in the Loop.

The Congress Theatre Building Corporation filed in federal district court a \$900,000 (after trebling) additional damage suit against Balaban and Katz Corporation in the anti-trust case that charges B and K reduced the building's income through favoring its other theatres with more favorable leases and by attracting more people to other theatres by giving them better running time and bigger attractions than the Congress. The additional money demanded arises from an alleged offer by B and K to buy the building for \$625,000, topping a bid by David Pollack of \$620,000, and B and K's subsequent failure to do so. Congress originally brought damages in the Illinois court, but the Illinois



The recent midwest premiere of the English-dubbed IFE release, "Anna," drew huge crowds to the Monroe, Chicago, and broke attendance records, according to James Jovan, owner. The engagement was aided by an extensive exploitation and advertising campaign mapped out by Jonas Rosenfield, Jr., IFE advertising and exploitation vice-president.

Appeals Court threw out the case, saying that B and K was not obligated to buy the building after the alleged bid.

A drive-in is being constructed at a cost of approximately \$250,000 in South Gary, Ind., at South Broadway north of Merrillville, by the Greenwood Engineering Company, which also designed the theatre for Young and Wolfe Enterprises. The spot will accommodate 1,100 cars. At present, grading is about half completed.

Dallas

A smoke bomb was released in the Amusu, Corpus Christi, Tex., during a matinee. No panic was caused, and manager E. H. Gum caught a 16-year-old boy, who admitted to juvenile authorities that he was the one who threw the bomb.

"The future of drive-in business, in spite of many current problems, is exceedingly bright," stated Charlie Weisenburg, unanimously elected president, Texas Drive-In Theatre Owners Association. Weisenburg operates drive-ins known as the Weisenburg Theatres, is active on the board of directors of Allied Theatre Owners of Texas, and takes an enthusiastic interest in the projects of Texas COMPO. He was born at Port Lavaca, Tex., on June 20, 1916. He spent considerable time working in local theatres. He began his full time business experience in the accounting department of the Texas Company, Fort Worth, Tex. His 23rd birthday found him a full-fledged exhibitor, having bought the Grand, Tulia, Tex. Within a few years, he owned several theatres, besides other properties. He was commissioned into the navy, where he served his country well during the war years, and was discharged in 1946.

In 1947, he built his first drive-in in Amarillo, Tex., and since that time has concentrated on drive-in operation.

Denver

Sam Reed, with RCA as engineer and sales representative for 16 years, started a drive-in speaker repair service at Golden, Colo. . . . Ted Knox, theatre supply dealer, journeyed to Tucson, Ariz., to enter the Arizona trap shoot. He won first place in Class B. Mrs. Knox went along for the ride.

Mystified by a peculiar odor, but unable to spot the cause, a theatre took a sample of dirt, and had it tested. The dirt was found to be highly inflammable. It came from the exhaust from a cleaning plant next door.

Wanting to do a remodeling and decorating job, Walter McKinney is closing the Cameron while the work is in progress. . . . Evelyn Benson, Denver Shipping and Inspection Bureau bookkeeper, underwent an operation at Presbyterian Hospital. Filling in for her is Mrs. Floyd Brethour, formerly on Film Row.

H. F. Boyneg sold the Organ Drive-In, Las Cruces, N. M., to Luis Maynes. . . . visitors included: Tom Knight, Riverton, Wyo.; Lionel Love, Hanna, Wyo.; Virgil Bohanan, Hatch, N. M.; Robert Smith, Steamboat Springs, Colo.; George McCormick, Canon City, Colo.; Dr. Frank E. Rider, Wauneta, Neb.; Frank Aydelotte, Ft. Collins, Colo.; Lloyd Greve, Eagle, Colo.; Neal Beezley, Burlington, Colo., and Herbert Gumper, Center, Colo.

The Duke City Drive-In, Albuquerque, N. M., opened. An Allstate Theatres operation, it has space for 600 cars. Allstate also operates the Terrace Drive-In, Albuquerque.

Des Moines

A. H. Blank, head, Tri-States theatre Corporation, sailed on a Mediterranean cruise. . . . David Kramer has been named as a salesman for Warners, replacing Bert Thomas, now with Republic. . . . Lewis Ahlwardt, Jr., purchased the Dana, Danbury, Ia., from Henry Harvey. . . . James Greene, manager of the drive-in at Iowa City, Ia., has been named manager, Strand, Mason City by Central States. Robert S. Flauher, managing the Strand, has been transferred to the Clarion, Clarion, Ia. . . . Audie Murphy, Suzan Cabot, Jessie White, and Mary Castle are scheduled to make personal appearances later this month in connection with "Gunsmoke." . . . S. D. Rolke is closing his theatre at Grand Junction, Ia.

Kansas City

Harold Wirthwein, Allied Artists western division sales manager, was in

Lorraine
carbons

PRODUCE MORE LIGHT — THAT IS WHITER,
BRIGHTER, STEADIER AND PROVED
MORE ECONOMICAL.

CARBONS, INC., BOONTON, N. J.

for a series of sales meetings with Ray Copeland, manager, and midwestern circuit heads.

The trade was shocked by the death of Homer F. Strowig in an automobile accident while coming here from Abilene, Kans. Strowig, treasurer, Kansas-Missouri Theatre Association, and twice president of the unit, was the owner of three theatres in Abilene as well as others in association. He is survived by his widow and two sons, Calvin and Robert.

Los Angeles

George A. Smith, Paramount western division manager, left for branch meetings to discuss new product. Smith held branch sessions in Seattle, Portland, San Francisco, Des Moines, Omaha, Salt Lake City and Denver.

Mrs. Stella Vandebough Irons, 61, theatre organist and wife of Harry Irons, former Butterfield Theatres manager, passed on at Grand Rapids, Mich.

Extensive improvements are being arranged by Sky-Hi Drive-In. . . . Joseph Sykes was named Zion manager, Zion City, Ill. . . . Lou Harris, Alliance Theatres maintenance head, is back from a Florida vacation.

Marshall Migatz, suburban Hinsdale theatremanager, is fully recovered from his illness.

J. J. McFarland reopened the Arcadia, St. Charles, Ill., closed for two years. . . . The Bradford, Bradford, Ill., on the point of closing, is being kept open through assistance of merchants. . . . The Rio anti-trust suit was set for hearing on April 6 by Federal Judge Barnes.

Wade H. Nichols, editor, Redbook magazine, was in to begin preparations for the formal dinner to be held on Feb. 24 at which the Redbook Annual Motion Picture Award will be announced.

An injunction and \$400,000 damages over a picketing dispute were demanded in a suit filed in Superior Court by Pioneer Theatres, Inc., operating a drive-in in Torrance, Cal., against Local 150. The complaint said that while negotiations were going on for a new contract, the union called a strike, and since Jan. 6 the defendants have been picketing in large numbers, blocking cars from entering the drive-in, voicing threats against possible patrons, and even attempting to damage automobiles of patrons. The theatre company asked that the court limit the pickets to a reasonable number, and enjoin union representatives from attempting to threaten or intimidate prospective patrons.

The shuttered Florencita will be turned over by owner Jack Mingus to a labor union, which plans to convert it into a meeting hall. . . . Harry Hollander, formerly a salesman with U-I, is now associated with Jim Finkler, Finkler booking office. . . . Harold Goldstein left Realart as booker to assume a similar post with the Goodman and Kaufman office. . . . Film Row attended

the "Brotherhood Week" mass meeting at the Boulevard. Guest speaker was Dr. Young.

The Film Row Club elected the following: Bill Evidon, Columbia, president; I. Berman, Berman Theatres, first vice-president; Frank Prince, FWC, second vice-president; Milt Frankel, Warners, secretary; Bill Wasserman, United Artists, treasurer; Iris Ross, MGM, publicity, and Earl Johnson, Johnson Theatres, sergeant-at-arms. In addition, Dave Bershon, Fred Greenberg, Abe Swerdlow, and Harvey Lithgow were elected to serve as members of the good and welfare committee.

Out-of-town exhibitors seen were: Lloyd Katz, Ben Bronstein, Fred Siegel, Harold Stein, and Bill Mullen. . . . The latest proud father on the Row is Joe Sarfaty, whose wife presented him with a baby girl, Valerie Jean.

John O'Neill, recently named office manager, Allied Artists, returned following injuries received in an automobile crash.

Milwaukee

Hugo R. Vogel, Theatre Equipment and Supply Company, had the flu. . . . The Colonial, Iron Mountain, Mich., Thomas Circuit, reopened. . . . The Elmwood, Elmwood, Wis., a municipally-owned theatre, reduced its schedule to Saturdays and Sundays. . . . Work has started on a 700-car Port Drive-In, Port Washington, Wis.

P. Moyle, in the business the greater part of his life, has been appointed manager of the two Ringling theatres in Baraboo, Wis., by Jake Eskin. He replaced A. L. Roser, who managed these theatres for several years before they were sold to Eskin.

Jerry Kramer, formerly a booker for Columbia, has been appointed salesman for the Minneapolis territory. He is replaced by Leon Hubert as booker. . . . Mrs. A. Gordon, with Columbia for the past 25 years, returned from a leave of absence.

The Bay reopened, operated by the realty company which handles the theatre lease. . . . H. J. Fitzgerald, Fox-Wisconsin, returned from California.

Al Bondy, General Electric films department, stopped off to visit with Winnie DeLorenzo.

Adolph Katz, 83, father of Ben Katz, former manager, Warner, and now of U-I, Hollywood, died.

Minneapolis

The judgment award in the conspiracy suit of Saul and Martin Lebedoff was reduced from \$125,000 to \$119,000 by Judge Gunnar H. Nordbye in federal district court. The Lebedoffs had charged that the run of their neighborhood Homewood was taken away and given to the nearby competing Paradise. Defendants in the suit were the major film companies and Minnesota Amusement Company, United Paramount

Theatres, affiliate. Lee Loevenger, the Lebedoffs' attorney, had sought an increase to \$150,000, while defense counsel had argued it should be cut to \$105,000. Nordbye set Loevenger's fee at \$18,500, instead of the \$29,000 which he had asked. Defendants must pay the fee along with the judgment. Each side has 30 days from the time of the decision to appeal Judge Nordbye's orders. Nordbye ruled that in anti-trust conspiracy suits alleging clearance discrimination, the Paramount and RKO consent decrees as applicable to those companies are admissible as evidence when facts have laid the proper foundation. This point had been bitterly contested by the defendants.

Earl Barran, former Denver exhibitor, announced that he will build a 450-car drive-in near Milbank, S. D., to be open about June 1. This makes the 12th new drive-in project which will open this spring or summer. Other ozoners to be built include those at Ashland, Wis.; Eveleth, Morris, Tracy, Garrison, Hibbing and Navarre, all in Minnesota; Rapid City and Redfield, S. D., and Minot and Harvey, N. D. . . . F. Nelrich closed the Nodak, Wyndmere, N. D., for a month for a renovation.

Sam Neufeld has been promoted to booker and Delores Lind, former booker, has been named cashier at AA. Pat Young, former contract clerk, has been promoted to stenographer. . . . Irving Marks, branch manager, AA, was in southern Minnesota. . . . Saul Malisow, branch manager, 20th-Fox, was in southern Minnesota with salesman Don Halloran. . . . M. A. Levy, 20th-Fox district manager, was in.

Bud Beland, shipper, 20th-Fox, still ill, and will be out of work for two months. . . . John Thompson, RKO exploiteer, was in for "Angel Face," Orpheum, here, and Orpheum, St. Paul, Minn. . . . Ema Fenske, MGM, visited Arthur Zuelch, former MGM office manager, and his family in Detroit. . . . Mary Ann Kelly is the new accounting clerk at MGM, and Elaine Wigfield is a new clerk at Paramount. . . . W. H. Workman, branch manager, MGM, was recovering from bronchitis. . . . Ivan Fuldauer, MGM division press representative, was in. . . . Van Heflin, in for "The Shrike," was a visitor at Paramount.

Recent out-of-town exhibitors were: James Pierce, Fairfax, Minn.; Jack Compston, Sleepy Eye, Minn.; Clint Norene, Frederick, Wis.; Clarence Quincer, Wadena, Minn.; Ira Smith, Osakis, Minn., and Herman Frajola, Gilbert, Minn. . . . Eddie Ruben, president, Welworth Amusement Company, and Harry Weiss, division manager, RKO Theatres, are co-chairmen of the amusements division of Minneapolis "Brotherhood Week." Weiss explained the industry's part in the week at a luncheon. . . . Gerry Kay, script girl for Arch Oboler Productions in plugging "Bwana Devil," rode in the evening parade of the St. Paul, Minn., winter carnival, and addressed two high school convocations in addition to numerous press, radio, and television interviews.

Oklahoma City

Phil Hays, manager, Bartlesville interests for Video Independent Theatres, stated that the Bartlesville, Okla., area will have the first twin-screen drive-in in the state. The drive-in will be located on the new proposed Highway 75.

Jerry Barton, son of Mr. and Mrs. Lewis Barton, and Miss Martha Jo Clouch honeymooned in Nassau, B.W.I.

Plans were set for the first annual convention and equipment show of the Allied Theatre Owners of Oklahoma, Inc., on Feb. 23-25 at the Biltmore Hotel. Business meetings will feature leading industry speakers and Hollywood personalities, and special entertainment has been arranged for the ladies. Leon J. Bamberger, sales promotion manager, RKO, was invited to address the convention.

Omaha

Woodrow Simek, owner, new Circle A, Ashland, Neb., had a grand opening day. Merchants made it an all-day celebration with special offerings and window displays, and Mayor Harris issued a proclamation calling the event "Circle A Day." Simek's old theatre was destroyed by fire 13 months ago.

Paul Bach, RKO salesman, moved to 20th-Fox to fill the vacancy left by the resignation of Irv Good. Bach was with the RKO organization 18 years. . . . Mildred Shiller, Republic inspection department, went to Tulsa, Okla., to see her ill father. . . . The Lyons, Neb., polio fund went over the top with a big boost from exhibitor Charles Thoene, who donated receipts from a benefit in addition to patrons' donations.

Helen Cutler, RKO stenographer, has been promoted to secretary for branch manager Max Rosenblatt, and Patricia Healey has been named to replace Miss Cutler. . . . Joe Weiss, Co-Op Booking Service, was absent attending services for his father-in-law, Mike Barberich, who died suddenly.

Harold Dunn, veteran theatre owner, Valentine, Neb., is recuperating from an operation at St. Joseph's Hospital. . . . William Miskell, Tri-States district manager, reported that a new screen has been ordered and his equipment is being put in readiness for three-dimension "Bwana Devil," Omaha.

Flo Hamer has become assistant contract clerk at Metro. Bea Jodlowski, head of the department, received two blouses from the staff on her birthday anniversary, and the inspection department honored Katie Nodeen with a birthday party. . . . Jack Good, Falls City, Neb., manager, has charge of the Boy Scout fund drive for his town.

All branches of the industry and associated groups aided "Brotherhood Week." Don McLucas, United Artists, headed a meeting of branch managers and salesmen for contacting exhibitors. R. D. Goldberg led the Omaha exhibitors' section, and Tri-States' district

manager William Miskel and Brandeis' manager Larry Caplane promoted support as publicity co-chairmen. Caplane boosted the drive with a "wheel of chance" in the lobby, offering tickets to donors to the fund if, when they spun the wheel, it stopped on the spot advertising the drive.

The Nebraska Bar Association withdrew its Common Pleas Court action against the American Arbitration Association which charged that AAA assumed and usurped judicial power and jurisdiction of Nebraska courts in setting up a motion picture arbitration system in 1941.

Portland

First three-dimensional film here was shown at Hamrick's Liberty. Sol Lesser's Stereo-Techniques limited show also opened at Hamrick's Orpheum, Seattle.

St. Louis

Some 350 film folks attended the "Brotherhood Week" rally at the Missouri, at which former Mayor Aloys Kaufmann was among the speakers. C. D. Hill, manager, Columbia, distributor chairman, presided. Edward B. Arthur, Fanchon and Marco-St. Louis Amusement Company Circuit, and Russ Bovim, Loew's Theatres, are the exhibitor chairmen for the St. Louis territory. Speakers included, in addition to Kaufmann, Al Fleischman and Lon Hocker, spokesmen for the St. Louis chapter, National Conference of Christians and Jews, and Virgil Borders, director, St. Louis chapter.

In Benton, Ill., the Illinois Supreme Court, with but one dissenting opinion, upheld the legality of the construction of a drive-in on municipally-owned land at Lake Benton. The case was based on the action by Benton City Council and city officials in leasing part of the city's land adjacent to the Lake Benton water works plant and park to Sam Stuart Marshall, Tamaroa, Ill., for use as a drive-in.

In Casey, Ill., construction of the parking ramps, roads, and waterlines of the new K and B Drive-In being erected near the western edge of Casey has been awarded to Fred E. Hickox. The drive-in is to be owned by John Kirby and Leroy Baston.

The MPTO regional organization has perfected plans for a membership campaign under the direction of the regional vice-presidents: Paul Krueger, for St. Louis; William E. Waring, Jr., Cobden, for southern Illinois, and L. J. Williams, Union, for eastern Missouri. Plans for the contemplated regional meeting to be held in Jefferson City, Mo., during April, in cooperation with the Kansas-Missouri Theatre Association, were discussed at the Feb. 10 meeting.

A list of public domain music available to all exhibitors may be obtained at the MPTO offices, or any exhibitor seeking this list should drop a line requesting same to Myra Stroud, managing secretary, MPTO.

John Dugan rejoins the sales staff of 20th-Fox under manager Gordon Halloran. He resigned from 20th-Fox a few weeks ago to take a salesman job for Warners at Pittsburgh.

George Ware, retired 20th-Fox salesman, was released from the Jewish Hospital after a stay for about two weeks. He has reduced his weight 10 pounds to a mere 188 pounds. . . . The executive board, St. Louis lodge, Colosseum of Motion Picture Salesmen of America, met at the Kingsway Hotel to discuss the time and place of the next general meeting of the organization.

The U City, 450-seater, University City, Mo., owned by Mrs. Regina Stenberg, and the Uptown, 839-seater, owned by A. L. Matreci, have been closed, while the Maffitt, 950-seater, St. Louis Amusement Company, reopened on a policy similar to that which prevails at the company's Aubert.

Albert Vettters, Springfield, Ill., plans to reopen his Rio, Edinburg, Ill. The house closed as the result of a fire.

Eve Wasem, stenographer, Allied Artists, is recovering from injuries she suffered in an automobile accident. . . . Lester Bona, Warners manager, was in Rolla, Mo., to see Caesar Berutt, L. J. Williams, Union, Mo., and Dean Bill Davis, West Plains, Mo., who book and buy together.

Bill Wandell, Lebanon, Mo., a partner of Caesar Berutt, Rolla, Mo., in the operation of theatres, went to Florida for a vacation. Other industry vacationers in Florida included: Mr. and Mrs. Loren L. Cluster, Salem, Ill.; Mr. and Mrs. William Waring, Jr., Cobden, Ill.; Mr. and Mrs. Lester R. Kropp and their daughter and son-in-law; Mr. and Mrs. Fred Joseph, Clayton, Mo.; Mr. and Mrs. Al Wheeler and Mr. and Mrs. Bill Powell; Mrs. Alphonse B. Magarian, East St. Louis, Ill.; Mr. and Mrs. C. E. Cook, Maryville, Mo., and Bernard Temborius, Breese, Ill.

William Kaimann, Bremen, during his spare time is handling distribution of the Saladmaster, a kitchen gadget.

Don't swear off smoking until May. Spero Karides, Roxy, will be passing out cigars about that time. . . . "Dee Dee" James, second daughter of Jimmie James and granddaughter of Tommy James, owner, Comet, Douglass, and Strand, was baptized.

Exhibitors seen along Film Row included: Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Bill Williams, Union, Mo.; Ed Rudolph, Columbia, Ill.; Charley Beninati, Carlyle, Ill.; Hubert Lay, Sunset Drive-In, Houston, Mo.; Loran Cluster, Salem, Ill.; Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Bill Ennis, Quincy, Ill.; John W. Hayton, Carterville, Ill.; Harry Blount, Potosi, Mo.; Bill Collins, DeSoto, Mo.; Herman Tanner, Vandalia, Ill., and Albert Vettters, owner, Rio, Edinburg, Ill.

Salt Lake City

In Helena, Mont., the Vigilante reopened under the management of E. R. Munger, owner, Sunset Drive-In. He recently purchased a lease on the building from Fox Intermountain. Munger plans to operate the theatre during the winter, but probably will close down during the three hottest months.

In Saco, Mont., businessmen decided to operate the Gem on a non-profit basis. The project was spearheaded by Eddie O'Brian and Joe Mavencamp. The businessmen have pledged monthly support of the theatre until the investment has been retired, and the theatre can be self-supporting. Under the new management, the theatre business will be handled through the O'Brian cafe. Clyde Ball has been appointed general manager, and will have the authority to take charge of bookings and other chores. The attendance at the Gem has not been large enough to encourage private management, but it is hoped that people of the community will help keep the theatre running by attending more often in the future.

San Antonio

A. Camacho has been named manager, National, and Juan Silvas has been named manager, Guadalupe, both owned by the Zaragoza Amusement Company. . . . Gloria Ramirez, formerly at the National, is now at the Alameda . . . Nicholas T. Marosis, 67, former president, Alamo Amusement Company, which owned and operated the Rialto more than 30 years ago, died. . . . In town was Grover C. McDonnell, salesman, 20th-Fox.

San Antonio theatre owners received an official "thank you" note from the Gonzales, Tex., Warm Springs Foundation as a result of the 1952 Texas Theatres Crippled Children's Fund collection. A total of 649 theatres in the state contributed \$262,883.23. Of this amount San Antonio patrons contributed \$19,853.72.

Among the out-of-town exhibitors in to book were: John H. Flache, Alameda, Lamesa, Tex.; Enrique Flores, Rio, Mission, Tex.; Samuel Gonzales, who has opened the American, Bastrop, Tex.; Gustavo Lavenant, Haydee, Dilley, Tex., who flew in in his own airplane; Benito Silvas, Mexico, Carrizo Springs, Tex.; Lloyd Munter, Yolanda, Eagle Pass, Tex.; Albert L. Smith, Palace, Abilene, Tex., and T. J. Jackson, Kingsville, Robstown, and Falfurrias, all in Texas.

Back following a bout with the flu is Ignacio Torres, Zaragoza Amusement Company. . . . Gloria Ayala returned to Azteca as Mrs. Tony C. Quintanella. Her husband is serving with the navy. . . . Jewell Truex, manager, Azteca, won second prize in the weekly San Antonio Sweepstakes Golf Association Tournament.

Mrs. L. L. Lewis is now managing the Odem, Odem, Tex., since the death of her husband. . . . G. F. Lee leased the Texas, Carrizo Springs, Tex. He was formerly manager, Alameda and Guild, Crystal City, Tex. . . . Fred Palmer, Interstate manager, Vernon, Tex., announced that work has been started on

the new 1,200-seat Vernon to replace one destroyed by fire. . . . Edward Broussard, formerly concession manager, Surf Drive-In, Port Arthur, Tex., has been promoted to manager, replacing Frank Weisenant, transferred here.

San Francisco

Mrs. Lydia Gardner, wife of S. J. Gardner, in charge of MGM, was recuperating in Los Angeles following surgery. . . . Edna Bowen returned to MGM, and is working in the boxoffice statement office. . . . Milda Major, with Fox West Coast Theatres for the past 27 years as secretary to George Milner, head booker, resigned. She was given a champagne farewell luncheon by FWC personnel, who also presented her with gifts. Obie White, formerly of Denver, replaced Miss Major.

Vete Stewart, manager, Warner Seattle exchange, visited. . . . Arthur Barnett, owner, Rex, Oakland, Cal., will leave on April 1 for a European trip. His son-in-law, Robert Borovoy, owner, Cortland, will supervise the Rex during his absence. . . . N. P. Jacobs, president, Favorite, was in Los Angeles. . . . Robert L. McKee, who took over the Rio, Alameda, Cal., locked the 299-seat house. . . . United-California will no longer book for the Park, Sobrante, Cal., or the State, Benecia, Cal. Both houses will be run independently. . . . Bob Blair, Paramount field man, was in with Richard Jaeckel for "Come Back, Little Sheba." . . . John Swenson, husband of head booker Ann Swenson, Republic, was recuperating from surgery.

Attorneys for Blumenfeld Theatres succeeded in securing a severance order from the United States District Court in the anti-trust suit filed against them and other major producers, distributors, and theatre circuits in San Francisco, by Daniel O. McLean and Leland C. Dibble, coowners, Embassy. Judge George B. Harris ordered severance and separate trial, which means Blumenfeld Theatres will not be defendant with others involved. The suit charged that over a period of years the defendants have monopolized first-run exhibition in San Francisco so completely that competition by the Embassy with theatres controlled by the distributors and the circuits has been impossible.

E. B. DeGolia, owner, Embassy, filed a \$1,350,000 suit against 24 film and distributing companies, charging that they withheld first-run product from him since 1938. The federal court suit charges violation of the Sherman Anti-Trust Act, and asks treble damages. De Golia contends that theatre operators have lost an estimated \$4,500,000 in gross receipts because of monopoly, and said his share would have been \$450,000.

The 330-seat Brisbane, Brisbane, Cal., is closed. . . . Barry Greenberg, now in Warners' overseas department, was in enroute to Honolulu. . . . Lloyd Katz is now running theatres in Las Vegas, Nev. . . . Chilt Robinett is now a salesman for 20th-Fox in the Denver territory. . . . Dave Bolton's Starlight Drive-In, Belmont, Cal., is back on full time operation. . . . John Parsons, western

division manager, Telenews Theatres, reports the showing of third-dimension at his theatre in Oakland, Cal., broke all boxoffice records. . . . Teatro Sutter was to be sold by Armond Emanuel at auction. . . . Robert Lippert was in from Hollywood. . . . The United Nations, leased by Randolph Hale from Fox West Coast, will reopen, and continue with stage and stock entertainment. . . . Visitors were Emil Palermo, Harry Hiashimo, and Frank Enea.

Seattle

Bud Hamilton, Republic salesman, returned from a trip. . . . State Film Row visitors included Mr. and Mrs. Frank Klein, Liberty, Lynden; Mr. and Mrs. Howard Taylor, Dresden, Sequim; Ernie Thompson, Uptown, Port Townsend; A. G. Peechia, Eatonville; Mike Barovic, Puyallup and Sumner; Lloyd Honey, Richland, and Walter Graham, Shelton, and from Tacoma, Glen Spencer, Proctor; Sid Dean, Lakewood and Rex, and the Stahlcups, Community.

Northwest Releasing Corporation formerly Lippert, will release the screen story of space islands, "Space Ways," starring Howard Duff. . . . L. A. Gillespie, who closed his Avalon and Orado as a protest against the city tax, reopened the Okanogan, Wash., house after the city removed the tax. His Orado, Oroville, Wash., is still closed, however, pending further discussions. . . . L. F. Stager, U-I traveling auditor, was visiting. . . . Harmon Martin, Royal Chrome Company, returned from a trip thru Montana, Idaho, and Washington.

Roy Casey has been transferred from the Omaha office, 20th-Fox to take over the cashier post here. Dorothy Larmor, who formerly held the post, is now doing the billing, with Miya Martin on general office work. . . . Mr. and Mrs. Harry Wood, he's the 20th-Fox traveling auditor, are the proud grandparents of a new baby boy, born to their son and daughter-in-law in Medford, Ore.

Eileen Kelly, Paramount biller, was married to Hugh Parton, and took a week's leave prior to the induction of her husband. . . . Mike Reynolds, son of Paramount's contract clerk, Marie Reynolds, returned from a year in Germany for release from the army. . . . Robert Walker, Allied Artists, returned from Eastern Washington; Harry Plunkett, National Theatre Supply, was back from Portland; Cecil Thompson, also of NTS, was working in the Montana territory; Oscar Chiniquy, manager, NTS, returned from Missoula and other points in Eastern Montana, and Maurice Siegel, United Artists, was up from Portland. . . . Vete Stewart, manager, Warners, was in Palm Springs, Cal., recuperating. . . . William Kostenbader joined Paramount as office manager-booker. He was formerly associated with Realart. Harry Lewis, formerly with Lippert, has taken over as manager and booker for Realart. . . . Mercedes Cleveland, secretary, Northwest Releasing Corporation, celebrated her 15th anniversary. . . . Frank Wil'ard, Parkland, Wash., who also operates in Yelm and Orting, Wash., has closed his Orting.

NEWS OF THE

Territory

BRANCHES
Cincinnati

"People are getting tired of their own four walls. They want to circulate again," declared Willis Vance, president, Theatre Owners' Corporation, at its annual meeting. He said that increased attendance began here three months ago, with a "marked increase" in business during January. Herman H. Hunt, secretary, predicted that within six months 25 local houses will be equipped for three-dimensional films. Officers are: President, Willis Vance; first vice-president, Charles Ackerman; second vice-president, Louis Wiethe; secretary, Herman H. Hunt; executive secretary and general manager, Rex Carr, and treasurer, Maurice Chase. New directors are Jack Hauer, Jerome Kunz, and Elston Dodge, all of this city; John Heritt, Bethel, O., and Sante Macci, Greenville, O. TOC, books and buys for 52 houses.

Max Gendel, Cinerama representative, was in to survey downtown houses. He said the operation here and in 19 other key cities will require houses with about 1,200 seating capacities, and that present plans call for the nearest cities being Pittsburgh, Cleveland, Detroit, and St. Louis. He added that long runs on a two-a-day, reserved-seat basis are planned.

New officers of Local F-37 are: President, Robert Laws, RKO booker; vice-president, William Burns, Warners' head booker; secretary, Patricia Quigley, Warners, secretary; treasurer, Mary Lou Harrison, Columbia assistant cashier; financial secretary, Etta Kuhlman, Warners' secretary, and business agent, Tony Knollman, 20th-Fox booker. The executive board includes Ann Keck, Warners' booker; Helen Winkler, Warners' cashier, and Dorothy Maddox, Warners' biller, and, on the negotiating committee, are Laws, Charles Goodwin, Columbia booker; Virginia Meyers, 20th-Fox assistant cashier, and Tony Knollman.

Officers of Local B-37, all reelected, are: President, Laura Finney, 20th-Fox inspectress; vice-president, Peter Lennett, National Screen shipper; financial and recording secretary, Velma Sebree, RKO head inspectress; treasurer, David Schrieber, U-I head shipper; sergeant-at-arms, Joseph Mervurio, National Screen Service shipper, and business agent, John Dressing, National Screen Service shipper. Elected to the board of directors for a three-year term was Clara Supe, RKO inspectress, and re-elected for a two-year term was Louis Grossman, Columbia head shipper, and for a one-year term, Robert Banker, U-I shipper. Reelected to the executive board were Margaret Rakel, Columbia head inspectress; Harry Brinkman, Warners' shipper, and Lucy Oeschlager, National Screen Service clerk.



Roc Hudson, touring key cities on behalf of U-I's features, was recently welcomed to Detroit by U-I salesmen and the branch manager. Seen, left to right, are Lee Goldsmith, Robert Lamb, Hudson, E. Heiben, and William Waldholz.

Business visitors included William B. Brenner, New York, National Screen Service vice-president in charge of operations; Ray Smith, Shea New York office; Vincent J. Bauer, RCA, Camden, N. J.; Harris Dudelson, formerly with Lippert, and Don Q. Roberts, Manley, Inc., concession supervisor.

The Chakeres Circuit in doing a bang-up promotional job for MGM's "Above and Beyond," with assists from the air force, which is furnishing combat planes and personnel. The air force is happy about the recruiting results. Another recent Chakeres promotion was use of the slogan, "We dare you to come," for a one-day showing of horror films in 20 houses.

Exhibitors in were: Ray Frisz and Bill Settos, Springfield, O.; Melvin Gerbert, Grove City, O.; Jack Needham, Columbus, O.; John Vlachos, Harrison, O.; Charles Creago, Chillicothe, O.; John Gregory, Dayton, O.; George Turlukis, Hamilton, O.; Carl Pfister, Troy, O.; James Malavazos and Fred Donahue, New Boston, O.; Mrs. Charles Williams, Oxford, O.; Hank Davidson, Lynchburg, O.; Julian Silberstein, Huntington, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va.; Harold Moore, Charleston, W. Va.; Sam Schiedler, Hurricane, W. Va.; Silvan Banks, Williamson, W. Va.; Frank Mandros, Cabin Creek, W. Va.; J. N. Brandenburg and

Raymond Young, South Shore, Ky.; John Keck, Sandy Hook, Ky.; R. L. Reynolds and Carl Barker, Boonville, Ky.; George Marshall, Dansville, Ky.; A. M. Miles, Eminence, Ky., and Jack W. Hoffman, Greenup, Ky.

Fourteen amateur acts comprised the first talent-hunt show at the suburban Westwood, being sponsored by the Fraternal Order of Police and the S. and S. Amusement Company. The contest will run for a number of weeks in several neighborhood houses, with finalists from each house appearing at the downtown Keith. The final winner is slated for a network TV appearance.

Recovering from the flu were James S. Abrose, Warners' district manager; Robert McNab, 20th-Fox branch manager; Robert LaStance, 20th-Fox booker, and Ethel Stenger, clerk in the same office; Jay Goldberg, Realart branch manager; Edith Hedger, clerk; Stuart Jacobson, booker, and Howard Roubush, office manager, U-I, and D. C. Evans, president, Gold Medal Products Company.

Allan Moritz, independent booker and exhibitor, was on business in Lexington, Ky., and Indianapolis. . . . J. T. Hibbert, manager, Xenia, Xenia, O., and Hoyes McGowan, district manager, Berlo Vending Company, and his wife were vacationing in Florida.

Florence Herrmann, MGM cashier, treated the office staff to ice cream and cake on her birthday. . . . Patricia Burling, Paramount receptionist, announced her engagement to Jack Kapke, now in the service. . . . New at U-I are Ruth Kruse and Lillian Toepfert, general clerks. . . . Jessie Smith, 20th-Fox biller, hospitalized by traffic injuries, was convalescing.

"Bwana Devil" begins a run today (Feb. 18) at the Palace, Columbus, O., and will open tomorrow (Feb. 19) at the Keith, Dayton, O., and the downtown Albee here.

The local Astor franchise holder announced that two new Cinecolor features made by Hall Shelton, "Love Island" and "Born To The Saddle" had been acquired and will be ready for dating soon.



When Robert Taylor visited with key exhibitors during his recent one-day stay in Cleveland in behalf of MGM's "Above and Beyond," he was seen with, left to right: Moe Horwitz, Washington Circuit; Harold Raives, Schine Theatres; Jack Schulman; Joe Lissauer, Skirball Theatres; Milt Mooney, Co-op. Theatres of Ohio; Taylor; Dorsey Brown, MGM; Leo Jones, Upper Sandusky, O.; Joe Weinstein, Warner Theatres; Burt Lefkwich, Community Theatres, and Jack Sogg, MGM Cleveland branch manager.

Cleveland

Announcement was made by Harry Strong, president, Strong Electric Company, Toledo, O., of the development of a powerful new screen-lighting equipment designed for third-dimensional pictures. The equipment includes an arc lamp and associated rectifiers, providing 80 per cent more power than present projection lighting equipment. This will overcome the 70 to 80 per cent light loss cause by introduction of polaroid filters, increased size, and polaroid glasses worn by viewers. Another new engineering product of Strong is an arc lamp which will burn for an hour without trimming. In the new arc, according to Strong, there has been employed for the first time a special tube which automatically maintains a constant condition at the burning arc without the necessity of manual adjustment.

United Artist has a new branch manager, David Rosenthal, whose 17 years in the business have all been spent in Washington, D. C. He was busy getting acquainted with industryites, and was introduced officially by eastern division sales manager Milton E. Cohen and district manager Moe Dudelson. His wife and 12-year-old daughter, Tammy, will remain in Washington until the end of the school year.

Florida continues to make news. Sam Greenberger, Cedar Lee, and his missus returned, while Aaron Moses, Carter, left about the same time. . . . Mr. and Mrs. Paul Gusdanovic, called home by the illness of their daughter, Mrs. Anne Busher, are not going back. Mrs. Busher is recovering satisfactorily. . . . Harry Buxbaum, Paramount branch manager, had a touch of the flu. . . . Here for the world premiere of "The City Beneath the Sea," RKO Palace, U-I's Phil Girard complimented Duke Hickey for his campaign.

Jack Sogg, MGM branch manager, was happy to learn that his son, Alan, a senior at Miami University, has been accepted at the Ohio State University Medical School. . . . Bob Ullman joined the local National Theatre Supply branch as salesman, coming from New York. He succeeds Miles Mutchler, who resigned to become a member of the faculty of Ohio University, Athens, O., where he will teach speech and stage lighting. . . . Tony Reinman takes over as booker at United Artists, with Harry Schoenberg, former 20th-Fox assistant shipper, succeeding him as head, States Film Service.

"Peter Pan" opens a pre-release engagement on Feb. 19 at the RKO Palace, and "Hans Christian Andersen" has a March 20 pre-release date at the Hippodrome. . . . Henry Barden, who closed his Superior and who recently sold his restaurant, left for California. The Superior has been discontinued and dismantled.

Irwin Pollard, Republic branch manager, was called to Chicago by the death of his brother. . . . Herbert



Seen at the recent Columbia sales meetings in Chicago to discuss policy for "Salome" were, standing, J. Judd, Pittsburgh branch manager, and Ben Coplon, Washington branch manager, and seated, Ben Lourie, Chicago branch manager; S. A. Galanty, midwestern division manager, and Phil Fox, Cincinnati branch manager.

Horstemeier, who operates a buying-bookings agency, is back from a trip to New York.

David Sandler, president, Theatre-craft Manufacturing Corporation, has a new type of in-car Mobiltone speaker. Feature is the use of retractable cables. . . . Gene Ruby, son of Columbia's branch manager, Oscar Ruby, is moving here from Milwaukee. . . . Sam Reichblum, owner, Columbia, East Liverpool, O., and other theatres in Pennsylvania, is not going to Florida.

Detroit

The nation-wide merger of the American Broadcasting Company and United Paramount Theatres, Inc., will involve 17 Detroit area theatres, together with WXYZ, WXYZ-TV, and WXYZ-FM.

Frank P. Rosenberg, 20th-Fox producer, and his bride, the former Maryanne Elizabeth Schaffer, Mount Pleasant, Mich., were honeymooning in Las Vegas, Nev. The couple was married at the Desert Inn, Las Vegas. The bride is the daughter of Mr. and Mrs. Frank J. Schaffer, Mount Pleasant.

Three Hollywood visitors were at the Palms for the opening of "City Beneath the Sea," Lieutenant Harry E. Rieseberg, author of the story from which the film was made; Suzan Ball,



Joseph Alexander, manager, RKO Albee, Cincinnati, had transparent blowups over the entrance doors for Warners' "The Jazz Singer" three weeks in advance of the recent playdate.

starred in the picture, and Frank Westmore, of the make-up dynasty.

Dillon Krepps, managing director, United Artists, was host to two flyers from Detroit, who were closely associated with the first atom bomb attack in World War II, at a screening of "Above and Beyond."

Indianapolis

Fred J. Dolle, vice-president, Greater Indianapolis Amusement Company, died after a long illness.

20th-Fox salesman Clayton E. Bond, Jr., was transferred to the home office, New York, after being appointed the national sales representative for TV. Replacing him in Indianapolis is Bennett Goldstein, who comes from the Cleveland office. . . . Roy Brandenburg, buyer, Affiliated Booking Circuit, resigned.

The Airport Drive-In, Martinsville, Ind., has been closed for the 1953 season, and the Martinsville Drive-In has been acquired by Fred Myers. The buying and booking will be done by Ed Campbell. . . . Bennie Potter has joined the booking department at 20th-Fox, replacing Ellen Emmel, resigned. . . . Earl Bell acquired the Maywood, Ind., Drive-In. . . . Pattie Steffy, secretary, Allied Artists, is vacationing at Palm Beach, Fla. . . . E. Orenstein reported that some of his clients will open their drive-ins early in March.

Vern Gorrell, Isis, Winamac, Ind., was confined by pneumonia. His condition, however, was improving. . . . Fletcher Brewer, State, Lafayette, Ind., is doing his spring decorating. . . . Oral Ledbetter, Howard, Monon, Ind., was confined by influenza. . . . Robert Shrader, Warner salesman, southern territory, is recovering from an operation. . . . Roy Branhas left Affiliated Theatres, replaced by Tom Baker until a successor is appointed.

Mr. and Mrs. Al Borkenstein, Wells, Fort Wayne, Ind., have taken a vacation, and will visit relatives in California.

John Schwin, one of the old time theatre men at LaGrange, Ind., where he had the Wigton, retired, and turned his



Jack Silverthorne, manager, Hippodrome, Cleveland, recently used a striking lobby display in connection with U-I's "The Lawless Breed" and the appearance of Rock Hudson.

theatre over to his wife, who will operate it. Schwin has taken up the manufacture of built-in kitchen cabinets. . . . The drive-in at Angola, Ind., operated by Clair Stucky and Matt Scheidler, will open on April 15.

The Rodeo was relieved of \$800 when a gunman entered the manager's office, bound his victim, manager Robert Anderson, and fled on foot. Anderson told police the bandit forced him to put the money into a canvas bag, ripped out the telephone wires, and went his way.

Visitors were: Matt Scheidler, Hartford City, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; William Handley, Rambusch Circuit, Franklin, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind., and Vic Burkle, Rialto, Fortville, Ind.

Pittsburgh

Jack Kahn, publicity head, Warner Circuit, staged a disc jockey jamboree for "The Jazz Singer" and its premiere at the Stanley. Seven disc jockeys appeared in person at the Fred Astaire dance studio. Admission was by a record or more, donated to local charities. Jackie Lee, newcomer, who has a hit record in the making, and Bill Kenny, "The Ink Spots," also made personal appearances.

Gary McHugh, manager, Squirrel Hill, one of the city's two art houses, resigned after managing the house last summer. He returned to New York to continue his career in the concert and operatic field. McHugh has already signed to narrate a series of army training films. His successor is Earl Gordon, formerly of 20th Century Theatres, Toronto, Canada.

WENS, due to take over Channel 16 and be on the air sometime this fall, will be a part of the American Broadcasting System-Paramount Theatre network when it starts telecasting.

Dick Cvetic, son of the famous former FBI man, rejoined the Warner Theatres, and is at the Melrose. . . . The Warner will raise its admission prices for "Peter Pan." . . . Fred Hunkle joined Loew's Penn as one of manager William Elder's assistants after a hitch in the army. He formerly worked at the J. P. Harris. . . . Dave Leff, former owner, Metropolitan, and more recently with United Artists in Buffalo and Cleveland, has been named Italian Films Export representative for the Buffalo district.

Dorothy Lamour will make her first night club appearance in this territory starting on April 4 at the Vogue Terrace, near McKeesport, Pa. . . . Ted Grance was reelected president, Tri-States Drive-In Association, for the fourth straight term. . . . Among the downtown previews recently was Bette Davis in "The Star" at the J. P. Harris.

Harold Lund, manager, WDTV, was presented with a bronze plaque in appreciation for his work on the tele-



In the recently concluded Warner Theatres quarterly drive, many of the showmanship awards went to managers of the circuit's Erie, Pa., theatres. Shown receiving their awards from Henry Burger, Erie district manager, are, left to right, Milford Parker, Strand; Bob Bowman, Warner, and Henry Rastetter, Columbia.

thon which raised over \$50,000 for the charities of the Variety Club, Tent 1.

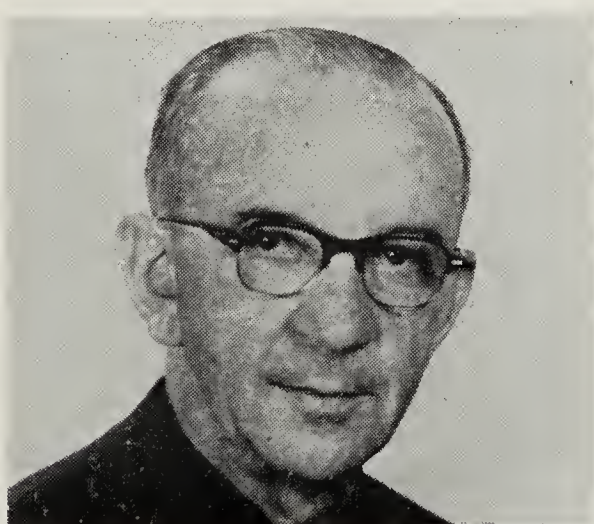
Piper Laurie was in town for a round of interviews with the radio and newspaper writers. She was plugging "The Mississippi Gambler." The picture's other star, Tyrone Power, also did some exploitation for the film when he was in the Mosque in "John Brown's Body."

Arcade owner William Finkel is up and around again after being in bed for a while. . . . Bennett Ambdur, owner, Garden, celebrated his 34th anniversary at the neighborhood house. . . . Albert Hill, Loew's Penn, reported for his army physical. . . . Ted Goldsmith, veteran exploitation and advance man, was in town to publicize the Jose Greco dance revue.

Sid Jacobs, Warner Circuit home office, is back from Florida with a tan that really sells the Sunshine State. Benny Steerman, also of the same office, left for his vacation in Florida when Jacobs returned.

John Harris booked another all-star one night stage show into the Gardens, due on April 22.

Five of the Warner neighborhood houses staged a special two-hour cartoon show, featuring 17 color cartoons. Youngsters attending the morning show



H. J. Gilbert is chairman, West Virginia state committee, in the current trade national tax repeal campaign.



Close friends of Red Skelton, MGM comedian, were rooting for him when he recently took sick and his picture, "The Clown," opened at the New Moon, Vincennes, Ind. Seen are some of Red's friends at the home of song writer Clarence Stout, center, singing get well cards which were shipped to Skelton at the studio.

were allowed to stay for the regular show. . . . Arthur G. Williams, projectionist, Enright, celebrated his 76th birthday. He's been a member of Local 171 since it was organized in 1909.

Former Pittsburgher Jules Lapidus, now a divisional manager for Warners, became a grandfather with the arrival of a daughter at the home of Mr. and Mrs. Larry Lapidus in New Haven. The new father is booker-buyer for Warner Theatres in that area.

According to reports, "Bwana Devil" grossed a terrific \$75,000 in four weeks at the Warner. . . . Bernie Ellinoff, Warner Circuit booking department, celebrated a birthday. . . . Over 70 theatre owners attended the Allied Theatre Owners of Western Pennsylvania meeting, reported in a recent issue.

Harold Hanna, son of the 20th-Fox shipper, returned to this country after service in Korea. Another soldier back home was Bob Shauer, husband of Lorraine Shauer, Cooperative Theatre Service.

Film Row shut down for one morning to attend a rally in the Fifth Avenue High School for "Brotherhood Week." Speakers were chairman Al Levy, Moe Silver, and Bert Stearn. . . . Jack Kelley, MGM home office, was a visitor to the branch. At one time, he worked as a salesman here. . . . Frank Panoplos, after a long fight, was successful in having the Clairton, Pa., City Council take off the damaging 10 per cent amusement tax. . . . Bill Blatt, Jr., is managing the Corry, Pa., theatres for the circuit of the same name. He was in the Pittsburgh home office before taking over his new assignment.

Ohio Columbus

"Limelight" was shown three days only at the RKO Palace. Manager Harry Schreiber said lack of business, and not a boycott of the picture by the Franklin County American Legion, caused the shortened run.

The Ohio Council of Churches and the Catholic Welfare Conference filed briefs in favor of continued Ohio state film censorship in the hearings before the Ohio Supreme Court in the reinstatement of "M" and "Native Son," banned last year by the Ohio division of film censorship.

Robert Slatzer, former local newspaperman, has been appointed associate editor, The Paramount Parade, studio house organ, in Hollywood. . . . Robert Wile said his office soon will send out reservation cards for the state convention of the Independent Theatre Owners of Ohio on April 7 and 8. . . . Manager Walter Kessler, Loew's Ohio, was host to a group of civil defense officials at a screening of MGM's "The Hoaxers."

Dayton

The Variety Club was officially presented with the official VCI award of 1952 for its outstanding humanitarian work. The award went to the club for establishing Variety Manor for Children, a hospital for emotionally disturbed children. The Pepsi-Cola Company also presented a framed scroll to the club for its work. At the banquet, International Chief Barker Jack Beresin and Marc Wolf, International Main Guy, were guests. Dr. Clyde Simpson, director of the Manor, described the work of the hospital. The meeting closed with the installation of the officers: Robert G. Gump, Chief Barker; Harold Boran, First Assistant; Dr. A. J. Denlinger, Second Assistant; Bill O'Donnell, Property Master; Paul Swinger, Dough Guy, and W. E. Clegg, international canvassman.

Pennsylvania Butler

Howard and Paul Smith, owners, Butler Drive-In, both suffered severe heart attacks.

The reopening of the Majestic, saw manager Snyder, Orpheum, Titusville, Pa., being temporarily assigned to assist William Beeker, city manager in local operations.

Clickville

Adam Sack, Vandergrift, Pa., is running the Rex full time.

Coudersport

Johnny Ragus, Coudersport, was married to the former Doris Neilson, Wells-ville, N. Y. Ragus has installed the new RCA screen, sound equipment, and projection machines, and has ordered new seats. Air-conditioning is expected to be installed before the warm weather sets in. Spending all this money certainly shows that Ragus has faith in the future of the business.

DuBois

Exhibitors are in the doldrums about the future of this once busy railroad town. Over 3000 people left town since the elimination of the B and O shops. Vulcan Soot and several other big employers also left town.



Rock Hudson, touring on behalf of U-I's "The Lawless Breed" and "Seminole," recently visited Indianapolis, and met Dale McFarland, left, general manager, Greater Indiana Amusement Company, and Sam Oshry, right, U-I branch head.

Erie

The Erie WB Theatres' managers did mighty well for themselves in the recently concluded quarterly drive, the bulk of the showmanship awards going to managers of this zone. Out of a total of seven awards by individual distributing organizations for outstanding campaigns, the managers took prizes from Columbia, Metro, Warners, RKO and 20th-Fox. In addition, the Erie managers were awarded a special circuit prize for the best over-all promotion conducted during the drive. Bob Bowman, manager, Warner, was judged the outstanding showman of the Pittsburgh zone for the third consecutive year. Out of \$1450 in prizes, the Erie managers were awarded \$850 for their campaigns. Other Warner Erie district managers, Gus Nestle, Wintergarden, Jamestown, N. Y., and Jules Curley, Haven, Olean, N. Y., tied for second place in the overall showmanship grouping, and brought the total Erie district prizes to \$1,050.

Galeton

Al Nordquist, New Main, accompanied the famous Galeton Legion band and drill team to Washington for the inauguration.

Huntingdon

Howard Wright, projectionist for the past five years in the Harris-Clifton, has been named film editor for WFBG, Altoona, due on the air about the middle of March. The station is said to be four times as powerful as Johnstown, only TV station now operating in this area.

Johnsonburg

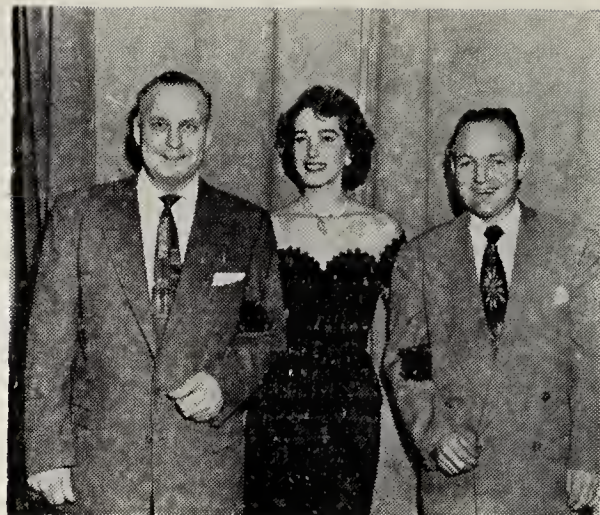
Sympathy goes to Mark Kirkpatrick, who buried his sister recently. He manages the Palace. His sister, Mrs. Fred Dubler, was 40, leaving a husband and two children.

Johnstown

The Dorsey donated proceeds of two performances to a trust fund for 19-year-old Ronnie Rotherford, one of 10 children of a farmer near here, who lost his leg in an accident.

Kittanning

Theatre owners are planning to work for Sunday shows in the November election.



Julia Adams, touring on behalf of U-I's "The Mississippi Gambler," is shown during her recent visit to Indianapolis with Al Hendricks, left, manager, Indiana, and Walter Wolverton, manager, Circle.

Meadville

Lee M. Conrad, manager, Park and Meade, was elected to the board of directors of the Spencer Hospital. Conrad staged a show for the Elks Club National Foundation Fund, which netted the club over \$800. A feature of the program was a fashion show featuring 18 Elks dressed as ladies. Old costumes and modern dress were featured. He is planning one-night performances of wrestling as a result of the success of the wrestling matches staged in the Manos, Uniontown, Pa.

Oil City

Mort Stahl, son of Drake owner, Herman Stahl, acquired the Nash agency for this city.

Parker's Landing

John Troy, Parker, is slowly on the mend following a nervous breakdown.

Rochester

By the time this is in print, Leonard Winograd, Oriental and Family, should be a father. This makes well-known theatre man Mike Winograd, the uncle, very happy.

Roulette

Cliff Brown, theatre owner from Kane, Pa., is pushing construction of his new drive-in. He expects to open by the middle of April.

St. Mary's

Harold Authenrieth succeeded Frank Jackson as manager, Harris and Family. Morty Henderson came up from the Perry, Pittsburgh, to take over temporarily. Wesley Lund, named new manager, is the son of veteran showman, Jess Lund, city manager for Notopolous in Aliquippa, Pa.

Warren

Veteran George Sarvis, manager, Library and Columbia, is battling a bad leg infection. . . . Ben White, owner, Whiteway Drive-In, is back from the boat show in New York, where he exhibited a line of new boats which he manufactures. He signed up 40 dealers. While in the big city, he saw Cinerama, and was loud in his praise.

NEWS OF THE

Territory

Boston
Crosstown

When New England Theatres, Inc., put in wrestling matches at the Broadway, Springfield, Mass., a theatre closed for lack of business, they found the stunt so successful that another series of Monday evening wrestling matches is going into the Olympia, Lynn, Mass., also a theatre which had been closed.

A fire broke out in the boiler room of the Strand, Fall River, Mass., on Sunday evening at 8 p.m., but the fire was put out in five minutes by the staff. After a short intermission, the performance continued. The name of the picture was "Apache War Smoke," which amused members of the audience, although owner Norman Zalkind didn't consider it such a humorous point, as the fire did about \$1200 damage to the boiler.

Leslie Bendslev, owner, Community Playhouse, Wellesley Hills, Mass., and his wife are on a cruise to Panama. . . . Julian Rifkin and wife returned from a vacation in Florida.

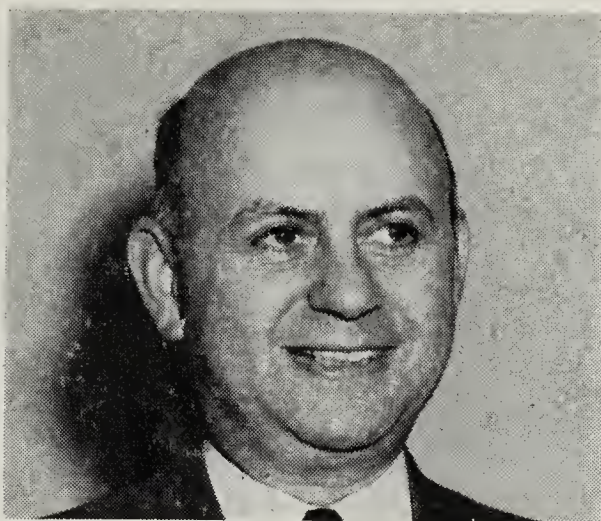
Joseph Nuzzolo, president, Local 182, projectionists' union, transferred from the Uptown to the Translux, where he is chief projectionist, replacing the late Alfred Fratus. Gordon Lynn has replaced the late Harry Rothman as projectionist at the Metropolitan, transferring from the Oriental, Mattapan, Mass.

It was learned that Loew's will depart from its usual day-and-date policy for the Orpheum and State with the booking of UA's "Moulin Rouge" for the Orpheum only beginning Feb. 26. The State on that date will bring back MGM's "Ivanhoe" at popular prices.

Appearing at the Latin Quarter, Danny Thomas worked as a live trailer for "The Jazz Singer," Paramount and Fenway. As part of his night club routines, Thomas plugged the picture's



Patricia Hardy, who makes her screen debut in UP's "Girls In The Night," accompanied by U-I sales executives met Ben Domingo, RKO Theatres manager in Boston, during her recent tour. On Miss Hardy's left is E. Myer Feltman, U-I Boston branch manager, and on her right is John J. Scully, district manager.



Irving A. Isaacs, Boston, was recently elected president, Independent Exhibitors of New England.

playdate at the two houses, in addition to singing tunes from the production. Thomas also recorded two personal messages, a 30-second and a one-minute spot, used throughout the territory. The star also held interviews with newspaper critics, radio editors, and columnists. Tape recordings of interviews were made by WEEL, CBS, WBZ, NBC, WORL, WBMS, WCOP, WHDH, WNAC, and Mutual.

Deletions announced by the Bureau of Sunday Censorship included the following: "The Bad and The Beautiful," parts 1 to 11. (Deletions: Dialogue: "I'll make your test for you, and you'll be good to me, and I'll be good to you." in part 5. Dialogue, "Because he loved women, you're a tramp." in part 5. Dialogue, "You were a drunk and a tramp . . ." in part 9.) Loew's, Inc.; The motion picture entitled, "Girls In The Night," parts 1 to 9, U-I, which picture was approved by this department in 1953, with deletions, is hereby corrected to read as follows with corrected deletions: Deletions: Eliminate silhouette sequence showing girls dressing, in part 1. Eliminate scene showing girl and boy in embrace on sofa, in part 4. Cut down on Georgia's dance, in part 4. Eliminate forward abdominal movements in Georgia's dance, and eliminate portion of dance with Georgia holding on to post, in part 4. U-I.

20th-Fox's "The Star" was tied in with full-page merchandising ads with Filene's for two days before the opening on Feb. 20 at the Beacon Hill. Filene's is using window displays of the film and counter card displays on the merchandise. Harriet Wilensky and Stacey Holmes, heads, advertising and promotion departments, Filene's, and Phil Engel, 20th-Fox publicist, were

Irving Isaacs
Heads IE Group

BOSTON — At the annual election of Independent Exhibitors, Inc., New England unit of National Allied, Irving A. Isaacs, Boston, was elected president.

Other officers are: Melvin B. Safner, first vice-president; Herbert Brown, second vice-president; Albert Lourie, secretary, and Julian Rifkin, treasurer. Nathan Yamins was reelected national delegate, and the out-going president, Norman Glassman, was elected chairman of the board. Ray Feeley was reappointed executive secretary, and Adeline Struzzierio was retained as office secretary.

Directors elected were Katherine Avery, W. Leslie Bendslev, A. Viola Berlin, Leonard Goldberg, David Hodgdon, Fred Markey, Walter Mitchell, Daniel Murphy, Francis Perry, Sam Resnik, Ted Rosenblatt, Andrew Tegu, Charles Tobey, and Meyer Stanzler.

The new president operates Boston's Telepix Cinema, New England's only newsreel theatre. He is a pioneer exhibitor who was an executive and stockholder in 1919 of Gordon's Olympia Circuit of 60 theatres, which was sold to Paramount in 1925. Since that time, his interests as an exhibitor were primarily those of a real estate investor and operator until he opened his Telepix in 1939.

In his office, Isaacs said, "I have great confidence in the ability of the industry that it will reward those in it who are able to adjust their policies to digest the impact of the new developments as they come along, and to successfully meet competitions." He lives with his family in the Back Bay area. He and Mrs. Isaacs have a daughter, Diane, a freshman at Wellesley, who was presented at the Debutante Cotillion last June. On Valentine's Day of this year, her parents announced her engagement to Thomas A. Weil, an MIT graduate, who lies in New York. The Isaacs also have two sons, both graduates of MIT, the elder, Robert, who is in the dental supply field, and Sanford, a lieutenant in the U. S. Air Force, stationed in Texas.

working on the details. Tom Dowd, managing director, Beacon Hill, arranged with The Boston Globe to have Paul Kneeland do a feature story on all the Bette Davis pictures which have won Oscars or have been nominated for them. Engel also arranged for the Boston

INVESTIGATE THEATRE FOR LEASE

Located in good American neighborhood in large Rhode Island City. Completely renovated and equipped with the latest, two years ago.

Operating on seven (7) day schedule with low overhead. Ideal for individual or circuit operation.

Exhibitor Owner Retiring BOX 123 References Required
EXHIBITOR, 246-48 North Clarion Street, Philadelphia 7, Pa.

critics to have telephone interviews with Miss Davis, who is playing in New York in "Two's Company" after the critics saw a press screening.

Stephanie Wagner, who was in a plane that was forced to make a crash landing at LaGuardia Field, was back in her office at the publicity office of Loew's Theatres. She made the front pages of the local newspapers when she was interviewed in New York after the accident. Fortunately, no one was seriously injured, and she escaped with cuts on her legs.

Film District

Passing of Gus Schaefer, 60, former New England district manager for RKO, who died of a heart attack, was mourned. He had recently been general manager, Hartford Operating Company, Hartford, Conn. At one time, Paramount's general manager in Central Europe, he is survived by his wife and three brothers, one, Herbert Schaefer, Republic manager here.

Roger Appel, son of Leonard Appel, Columbia salesman, has won the Bausch and Lomb Science Award medal, and is eligible to compete for one of the three scholarships sponsored by the Bausch and Lomb Optical Company at the University of Rochester. He is a senior in a Boston High School, and intends to apply for the scholarship. There are 5,000 pupils from local high schools taking the necessary tests to compete.

Kenneth Douglass, president, Capitol Theatre Supply Company, and Mrs. Douglass have gone to Florida for a vacation, where he is meeting his old golfing pals, Joe Mathieu and Warren Nichols, both New Hampshire exhibitors, and Michael Redstone, drive-in owner, for some delightful golf-foursones.

Visitors were: John Anthony, Modern, Manchester, N. H.; Bill Savitts, Arcadia, Portsmouth, N. H.; Norman Rolfe, district manager, Lockwood and Gordon's Maine theatres; Norman Zalkind, Strand, Fall River, Mass.; Ernie Warren, Warren, Whitman, Mass., and Jim Sayer, New Hampshire drive-in owner.

John McGrail, U-I publicist, returned from New Haven and Providence, R. I., where he worked on the campaigns for "The Mississippi Gambler," that has a March 4 opening date at the Keith Memorial. He rushed into the preparations for the campaign on the saturation bookings for U-I's "City Beneath The Sea," set for 106 simultaneous openings in the territory. The film plays the Pilgrim on Feb. 19, at which time there will be personal appearances of Suzan Ball, Bud Westmore, and Navy Lieutenant Reisberg, an authority on sunken treasure. These celebrities will meet the press, and be on the air and TV for interviews. The entire campaign will be backed heavily by TV spot announcements.

Herman Fine, Hollywood Candy Company, Centralia, Ill., is in town for



Jose Greco, Spanish dancer in MGM's "Sombrero," recently met some MGM folk while appearing in a dance recital with his own company in New Haven. Seen at the Taft Hotel meeting are, left to right, Floyd Fitzsimmons, MGM exploitation representative in New England; Morris Rosenthal, manager, Loew's Poli; Greco, and Arthur Canton, MGM publicity department, in New York City.

several months contacting circuit owners and independents on promotions for kiddy shows. He has brought with him "Mr. Zero," Hollywood's trade mark, a midget four feet and one inch tall, who hands out samples of candy in lobbies, and then entertains the children from the stages. "Mr. Zero" travels around in his own little automobile, and is available to all theatres within the exchange area for personal appearances. Wherever he goes, candy sales boom.

Harold Rubin, Globe Premium Company, is offering theatres a new combination encyclopedia and dictionary deal for giveaways. He reports that his 1953 deals have gone into the Community, Centerdale, R. I.; Lincoln, Valley Falls, R. I.; Broadway, Pawtucket, R. I.; Uptown, Providence, R. I.; the Lafayette, Haverhill, Mass., and the Orpheum, New Bedford, Mass.

Sam Berg, head booker, 20th-Fox, and Mrs. Berg motored to Hollywood, Fla., for a vacation. John Feloney, sales manager, same office, was planning to train to Miami, Fla., to join Mrs. Feloney. . . . James Connolly, branch manager,



George E. Freeman, left, manager, Loew's Poli, Springfield, Mass., recently listened as visiting MGM starlet Elaine Stewart told some stories of her early show business days to The Daily News film critic W. Harley Rudkin at a meeting at the Somerset Hotel, Boston.

New England Bowling

Theatrical Bowling League

First Week's Bowling (Second Half)			
All Stars	3	MGM	1
Affiliated	1	Harry's Snack Bar	2
United Artists	3	Independents	2

STANDINGS			
	Won	Lost	
All Stars	3	1	
United Artists	3	1	
Harry's Snack Bar	2	2	
Independents	2	2	
Affiliated	1	3	
MGM	1	3	

High single: J. Young—122. High team single: Harry's Snack Bar—503. High three single: J. Freeman—319. High team three: Independents—1402.

Second Week's Bowling (Second Half)			
United Artists	4	All Stars	1
Independents	0	Affiliated	3
Harry's Snack Bar	3	MGM	1

STANDINGS			
	Won	Lost	
United Artists	7	1	
Harry's Snack Bar	5	3	
All Stars	4	4	
Affiliated	4	4	
MGM	2	6	
Independents	2	6	

High single: Jennings—123. High team single: Harry's Snack Bar—503. High three single: Jennings—323. High team three: United Artists—1437.

INDIVIDUAL AVERAGES			
Jennings	104.0	Feinstein	88.6
J. Freeman	103.3	Asdot	88.5
J. Young	97.6	Trainor	88.5
Sandler	96.1	Hill	87.0
Owens	95.1	Hy Young	86.6
Prager	94.6	Clements	86.6
Serra	93.5	Pugh	84.1
Segal	93.3	Larson	83.5
Bradley	92.8	McCarthy	82.0
Smith	92.3	L. Freeman	81.3
Berlone	91.8	Glazier	81.3
Field	91.6	Rahilly	80.2
Gates	91.1	Cohan	79.6
Farrington	91.1	Lynde	79.0
Rowe	72.6		

20th-Fox, was laid up with a touch of virus.

New Haven Crosstown

Piper Laurie was in to meet the press and radio. The actress, in "The Mississippi Gambler," received plenty of publicity for the film booked into Jim Darby's Paramount. The advertising columns were utilized to the extent of a full page of co-op ads in The Courier and co-op tieups with department stores and other merchants.

The Whalley, Whitney, and Westville had a private ladies showing of "A Modern Marriage" with door prizes, etc. . . . Franklin E. Ferguson, Whalley manager, was a guest speaker at a luncheon meeting of the New Haven Quota Club. His topic was "The Motion Picture Industry—Yesterday, Today, and Tomorrow."

Miss Catherine A. Nunziante was married to Walter R. Wilson, assistant manager, Paramount. They took a trip to Boston for their honeymoon. . . . For "Breaking the Sound Barrier," Crown, the management had a tieup with the Army Recruiting Station. . . . With Lincoln's Birthday, and a week off for the kids, nabe theatres were planning on added children's matinees. . . . Morris Rosenthal, Loew's Poli, in advance of "The Bad and The Beautiful," gave envelopes to the ladies leaving the theatre captioned, "Advice to People in Love." The card read, "Save card. If number is listed on the boxoffice window, it will entitle the bearer to a guest invitation to see 'The Bad and The Beautiful.'" . . . Sophie Peretz, Poli, resigned.



Howard Dietz, MGM vice-president, was guest speaker at a recent meeting of the Advertising Club of Boston. Charles E. Kurtzman, Loew's Northeastern division manager, was toastmaster of the program, which included MGM starlet Elaine Stewart, in town to exploit "The Bad and The Beautiful." Left to right are, Kurtzman, Dietz, Miss Stewart, and Paul Newsome, club president.



William F. Schnitzler, left, secretary-treasurer, American Federation of Labor, hosted at Paramount studios during his recent visit to Hollywood, discussed labor problems with Y. Frank Freeman, right, Paramount vice-president and studio head, and Roy M. Brewer, international representative, IATSE, and president, Hollywood AFL Film Council.

... Rae Gatto, Poli office secretary, is back after being out ill. ... Sid Kleper, College manager, was making preparations for the Stereo-Techniques show. His co-op. ad with a super market for "Treasure of The Golden Condor" received attention.

Meadow Street

Folks were sorry to hear of the death of Gustave J. Schaefer, treasurer, Hartford Theatre Operating Circuit. Ben Simon, 20th-Fox; Barney Pitkin, RKO, and Burt Jacocks went up to Boston to pay their respects. ... Blanche E. Ricciardi, Waterbury, withdrew her \$5,000 action against the board of managers of the Edmond Town Hall, and A. J. Smith, Newton theatre operator. The Waterbury woman had claimed she suffered injuries to the left hand when a door in the theatre was pushed while she was entering the rest room. ... The Northern Middlesex County Council of Church women sponsored a benefit show for missionary funds at the Middlesex, Middletown.

The Palace, Norwalk, and Commodore Hull, Derby, announced a new policy schedule. Both houses eliminated matinees Mondays through Fridays, with performances beginning daily at 5 p.m., and doors opening at 4:30 p.m. Saturday and Sunday continuous operation was unchanged.

The Capitol, New London, gave the first 1000 children attending a Saturday matinee free Valentines. ... Vaudeville headlined the 26th annual police benefit show at the State, Manchester.

Circuits Loew Poli

The passing of H. H. Maloney, manager, Poli, Worcester, Mass., since 1936, was mourned. He has been associated with Loew's Theatres since 1927. Among those who attended the funeral from New Haven were Harry F. Shaw, division manager; Lou Brown, publicity director; Morris Mendlesohn, legal advisor; Mrs. William Sitzer; Morris

Rosenthal; Sidney Kleer, and Ted Holt. ... The Stereo-Techniques show opened at the Poli, Bridgeport, with College, New Haven; Norwich Poli, and Poli's, Waterbury, following. ... Dave Kauffman, artist, took another trip up to Northern New England to do some skiing.

Variety Club New Haven, Tent 31

A committee was appointed to discuss the possibilities of having one or more nights set aside as benefits at the proposed "Melodybrook Playhouse" in Hamden. For the Heart Fund, Carlson Spear, managing director, proposed Tent Theatre, offered facilities. The committee appointed included Sam Wasserman, Bob Hoffman, Alex Schiml, John Pavone, and Sam Germain. ... "Family Night" get-togethers were also discussed.

Connecticut Bridgeport

Loew's Poli was the first local house to show the new three-dimensional Stereo-Techniques. Later, both the Warner and Merritt will show "Bwana Devil."



Out on the coast, Paramount's Rosemary Clooney recently received from Phil Wilcox, Parents' magazine, a medal award to "The Stars Are Singing," termed outstanding Movie of the Month for March for family audiences. Observing the presentation is Irving Asher, producer of the film.

**Cancer
strikes
one in
five**

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

**Give
to conquer
cancer**

**American
Cancer Society**

Hartford

Lou Cohen, Loew-Poli, sneak-previewed "The Clown," and hosted legislators at a Bushnell Memorial screening of "The Hoaxsters." . . . Harry Goldstein, eastern publicity man, Allied Artists, was in for "Torpedo Alley." . . . Ray McNamara, Allyn, got a number of store tieups on "The Lawless Breed."

Charles A. Saglio resigned as manager, Clinton, Clinton. He had held the post for 11 years. His replacement is Bruno Schubert. The theatre is owned by L. J. Maltcarne, Essex Square and Deep River.

Charlie Obert, Allyn stage manager, is waiting for spring to get at his boat, dry-docked at Essex.

Schedule Forms for

PROGRAM and RUNNING TIME

— a basic Weekly aid to replace the scribbled note or tissue carbon

Price: 25c per 50-sheet pad
(or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for **SAMPLE SHEETS!**
Sold **ONLY** to Subscribing Theatres by
EXHIBITOR BOOK SHOP
246-48 N. Clarion Street, Philadelphia 7, Pa.

John Perakos, Perakos Theatres, suffered ankle injuries in an auto accident in Pennsylvania. . . . Loew-Poli Palace, Meriden, was taken over for a one-night hospital benefit show. . . . Harry Feinstein and James Totman, Warner Theatres, were in on "Bwana Devil."

Gustave J. Schaefer, 59, treasurer, Hartford Theatre Circuit, died suddenly. He started in the trade as Paramount sales manager, European branch. He held that position for 17 years before becoming associated with RKO, serving initially as Caribbean area sales manager and later as New England district sales manager. He joined the local circuit in 1950. Survivors include his wife, a sister, Mrs. Clara Deckelman, and four brothers.

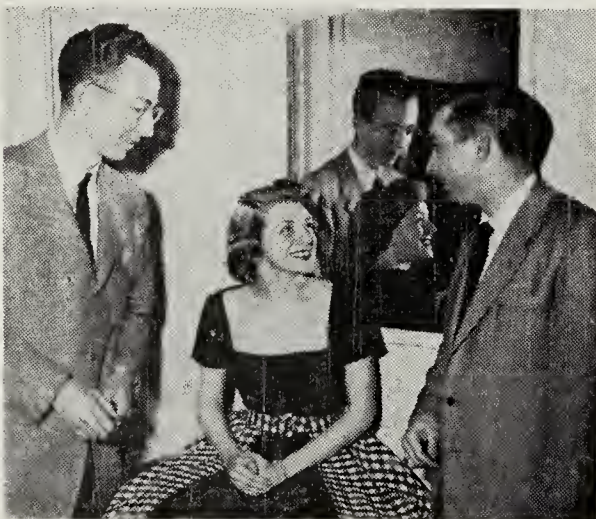
Ray McNamara, Allyn, had navy support on "Flat Top," and then lined up similar backing from the National Guard on "Thunderbirds."

New London

All-out navy support was assured by Commander Bernard Solomon, First Naval District, Boston, for the New England premiere of Allied Artists' "Torpedo Alley" at the Capitol. He provided miniature submarines enclosed in glass for theatre lobby displays. For use in a tieup with the Jordan Marsh Department Store, Boston, he made available a 22-foot atomic torpedo for display purposes. The publicity and exploitation campaign for the film was handled by Harry Goldstein, Allied Artists eastern publicity representatives.

Stamford

The 15-month-old strike at the Palace ended with an agreement. Local 499 had been on strike since Oct. 17, 1951, to enforce its demand for two week vacations with pay, with replacements to be hired for the men on vacation. These two demands and a reduction in the work week from seven days to six days were granted by the theatre representatives in the agreement reached, both sides reported. Wages were not an issue. The pickets, who had been stationed at the front and rear of the theatre during the strike, were removed when the agreement was signed. The theatre had continued to operate throughout the strike. The six projectionists and stage hands returned to



In Boston Rosemary Clooney, star of Paramount's "The Stars Are Singing" smiles prettily at manager Lawrence Burke, Capitol, Pittsfield, Mass., while Bob Henabery, program director, WBEC, Pittsfield, looks on.

work on Feb. 11. Frank C. Vuono, manager, Palace, and Harry Van Allen, president, Local 449, finally settled the matter.

A boycott of "Limelight," Ridgeway, by the American Legion fizzled when the group decided against picketing. The Legionnaires did undertake a telephone campaign in which they asked members of the post and auxiliary to call friends, and ask them to spread the word not to patronize the picture. However, a spokesman for the theatre said this had no appreciable effect on attendance.

Massachusetts North Adams

Between 300 and 400 boys and girls, members of the YMCA, were invited to a free show arranged by the management of the Mohawk in connection with "National YMCA Week." To obtain admission, all they had to do was show their membership cards.

Springfield

Irving Shiffrin, Samuel Goldwyn staff, was in town on "Hans Christian Andersen," Bijou. The Springfield Daily News cooperated by helping sponsor a special morning showing in advance for 1500 underprivileged children.

The Paramount was being converted for the "Bwana Devil" showing. . . . Floyd Fitzsimmons, MGM, was in for huddles with Loew Poli's George E. Freeman. . . . W. Harley Rudkin, The Daily News film critic, and George E. Freeman, Loew's Poli, were in Boston for interviews with Elaine Stewart. . . . Sam Goldstein, Western Massachusetts prexy, left for the coast.

At the Bijou, Eldon Moses is an assistant, Pauline Rueli replaced Joan Farashian, and Theresa Guidette, was out with the flu.

Arcade owner Nate Goldstein added \$400 in collections to the "Jimmy Fund." The house switched from subsequent-runs to first-runs.

Worcester

Harold D. Maloney, 67, manager, Loew's Poli, died. He joined Loew's in 1927 at Loew's Century, Baltimore, Md. He is survived by his widow and a daughter.

New Hampshire Nashua

A free morning theatre party was held at the State sponsored by a local store. Space patrol films were featured. Tickets were obtained at the store.

Rhode Island Newport

A national personal appearance tour featuring four girls from the cast of Columbia's Technicolor musical, "All Ashore," got underway where the film opened at the Opera House. The four beauties, in the musical with Mickey Rooney, Dick Haymes, Peggy Ryan, and Ray McDonald, appeared on television and radio, gave interviews, made stage appearances, and took part in stunts and other exploitation activities.

NEWS OF THE

Territory

New York City
Crosstown

H. M. Richey, MGM exhibitor relations head, returned from a vacation at Fort Lauderdale, Fla. . . . Dan S. Terrell, MGM publicity-exploitation manager, returned from a visit on the coast, where he conferred with Howard Strickling and other studio executives. . . . James Perkins, managing director, Paramount International in England, left for London following a sojourn here.

J. Louis Geller, well known exhibitor, was elected to the presidency of the Kings County Grand Jury Association, Brooklyn. Geller is a vice-president, Consolidated Theatres, Limited, of Canada, and a director, Royal Industrial Bank of Fifth Avenue.

James A. Fitzpatrick, producer, "MGM Traveltalks," sailed on the Caronia for a South American tour.

Plans for "Brotherhood Week" were well underway in the exchange area, according to Michael Edelstein, exhibitor chairman. Fred Herkowitz, assistant to Edelstein, issued the first of a series of "Exchange of Ideas" bulletins to all circuit heads in the metropolitan area. Manager Leon Kelmer and publicist Pat Grosso collected Brooklyn's first "Brotherhood Week" contribution from that Borough's first citizen, John Cashmore, and had him sign the honor roll. In similar manner, managers Sam Fersten and James S. McCarthy invaded Boro Hall, Queens, and collected from President James Lundy. Supreme Court Justice Nicholas M. Pette also was among the first Queensites to sign. In Harlem, Congressman Adam Clayton Powell signed the Brotherhood Honor Roll for manager Vincent Liguori, and Senator Seymour Halpern, Queens, not only signed up but officiated in changing a Jamaica Street to "Brotherhood Boulevard." Ray Malone represented the managers.

Harry K. McWilliams, president, AMPA, announced that the organization would honor Ed Sullivan for his efforts in promoting motion pictures through his "Toast of the Town" TV show at the AMPA luncheon on March 19. George Ettinger, in charge of radio and television for Columbia, will be chairman of the meeting.

The eight NATO Wacs touring in connection with "Never Wave At A Wac" returned to New York from Atlanta. They remained to complete a heavy schedule of radio, television, press and magazine interviews, and photo layouts before flying back to their home countries.



The Skouras Circuit recently held a contest among its greater New York managers for the best exploitation campaign on MGM's "Lovely To Look At" with prizes totaling \$250 to be distributed among the first four winners. Here, the winners are assembled for the distribution of the awards by Spyros Skouras, Jr., head of the circuit as Emery Austin, MGM exploitation assistant to Dan S. Terrell, extreme left, and Saal Gottlieb, MGM Metropolitan New York district manager, next to Austin, look on. Skouras, third from left, presents the awards to Jules Koenig, Beacon, Port Washington, second prize, a \$75 bond; Max Cooper, Cove, Glencove, first prize, a \$100 bond; John Endres, Calderone, Hempstead, fourth prize, \$25 in cash, and Mrs. Diana Gordon, Palace, Bergenfield, N. J., third prize, a \$50 bond.

David Lewis, regional director, Continental Europe, Loew's International Corporation, returned to his headquarters in Paris.

Herb Steinberg, Paramount publicity manager, and Rosemary Clooney, star of "The Stars Are Singing," returned from a week-long eastern seaboard tour.

A permanent metal plaque paying tribute to Adolph Zukor as "the man whose vision and foresight brought fame and glory to 14th Street and created a historical landmark in entertainment" will be unveiled on March 3 on the site of Zukor's first "Automatic Vaudeville" Penny Arcade on Union Square, to celebrate the 50th anniversary of the opening of the entertainment emporium.

Services were held for Mrs. Catherine Ritter, 80, mother of Marie, secretary to J. Robert Rubin, at Stenger Funeral Chapel, Brooklyn.

The federal statutory court was asked by George Alger, trustee, Metropolitan Playhouses stock held by RKO Theatres, to grant a three-year extension for the disposition of the shares by RKO. Alger

Fred Schwartz Century President

NEW YORK — Fred J. Schwartz was elected to the presidency of Century Theatres, succeeding the late Albert A. Hovell.

Moved up from assistant treasurer to succeed him as vice-president was his brother, Leslie Schwartz.

The new president of Century has long been active in exhibition and at present is serving as OMPI chairman.

said there is a lack of acceptable bids for the 56,488 4/5th shares of Class "A" Metropolitan stock owned by RKO Theatres.

Mort Blumenstock, Warners' vice-president in from the coast, was laid up with the grippe.

Spyros P. Skouras, Jr., president, Skouras Theatre Corporation, is running as chairman, amusement division, for the 1953 finance campaign, Greater New York Councils, Boy Scouts of America. Others who serve are Charles B. Moss, vice-president, B. S. Moss Corporation, co-chairman; and Herman G. Place, president, General Precision Equipment Corporation, chairman, motion picture and theatrical equipment committee.

Harold Mirisch and G. Ralph Branton, Allied Artists vice-presidents, arrived for a series of sales conferences with home office and eastern sales executives.

Solicitation of funds for the 1953 campaign of the Boy Scout Councils of Greater New York took place during "Boy Scout Week." Charles Boasberg and Leon Bamberger, RKO, headed the industry-wide committee set up to assist the organization. Jack Ellis was added to the committee as co-chairman, film exporters and importers group, along with Phil Lewis. . . . David Golding, director of advertising and publicity, Samuel Goldwyn Productions, returned from an extended tour of five Texas cities, where he set campaigns for "Hans Christian Andersen."

Perry Lieber, national director of publicity and exploitation, RKO, returned to Hollywood following a visit to reorganize the company's eastern publicity and exploitation departments. Mervin Houser, assistant to Lieber, arrived from Hollywood to assume temporarily the duties of publicity director of the New York office.

George Jessel, producer of 20th-Fox's "Tonight We Sing," planed in from Hollywood to be present for the premiere at the Radio City Music Hall. . . . Edward E. Sullivan, 20th-Fox publicity manager, planed to Hollywood to participate in conferences with Harry Brand, studio publicity director, and other studio executives on upcoming releases.

The gala premiere of UA's "Moulin Rouge," Capitol, climaxed one of the strongest ballyhoo campaigns ever conducted by United Artists. The glittering premiere, attended by 1,000 notables and sponsored by the Damon Runyon Memorial Fund for Cancer Research, was covered by the press, radio, and television. WJZ-TV covered the premiere festivities with an on-the-spot half-hour telecast that had Zsa Zsa Gabor, acting as mistress of ceremonies with commentator Art Ford. The National Broadcasting Company television network also covered the event on Dave Garroway's top-rated "Today" show, and "The Voice of America" broadcast the ceremonies to France.

Stephen Wiedemann, former manager, Westrex Corporation subsidiary, Westrex Company, Alpine, returned. . . .



Piper Laurie, starred in U-I's "The Mississippi Gambler," recently made a tour of Loew's New York neighborhood houses for autographing parties to aid in advance promotion of the film. Part of the crowd at Loew's Boulevard, New York, is seen above as Loew's managers and U-I representatives look on. Noted, left to right are, Jack Harris, back toward camera, Loew's division manager; Jack Blum, manager, Loew's Boulevard; Al Mendelsohn, U-I, and Bob Zanger, Loew's promotion staff.

Miss Helen Agnes Connolly, formerly with 20th Century-Fox, joined Allied Artists' eastern publicity office as assistant to Harry Goldstein, eastern publicity representative. . . . Hideo Shiotsugu, president, Eiga Haikyu Company, Limited, distributor of Allied Artists' product in Japan, was in to confer with Norton V. Ritchey, president, Monogram International Corporation, accompanied by Masatoyo Takano, Tokyo branch manager and publicity manager for his company.

E. S. Gregg, vice-president and general manager, Westrex Corporation, returned following discussions in Hollywood concerning equipment required to record and reproduce 3-D and stereophonic pictures here and abroad. . . . Stephen Bosustow, president, United Productions of America and executive producer, Columbia UPA cartoon shorts, arrived accompanied by Charles Daggett, vice-president in charge of public relations.

New Jersey Jersey City

The Bergen, now the Pix, opened. The new operator is the Steinbar Theatre Company.

Newark

Frank Damis, zone manager, Warner Theatres, is vacationing in Florida with

Mrs. Damis. . . . The Branford was busy installing equipment for "Bwana Devil." . . . John J. Stanek, manager, Warner, Harrison, N. J., was the winner for December in Warners' showmanship drive. He also came in first in November. Frank Costa, manager, Warner, Ridgewood, N. J., was second winner in December, and Bernard Silverman, Branford, was third.

Robert Kurkewick became the new assistant manager, Warner, Harrison, N. J., replacing Peter Werner. . . . Edward Kane, manager, Regent, Elizabeth, N. J., who underwent surgery, is on the road to recovery. . . . Mary Stasiak, who was in Warner Theatres' booking department, and advertising, and then resigned, gave birth to a seven pound, eight ounce boy, Robert Edward.

Jack Barrett, manager, Wellmont, Montclair, N. J., absent from his theatre for about two months, returned. . . . Alfred Barrilla, manager, Union, Union, N. J., gave away carnations to the first 50 women attending "Because Of You." . . . Bernard Silverman, manager, Branford, used a display for civil defense, as well as a jet motor supplied by the air force in Philadelphia, to call attention to "Breaking the Sound Barrier."

Piper Laurie, U-I star, in "The Mississippi Gambler," visited New Jersey, attending a luncheon in her honor, and appearing on radio and television as a boost to her new picture.

Frank Costa, manager, Warner, Ridgewood, N. J., was absent due to illness. . . . Flo Molson, with Warner Brothers Jersey Circuit for many years, connected with the sound department, resigned. . . . George Morgenroth, with Warner Brothers Jersey Circuit for the past 30 years, resigned to go into business. He will operate a stationery and confectionery store in Cranford, N. J.

Princeton

The annual presidents' forum of the Women's State Republican Club at a meeting at the Princeton Inn voted to recommend that the next regular meeting of the organization take action in support of the Duffy Bill to broaden municipal police powers to regulate showings of "undesirable" motion pictures.

New York State Albany

Howard W. Maschmeier was appointed WPTR manager by J. Meyer Schine,

Board of Education Again Makes Trade Tieup

NEW YORK — The Board of Superintendents of the New York City Board of Education, in cooperation with the Organization of the Motion Picture Industry of the City of New York, is continuing for the second consecutive year the in-service course on motion pictures for teachers. Dr. Jacob Greenberg, associate superintendent, is directing the program, and Miss Rita Hochheimer, assistant director of visual education, is serving as coordinator, in cooperation with Fred J. Schwartz, president, Century Theatres, and chairman, Organization of the Motion Picture Industry of the City of New York.

The course deals with the production, distribution, and exhibition of theatrical motion pictures and its educational and social implications for teachers. Lectures will be given by script writers, producers, and others professionally active in the field. Several sessions will be devoted to actual film showings.

Schwartz conducted the first lecture, covering the theatre owners' role in the industry. Professor Robert Gessner, chairman, motion picture department, Washington Square College of Arts and Science, New York University, spoke at the second session, and "Peter Pan" will be shown at the third session on Feb. 24.

president, Patroon Broadcasting Company, Inc. He succeeded Orrin R. Bellamy.

Charles A. Smakwitz, Warner Theatres zone manager; A. O. LaFlamme, manager, Strand, here; Sid Summers, manager, Troy, Troy, and Andrew Roy, manager, Stanley, Utica, attended a zone meeting in New Haven, where Harry Goldberg, director of advertising, Warner Theatres, discussed coming product. Several pictures were screened. Managers of key New England houses also were on hand.



Jack Beresin, Chief Barker, Variety Clubs International, is seen with Marian Gueth, secretary, MPTO of New York State, Inc., and Dewey Michaels, president, Mayfair Theatre Corporation and newly elected Chief Barker, Variety Club, Tent 7, at the installation dinner held recently in the Hotel Statler, Buffalo.

INVESTIGATE THEATRE FOR LEASE

Located in good American neighborhood in large Rhode Island City. Completely renovated and equipped with the latest, two years ago.

Operating on seven (7) day schedule with low overhead. Ideal for individual or circuit operation.

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EXHIBITOR, 246-48 North Clarion Street, Philadelphia 7, Pa.

Fabian theatres are participating in a "Hold That Line" drive, which will extend to spring. Its goals are: retention of recent business gains and maintenance of economies in operation. Division manager Saul J. Ullman, spearheads the campaign. Managers taking part are: Alex Sayles, Palace; Paul Wallen, Grand, and Stanton Paterson, Leland, all in Albany; Larry Cowen, Proctor's, Troy; George Seed, Cohoes, Cohoes; Guy Graves, Schenectady city manager; Richard Murphy, Plaza, Phil Rapp, State; Lou Rapp, Erie, Schenectady; Irwin Ullman and George Louring, drive-ins.

Gerald L. Atkin, Warner Theatres zone director of advertising and exploitation and manager, Ritz, resigned. Atkin had been with Warners for a dozen years, joining the organization as successor to Jules Curley. Atkin had also been Ritz manager for seven months. Oscar Perrin temporarily doubled from the Madison, and Don Germain remained at the Ritz.

A bill introduced in the Senate by Herbert I. Sorin, Brooklyn Democrat, would require insurance from theatres operating under a city license to protect patrons from accidents. Coverage would be in the amount of \$3,500 for one person and \$50,000 for more than one person.

Albany will see its first three-dimension motion picture on Feb. 25, when "Bwana Devil" opens at Fabian's Palace.

A meeting in the 20th-Fox screening room to discuss final details for "Brotherhood Week," and to brief branch managers, salesmen, and others was held, taking the place of the civic luncheon, which was cancelled. Distributor chairman Jack Goldberg, Metro manager, and exhibitor co-chairman Charles A. Smakwitz, Warner Theatres zone manager, presided.

Larry Lapidus, Warner Theatres' booker, drove in from New Haven to

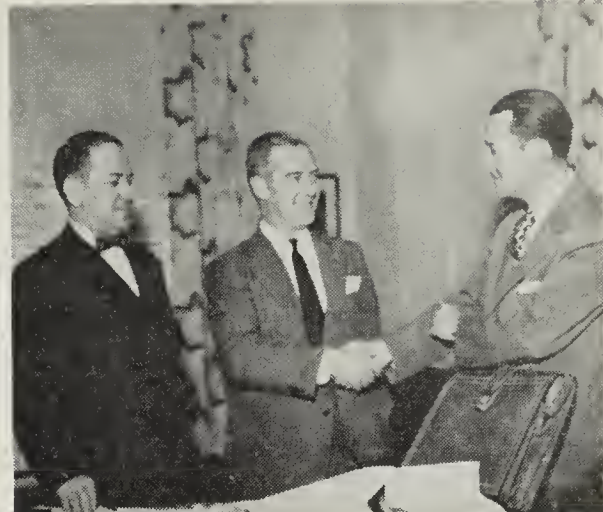


An industry meeting for "Brotherhood Week" was held recently at the Delaware, Albany, and among those present were Ethel Anameier, U-I; Joan Pratt, U-I; Dr. Carlyle Adams, lecturer in philosophy and religion at Russell Sage College, principal speaker, and Sue O'Brien, Republic.

spend several days in the Albany zone offices. Lapidus, son of Jules Lapidus, eastern division sales manager for Warners, was transferred from Albany to New Haven several months ago. While here, he received congratulations on a recent addition to the family, a baby girl, born in New Haven.

A report that the American, Troy, would go from full-time to weekend operation was heard. The 600-seat house, operated by the Warner Circuit, had reopened after a summer closing.

A bill which would require theatres and other places of entertainment and exhibition to "conspicuously post and at all times display a diagram of the exact location by number and letter of each reserved ticket" has been introduced by Senator Archibald and Assemblyman Kelly, New York City Democrats. Posting would be "adjacent to the box office or other place where such reserved seat tickets are sold."



Norton V. Ritchey, center, president, Monogram International Corporation, in New York recently presented James J. Tierney, right, who resigned after many years with the organization, a briefcase and a wristwatch as parting gifts from Tierney's associates. Tierney is succeeded as assistant treasurer by Walter Liebler.

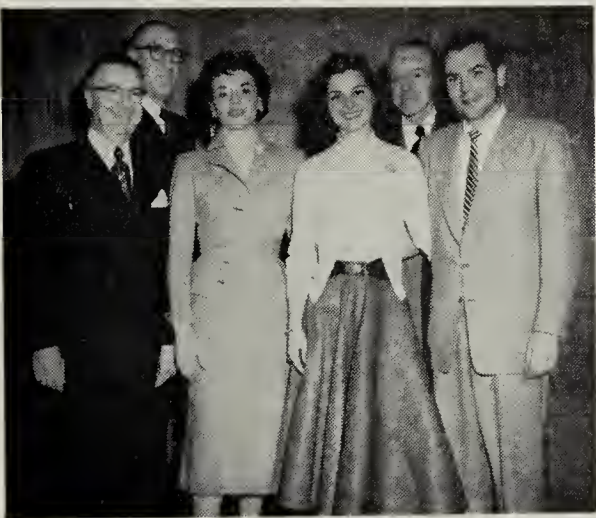
Glens Falls

George Pugh, manager, Schine's Rialto, accomplished a triple purpose in presenting "Wintertime Frolics" by the St. Mary's Athletic Association for three nights. He had an added attraction with strong local appeal, derived personal, creative satisfaction from producing the amateur minstrel show, and built community good will for the Rialto and himself.

Rochester

"Bwana Devil" opened at the Paramount, the first 3-D picture to be shown here. . . . Schine Theatres has a new city manager, Irving Cantor, managing Schine theatres for the past several years and at one time the youngest manager in the country. . . . Bill Holmes, projectionist, RKO Palace, and Merritt Mitchell, projectionist, Loew's, were spending vacations in Florida.

(Continued on next page)



Starlets in U-I's "Girls In The Night" recently visited various towns in New Jersey on a personal appearance tour for "The March of Dimes" and to promote the picture, and seen at the Fabian, Paterson, N. J., are from left to right, Mayor Lester Titus; Jacqueline Greene, Patricia Hardy, once named "Miss Brooklyn," Don Gordon, and, back row, Garrett Voorman, manager, Fabian, and William Clark, publicist, Warners' New Jersey Theatres.

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THURSDAY, MARCH 5th
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Colonel William McCraw, right, Variety Clubs International executive director, recently joined officers of Tent 35, New York, in promoting the club's "Danny Kaye Night" at the Palace on Feb. 25. Seen here are, left to right, Ira Meinhardt, Property Master; Ed Lachman, Chief Barker, and Cy Seymour, special events chairman.

EYEING THE

Exchanges

NEW YORK — United Artists captured the flag in the first lap of the "Bernie Kranze Drive" for billings and collections. The drive will continue until June 20.

PARAMOUNT — Print booker Gus Rolf is taking orders from the marines. John Curtin has been promoted to print booking. . . . Newcomer and recent marine vet, Bill Monahan, takes over as ledger clerk. . . . A new addition, clerk-typist Walter Woods, just got his navy discharge. . . . Mr. and Mrs. Joe Curtin were off on a honeymoon after their Valentine Day wedding. . . . The Red Cross mobile blood unit will be at the home office on Feb. 27 to receive donations. . . . Returned after illness were Ruth Richardson and booker Richard Magan. . . . On the sick list were ledger clerk Nicholas Vacca and shipper Hal Wickliffe.

UNITED ARTISTS — Booker Ben DeAugusta has begun pacing the floor awaiting the arrival of a new addition. . . . Janet Moses, cashier department, ill for a few months, is expected back.

BONDED — Shippers Johnny Hogan and Rocco Seripiglia were ill. . . . Examiner Lenard Mitola gave a birthday shindig to celebrate his son's four years. Lou Notis and Al Tomkins were on hand.

Rochester

(Continued from preceding page)

Tracy Allen, projectionist, Central Drive-In, was in Miami, Fla., having a grand time. . . . Bill Belcher's wife has been seriously ill at St. Mary's Hospital. . . . Joe Pandina will soon be riding around again in his car that was badly smashed up.

—WALTER A. KNOFF

Schenectady

John Gardner announced a new mid-week "Curtain at 8" policy of English and other foreign films at the Colony.



The Albany division, Fabian Theatres, recently met in the Palace offices to discuss a new drive. Attending the "Hold That Line" meeting are, left to right, front row, William With, assistant manager, Palace; Joe Saperstein, buyer-booker; Saul J. Ullman, division manager; Larry Cowen, Proctor's, Troy, and publicity director, and George Seed, Cohoes, Cohoes, and rear row, Paul Wallen, Grand, Albany; George Lourinia, Saratoga Drive-In; Alex Sayles, Palace, Albany; Richard Murphy, Plaza, Schenectady; Phil Rapp, State, Schenectady; Lewis Rapp, Erie, Schenectady; Guy Graves, Schenectady city manager; Stanton Patterson, Leland, Albany, and Irwin Ullman, Mohawk Drive-In.

RKO — The virus and colds put on the sick list Philis Friedman, contract clerk; John Giles, statistician; Dolores Smith, typist clerk; Sylvia Reiss, biller, Dorothy Post, upstate booker, and Philis Philips, stenographer. . . . Angie Mazzei, assistant cashier, was well enough to come back to the office.

COLUMBIA — File clerk Joyce Jones was feted with a birthday party with compliments of the office club. . . . Typist Frances Taylor became an aunt again when her sister had a baby girl, her second. . . . Still ill was contract clerk Mattia Lynch. . . . Typist Frances Taylor is polishing up on her interpretive dancing by taking a course at Katherine Dunham's school. . . . In the fire are plans for an office skating party.

MGM — Bookkeeping machine operator Mary Mayham was still ill. . . . The passing of Robert Ellsworth was mourned.

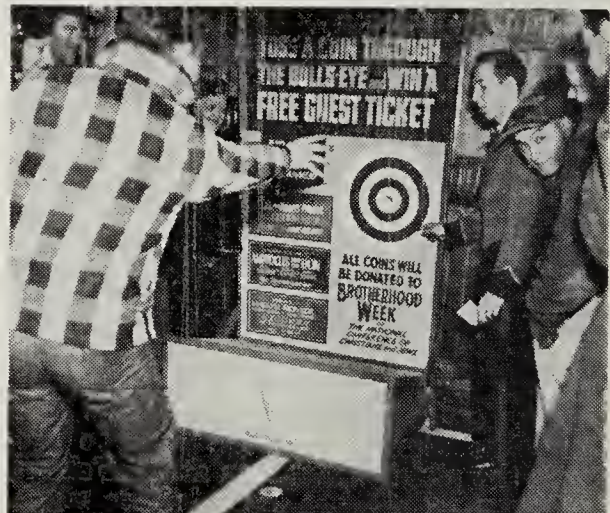
BOOKERS BIOG — A Brooklynite by birth, Ben DeAugusta spent his school years commuting to Manhattan, where he attended Textile High School. When the war came, he served with the Navy serving on an ammunition ship at Anzio

and around the Kiel Canal, Germany. During an Atlantic hurricane, he was blown overboard, but quick action on the part of his buddies, brought him in safely. After the war, in June, 1948, he heard wedding bells. Starting as a bookkeeper in Film Classics, he went to Eagle Lion in the same position. In July, 1951, he joined United Artists in the boxoffice department, working himself up to New Jersey booker. He owns his own home in Bergenfield, N. J., where he plies his photography hobby in the basement darkroom. His wife, Ann, now expects their first child momentarily.

RAMBLIN' 'ROUND — The "Charles J. Feldman Silver Anniversary Drive" at U-I, has the exchange in the lead. . . . Secretary Ann Jones, 20th-Fox, is planning to spend the Washington Birthday weekend in the Berkshire Mountains. . . . Warners' clerk typist Arlene Moffa became a year older. . . . Print booker Auria Lopez, Republic, was sick. . . . The folks at Hornstein's theatre equipment shop were working like demons to keep up with demands for third dimensional installations. . . . The Annex was taken over by Zenith Pictures, Inc., to be used as a studio for producing motion pictures. —J. A. D.



Piper Laurie, starred with Tyrone Power and Julia Adams in U-I's "The Mississippi Gambler," is seen as she recently arrived in New York to aid in the advance promotion of the picture at Loew's State.



Leon Kelmer, manager, and Pat Grosso, publicist, RKO Albee, Brooklyn, recently installed a coin pitching game in the lobby with proceeds going to the "Brotherhood Week" drive currently being held.

NEWS OF THE

Territory

Philadelphia
Crosstown

At last count, 16 theatres were playing sex education films throughout the city, with "Street Corner" getting in first downtown at the World ahead of "Mom and Dad," which goes into the S-W Earle.

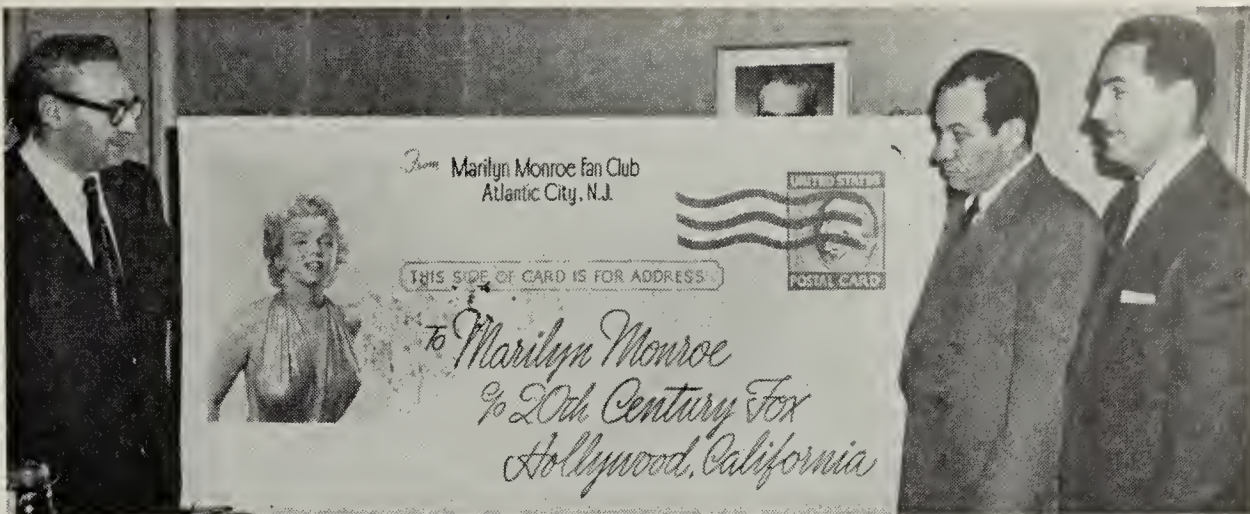
Demolition of the Earle will begin on or about May 15, with W. T. Grant Company, owner, erecting a two-story and basement department store on the premises. The 20 tenants, including the S-W theatre, seven shops, and the Horn and Hardart restaurant in the basement, have been notified to vacate by April 15. The present office building is seven stories, and has the theatre in the rear. Grant's has owned the property since June, 1944, when it was purchased from the Stanley Company of America for \$1,640,000. S-W Theatres has leased the Earle since that time on a year-to-year basis. The new Grant store will replace the present store at 10th and Market Streets. The theatre was dedicated on March 24, 1924, and cost approximately \$5,000,000. The S-W offices will be moved to the Frankel building, 13th and Arch Streets.

Dave Hirsh, Century, claims that he was the first to collect for "The March of Dimes," performing this service in the entire week of Jan. 23.

Zsa Zsa Gabor came to town in the interests of UA's "Moulin Rouge," which is bowing in at the Trans Lux on March 4, and had a strenuous round of interviews, tape recordings, TV appearance, and a special luncheon, squired by Trans-Lux manager Charlie Judge and UA exploiteer Max Miller. It was a busy day.

Vine Street

Plans are going forward for the 15th annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania at the Broadwood Hotel on Feb. 24. Following a morning business session and luncheon, an open forum and discussion on third-dimension will be held, along with discussions on the current film situation and the federal and city admission tax situation. A board of governors session will be held at the end of the meeting. Governors will be elected at the meeting. Submitted by the nominating committee for the board from Philadelphia for a three-year term are M. B. Ellis and Norman Lewis; from upstate Pennsylvania for a three-year term, J. Lester Stallman, Reading, and Harold D. Cohen, Lewistown, and, to fill a vacancy from upstate for a two-year term, Mark Rubinsky, Harrisburg. Also, nominated for alternate governors to serve one year, Max Korr, Allentown; Mel Koff, Glenside, and Sam Segal, Philadelphia. The third-dimension session will be led by experts and representatives of 20th-Fox, RCA, National Theatre Supply, and others.



Max Chasens, Shore, Atlantic City, N. J., right, recently displayed in the 20th-Fox branch in Philadelphia the giant postcard which he invited patrons to sign, and which will eventually be sent to the 20th-Fox studio. All of the new Marilyn Monroe Fan Club members will then receive autographed photos of their idol, now appearing in "Niagara." Noted from left to right, are Sam Diamond, 20th-Fox Philadelphia branch manager; Glenn Norris, 20th-Fox Atlantic division sales manager, and Chasens.

Old devil sickness got Jack Vandevere, Triangle Sign Studios, and laid him up a bit. . . . RKO salesman Pat Beck became the proud daddy of an nine-pound son, Douglas B., on Feb. 5. The mother is the former RKO contract clerk, Emily Woessner. . . . Shirley Berkowitz, Warner booking clerk, was confined to Einstein Medical Center, Southern Division. . . . Sympathy is extended to Warner shipper John Daly upon the death of his sister. . . . Ann Wissinger, Warner contract clerk, was concerned over her mother, hospitalized at Einstein Medical Center, Northern Division. . . . Dorothy Lavin, 20th-Fox bookers' stenographer, celebrated a birthday.

Rose Garfinkle and Irene Abbott are new employes in the 20th-Fox cashiers' department. . . . UA branch manager

John Turner was out with a strep throat. . . . Columbia booker Ben Rosenthal was out with an injured back. . . . John Ehrlich, Republic booker, celebrated his 34th wedding anniversary.

George M. Schwartz Theatres, with theatres in Dover, Smyrna, and Middletown, all in Delaware, is completing its new Kent Drive-In, on the new dual DuPont Highway, south of Dover, with opening set for early spring. National Theatre Supply has the complete contract for the job.

Harry Brillman, Screen Guild salesman, wants it known that the 3-D short subject it is going to have will require little adjustment in booth equipment, but needs Polaroid glasses. Titled "A Day In The Country," it is touted as a novelty.

Theatre Managers

Please instruct your projectionists to write up all return films, accessories, etc., each night you change.

This affords you protection in the event of loss.

Return receipt books are furnished upon request.

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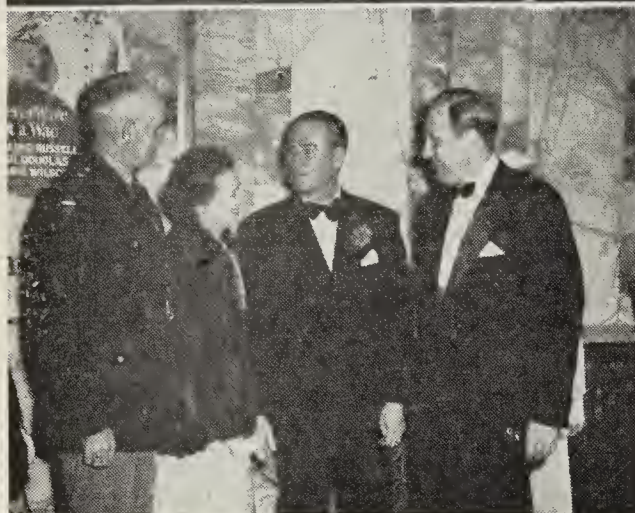
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Seen at the recent world premiere of RKO's "Never Wave At A Wac" at the RKO Keith, Washington, D. C., were, in the usual left to right, top to bottom order: Eric Johnston, MPAA president, and Frederick Brisson, producer of the film; Brisson, left, and director Norman Z. McLeod, surrounded by Wacs from all the NATO countries; General and Mrs. Omar Bradley with McLeod and Brisson, and crowds in front of the theatre.

Louis Wakshul is now in charge of the film payment department, Allied Buying and Booking Service.

Exhibitors who have not as yet sent in "March of Dimes" checks are urged to do so at once. They should be addressed to Edward Emanuel at 246 North Clarion Street.

Allied Motion Picture Theatre Service is handling the buying and booking for the Pottsville Drive-In, Pottsville, Pa.; the Midway Drive-In, Lewistown, Pa.; the Wysox Drive-In, Wysox, Pa., and the Starlite Drive-In, Tunkhannock, Pa.

Current reports have between 15 and 20 new drive-ins being added to the area list by the time the spring season starts. This includes road signs, those which have definitely contracted for equipment, and other rumors.

Circuits Stanley-Warner

Danny Triester, ace tennis player, switched to basketball, sprained his ankle in the process, and is now back to tennis permanently. Does life really begin at 40? . . . Jerry Moffett, late of

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) Feb. 20, 2, "Sombbrero" (Pier Angeli, Richard Montalban, Yvonne DeCarlo) (Made in Mexico) (Technicolor); Feb. 24, 2, "Small Town Girl" (Jane Powell, Farley Granger, Ann Miller) (Technicolor).

WARNERS — (230 North 13th) March 11, 2, "The Blue Gardenia" (Anne Baxter, Richard Conte, Ann Sothorn); March 13, 2, "Trouble Along The Way" (John Wayne, Donna Reed, Charles Coburn); March 18, 2, "The System" (Frank Lovejoy, Joan Weldon, Dan Seymour).

PARAMOUNT — (248 North 12th) Feb. 19, 2:30, "Girls Of Pleasure Island" (Don Taylor, Audrey Dalton, Elsa Lancaster, Leo Genn) (Technicolor).

mail room popularity, is now in the army, and hopes to catch up with Johnny Eckert, formerly of the same department and now just completing his basic training. Fellow workers and friends presented him with a gift.

Shirley Clausen, booking department, left the company. Replacing is Mary Vare. . . . Johnny Roach, manager, Boyd, is selling "Peter Pan" hats in the lobby during the engagement of "Peter Pan." . . . Harry Kaplowitz went to the Home Show to get ideas for his new swimming pool.

Ted Schlanger, zone manager, conducted a series of meetings with managers, district managers, and department heads for the purposes of planning campaigns on new pictures, and furthering the activities initiated for the "Showmanship Crusade." Attending the meetings, in addition to the managers, were: Lester Krieger, assistant zone manager; J. Ellis Shipman, contact manager; Ted Minsky, head film buyer-booker; Paul Castello and A. J. Vanni, and Everett Callow, director, advertising and publicity.

Congratulations to the Irving Blumbergs upon the birth of a baby boy. . . . Bob Mills, engineering chief, became a grandpappy in time to celebrate his own birthday.



Mrs. Rose K. Loeb, among the representatives of motion picture councils who attended the recent conference in New York, is shown with Spyros Skouras, president, 20th-Fox, at a special screening of "Tonight We Sing."

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The GENUINE
ACCEPTED and APPROVED

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Guaranteed and Installed by R.C.A.

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**"POLARIZED SUPERTENSITY
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925 NEW JERSEY AVENUE, N. W.

WASHINGTON, D. C.



Rodney Collier, manager, Stanley, Baltimore, Md., recently arranged this special front for Arch Oboler's three-dimensional United Artists release, "Bwana Devil."



As part of a recent tieup for RKO's "Hans Christian Andersen," Midtown, Philadelphia, a young lady modeled dresses from the film on a WFIL-TV show.

Attending a recent managers' meeting in Philadelphia were Lewis S. Black, S-W city manager; Earle G. Finney, S-W Ritz; Edward L. Kenly, S-W Towne, and Hamel Fields, S-W Grand. . . . Postcards urging use of "Brotherhood Week" trailers were received by all managers from William Goldman, exhibitor chairman; Joseph Leon, U-I branch manager, distributor chairman, and Everett Callow, S-W, publicity chairman.

Maryland Baltimore

J. Lawrence Schanberger, Keiths' owner, went to Washington for a screening of "The Stars Are Singing" and a luncheon with Rosemary Clooney. . . . Les Coulter is the Town's new manager. Originally from Syracuse, N. Y., he came here via Miami. . . . The Variety Club's mammoth wrestling show tonight (Feb. 19) at the Coliseum is a sellout, according to Chief Barker Jack Pollack.

A bandit held up Mrs. Hasquel Bradford, Park, and made off with \$88. William Charlow is manager. . . . Louis E. Schector, theatre and advertising executive, has been elected president, Baltimore branch, American Jewish Congress.

L. A. McCork, eastern division branch manager, Altec, was in. . . . Steve Yates was in town. . . . Morton Gerber, president, District Theatres, visited. . . . Ralph Pries, Chief Barker, Philadelphia Variety Club, was here on a business trip.



Julia Adams, U-I star, currently touring on behalf of "The Mississippi Gambler," recently visited Washington, and met Vice-President Richard Nixon and Senator John McClellan from her home state, Arkansas.

Leon Back, general manager, Rome Enterprises; Rodney Collier, Stanley manager, and Gordon Conte are the Red Cross theatre committeemen.

(Continued on next page)

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You merely sign the check, and we bill you monthly.

Write or telephone for your application for a credit card which may be used in any of our fine restaurants in Philadelphia, Washington or New York.

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More and more, day after day, the BIG SWING is to the more dependable — the higher quality.

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EQUIPMENT AND SERVICE

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WASHINGTON, D. C.

District of Columbia Washington

Samuel Goldwyn's "Hans Christian Andersen" will have a gala premiere sponsored by the American Newspaper Women's Club tomorrow (Feb. 19) at the Metropolitan. Jinx Falkenburg will interview celebrities in the lobby of the theatre, and will serve also as mistress of ceremonies for stage activities. These will be highlighted by a telephone interview with Danny Kaye, star, who will be in his dressing room at the Palace, New York. Radio and television station WMAL will cover the premiere, while Hazel Markel will tape interviews for use on her Mutual network show. In addition, WMAL will plug the opening each day beginning seven days before the premiere date. Leon Brandt, director of exploitation for Samuel Goldwyn, and RKO field representatives Allan Hodshire and Charles Moses completed arrangements for the event with Patricia Strickland, president, American Newspaper Women's Club.

Leon Brandt, director of exploitation, Samuel Goldwyn Productions, was in to set the campaign for the premiere of "Hans Christian Andersen," Metropolitan.

Delaware Dagsboro

Alfred W. Goodyear announced that the buying and booking for his new Del-Air Drive-In, now in the process of being completed, will be handled by Independent Theatres Service, Inc., Washington, D. C.

Wilmington

City Council, through unanimous consent, directed Clerk W. Roy Willets to send a resolution to former City Councilman John O. Hopkins, Sr., Hopkins, confined to the Memorial Hospital, hoping for his speedy recovery. . . . About 75 persons fled from the Arcadia, when smoke from a fire in the lobby seeped into the theatre. A fire inspector on duty detected the smoke, and advised the management to have the patrons leave. District fire companies, summoned to the blaze, which was confined to some lint behind a radiator, quickly doused the flames. The damage was estimated at \$10 by firemen.

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Sabloskys' Suit Sees Some Action

PHILADELPHIA—The pending anti-trust suit of Mr. and Mrs. Lewis Sablosky, Mr. and Mrs. Abe Sablosky, Mr. and Mrs. Benjamin Sablosky, Mr. and Mrs. Thomas Sablosky, Mr. and Mrs. David Sablosky, and Mr. and Mrs. Nathan Sablosky, trading as Norris Amusement Company of Norristown, Pa., and operating four motion picture theatres in Norristown and one in Bristol, Pa., against seven distributors, 20th-Fox, Paramount, RKO, Warners, Columbia, U-I, and Loew's, Inc., finally saw some action in U. S. District Court last week before Judge Grim.

The defendants' motion to amend answers by including in their counter-claims additional theatres for which defendants claim that plaintiffs or some of plaintiffs caused improper returns to be made was granted.

The plaintiffs' motion for leave to file amendments to their replies to defendants' counter-claims, the purpose being

to deny that the Grand, Bristol, is or has been owned or operated by Norris Amusement Company, was granted.

The plaintiffs' motion to strike from the amended answer of Warner Brothers Picture Distributing Corporation its "third defense," and to strike from the amended answers of all of the other defendants their "fourth defense," all of which defenses allege that plaintiffs are barred from obtaining relief because they come into court with unclean hands, was granted, and the aforesaid defenses were stricken.

The plaintiffs' motion to dismiss defendants' counter-claim was denied, and their motion to strike from defendants' counter-claims reference to the Grand, Bristol, was denied, and their motion that defendants' counter-claims be tried separately was granted, as was the defendants' motion for production of documents.

The suit, for \$5,775,000 in treble damages, alleges the distributors violated an agreement under which the Norris Amusement Company was to get product for showing 30 days after being shown in downtown Philadelphia.

the Valentine's Day wedding of their son, David R., Jr., to Miss Virginia R. Jones at the bride's home in Utica, N. Y.

Harrisburg has a sizeable number of entries in Warners' national contest for an all-expense paid trip to Paris early next spring. Manager Jack O'Rear, manager, Colonial, conducted a local letter-writing contest in connection with the opening of "April In Paris."

Indian Orchard

Sandy Gottlieb's Tri-State Buying and Booking Service, Philadelphia, is buying and booking for the Maple Drive-In, owned by Michael J. Delfino.

Reading

Theatre men are interested in a ruling by the State Workmen's Compensation Board denying compensation to Mrs. Edna M. Bohn in the death of her husband, a stove factory employee. The stove works company objected to the compensation payments. The latter were refused on the ground that Mrs. Long was employed in a Reading theatre and in other places, and that she was not dependent upon her husband for a substantial part of her support at the time of his illness and death. Mrs. Bohn appealed the case to the Berks County court.

West Reading

John Ivanitch, Truckville, Pa., is now buying and booking for the Penn.

Wilkes-Barre

James M. Castrignano announced that Sandy Gottlieb's Tri-State Buying and Booking Service, Philadelphia, is handling the buying and booking for his Midway Drive-In.

Virginia Richmond

Plans are going forward for the 20th annual convention of the Virginia MPTA on May 5 at the Hotel Chamberlin, Old Point Comfort. Convention co-chairmen are Syd Gates and Leonard Gordon, with the following chairmen: amplification, John Bateman; banquet, Gates; distinguished guests, Sy Hoffman and Jeff Hofheimer; drive-ins, Oliver P. Chandler, Jr., and Eli Dreylinger; exhibits, James Booth; film clinics, Robert Levine; ladies, Mrs. Constance Crosby and Mrs. Helen Smith; president's cocktail party, Hal J. Lyon; publicity, George E. Ward, Jr.; refreshments, Jerome Gordon; registration, William E. Jasper, H. C. Copeland, and J. K. Crockett; speakers, Leonard Gordon; sports, David Garvin; transportation, Earle Westbrooke, and Wednesday evening games, Julian Gordon.

Variety Club Tent 13, Philadelphia

On the night of the Gavilan-Davey fight, a get-together was held in the clubrooms, with Jack Feldman bringing up a new TV set and Ben Goldfine peddling hot dogs. Harry Friedman, house chairman, said a lot of fun was had by all.

Baltimore

(Continued from preceding page)

Robert Ashcroft's mother-in-law passed away. He's the Broadway's manager. . . . William Bogges, Rialto manager, is receiving sympathy in the death of his wife. . . . Morris Mechanic, New and Centre owner, attended a party given by Patsy Kelly, here for a per-

sonal appearance. . . . Harry Welch, Hicks' publicity chief, spent the weekend in Manhattan seeing new shows.

—G. B.

Leonardtown

The Park and Plaza, Lexington Park, Md., now have a tieup with WPTAX whereby manager Ray Trumbule is interviewed twice weekly by announcer Von Hagel on "movie news." . . . Condolences are extended to Bertha Mae Amanet, U-I Washington, D. C. exchange, on the death of her father, Arthur Amanet, who conducted Arthur's Restaurant.

New Jersey Atlantic City

The Ventnor, Ventnor, N. J., closed for renovations.

Hammonton

The Hammonton is now operating on Friday, Saturday, Sunday, and Monday.

Trenton

The Catholic War Veterans, Mercer County, protested the showing of "Lime-light" at the Mayfair. The film was withdrawn on the third day of the week's booking.

Pennsylvania Harrisburg

Two Harrisburg theatres, the State and Loew's Regent, are to be equipped to show three-dimensional movies. E. G. Wollaston, State, and "Bill" Trambukis, Loew's, say they expect the new equipment to be installed this summer. The State will install the CinemaScope system of 20th-Fox while Loew's will use the Stereo-Techniques.

During the showing of "Springfield Rifle," D. S. Blosser, manager, Hill, Camp Hill, Pa., had a colorful display of Springfield rifles in the lobby. . . . David R. Jones, manager, Lemoyne, Lemoyne, Pa., and Mrs. Jones attended

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Allied Artists (Monogram)

ARCTIC FLIGHT—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210)—(Monogram).

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half 61m.—see Sept. 10 issue—(5216)—(Monogram).

BATTLE ZONE—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).

DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243)—(Monogram).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).

MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322)—71m.

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204)—(Monogram).

SEA TIGER—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218)—(Monogram).

STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Bice—Okeh western—67m.—see Jan. 28 issue—(5332).

TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).

TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).

BIG WILDERNESS—Kirby Grant, Chinook.

COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggy Castle.

CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys.

FANGS OF THE ARCTIC—Kirby Grant, Chinook, Inga Borg—(5222)—(Monogram)—63m.

FORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor)—(5303).

HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry—(5323).

JALOPY—Bowery Boys, Jane Easton, Mona Knox—(5318)—65m.

KANSAS PACIFIC—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor)—(5302)—74m.

MARKSMAN, THE—Wayne Morris, Elena Verudgo, Stanford Jolley.

REBEL CITY—Bill Elliott, Marjorie Lord.

ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color).

SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor).

WHITE LIGHTNING—Stanley Clements, Barbara Bestar, Steve Brodie—(5326).

Columbia

(1951-52 releases from 4C1)

1952-53 releases from 501)

AFFAIR IN TRINIDAD—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).

ALL ASHORE—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor).

ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).

EXHIBITOR SERVICE SECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2

Vol. 49, No. 16

FEBRUARY 18, 1953

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).

CALIFORNIA CONQUEST—MD—Cornel Wilde, Teresa Wright, Alfonso Bedoya—Names should help melodrama—79m.—see July 30 issue—(Technicolor)—(440).

CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).

CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).

EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).

FIVE ANGLES ON MURDER—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mystery import—88m.—see Feb. 11 issue—Leg.: B—(English-made).

FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).

GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).

HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).

HAREM GIRL—F—Joan Davis, Peggie Castle, Arthur Blake—For the lower half—70m.—see Jan. 30 issue—(422).

INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).

KID FROM BROKEN GUN, THE—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).

LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).

LADY AND THE BANDIT, THE—AD—Louis Hayward, Patricia Medina, Suzanne Dalton—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).

LAST OF THE COMANCHES, THE—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).

MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).

MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).

PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).

PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).

RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).

STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SCD—Sex-comedy drama
ED—Educational feature	TRAV—Travelogue
F—Farce	W—Western
FAN—Fantasy	WC—Western comedy
FANMU—Fantasy musical	WCMU—Western comedy musical
FMD—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

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There was no bunk or side stepping in our original FACTUALLY HONEST "Pink Section" REVIEWS... and in this "Yellow Section" CHECK-UP is a summary of the same HONEST FACTS.

Check these running times and other data against your records!

TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).
WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marchal.
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
CYCLISTS' RAID, THE—Marlon Brando, Mary Murphy, Lee Marvin.
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.
49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalton.
GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
JACK MCCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(520).
KILLER APE, THE—Johnny Weissmuller, Carol Thurston, Bert Wendland.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made)—(English titles).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor).
MISSION OVER KOREA—John Hodiak, John Derek, Audry Totter.
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette.
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).
PROBLEM GIRLS—Ross Elliott, Susan Morrow, James Seay—Leg.: B.
SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.
SALOME—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor).
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Luez—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).

Lippert

(1951-52 releases from 5101)

GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
SECRET PEOPLE—MD—Valentina Cortesa, Audrey Hepburn, Serge Reggiani—Import for the lower half—87m.—see July issue—(English-made)—(5116).
TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMID—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213).
BAD BLONDE—Barbara Payton, Tony Wright—(English-made)—(5211).
CAIRO—George Raft, Marla Canale—(Made in Italy).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

SPACEWAYS—Howard Duff, Eva Bartok.

TALL TEXAN THE—Lloyd Bridges, Marle Windsor, Lee J. Cobb—(5207)—84m.

Metro

(1951-52 releases from 201)

(1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—(321).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).
CONFIDENTIALLY CONNIE—C—Van Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers 71m.—see Jan. 28 issue—(322).
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—90m.—see Sept. 10 issue—(Made in Europe)—(302).
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).
I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made in England)—(Technicolor)—(307).
JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—110m.—see Nov. 19 issue—(Technicolor)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(30B).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
YOU FOR ME—CD—Peter Lawford, Jane Grey, Gig Young—Entertaining lower half entry—70m.—see July 30 issue—Leg.: B—(240).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Elizabeth Taylor—(Technicolor).
ARENA—Gig Young, Polly Bergen, Robert Horton—(Anso Color)—(3-D).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton.
CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen.

DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).
FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell—69m.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KNIGHTS OF THE ROUND TABLE—Robert Taylor, George Sanders—(Technicolor).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor)—81m.
LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa)—(Technicolor).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England)—(327).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
RIDE, VAQUERO—Robert Taylor, Ann Gardner, Howard Keel—(AnsoColor).
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte—(326).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor)—(325).
SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico)—(324).
STORY OF THREE LOVES—Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas—121m.—(Technicolor).
TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(AnsoColor).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(English-made).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101)

(1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler, with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff, Stanley Clements—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).
STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
 BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.
 ELEPHANT WALK—Vivien Leigh, Dana Andrews—(Technicolor)—(Partly made in Ceylon).
 FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
 GIRLS OF PLEASURE ISLAND, THE—Don Taylor, Audrey Dalton, Elsa Lanchester, Leo Genn—(Technicolor)—(5215).
 HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).
 HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).
 JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey—(Partly made in France).
 MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday.
 PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor)—(5217).
 RED GARTERS—Rosemary Clooney, Anna Maria Alberghetti, Joanne Gilbert—(Color)—(3-D by Paravision).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).
 SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional).
 SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 STALAG 17—William Holden, Don Taylor, Otto Preminger.
 THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Color)—(3-D by Paravision).
 VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor)—(5218).
 WHITE CHRISTMAS—Bing Crosby, Donald O'Connor.

RKO

(1951-52 releases from 201)

(1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
 ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
 ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
 ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).
 BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
 BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
 BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
 BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).
 BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
 FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
 FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
 HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmair—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).
 HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).
 LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
 NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
 NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).
 ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
 PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conrid as "Captain Hook"—High rating Disney—76 1/2 m.—see Jan. 28 issue—(Technicolor)—(392).

ROAD AGENT—W—Tlm Holt, Richard Martin, Noreen Nash—Okeh western—60m.—see Feb. 13 issue—(223).
 SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).
 SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
 SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).
 TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
 UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
 COUNT THE HOURS—Teresa Wright, MacDonald Carey.
 GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thless.
 HEAVY WATER—Documentary on World War II—(Norwegian-made).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 LOST HOURS, THE—Mark Stevens, Jean Kent—(Made in England).
 MAUD—Robert Preston, Marjorie Steele.
 MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Mickey Mouse cartoons of the past 25 years—(Technicolor).
 NIGHT WITHOUT STARS—David Farrar, Nadia Gray.
 PORT SINISTER—James Warren, Lynne Roberts.
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
 SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
 SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
 THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
 THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
 WOMAN OF THE NORTH COUNTRY—MD—Ruth Hussey, Rod Cameron, John Agar, Gale Storm—Meller has names to help—90m.—see July 30 issue—(Trucolor)—(5107).

TO BE REVIEWED OR IN PRODUCTION

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
 FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
 FLYING SQUADRON, THE—Massimo Serato, Dina Salsoli, Umberto Spadaro—(Italian-made).
 IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.
 LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor)—92m.
 LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).
 MARSHAL OF CEDAR ROCK—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—54m.—(5241).
 OLD OVERLAND TRAIL—Rex Allen, Virginia Hall, Slim Pickens—60m.
 PERILOUS VOYAGE, A—Vera Ralston, Scott Brady, David Brian.
 SAN ANTONIO—Rod Cameron, Arleen Whelan, Forrest Tucker—90m.—(5203).
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.
 SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy.
 WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101)

(1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).

DREAMBOAT—CMU—Clifton Webb, Ginger Rogers, Anna Francis—Amusing comedy—83m.—see July 30 issue—(223).

GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).

I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).

LES MISERABLES—MD—Michael Rennie, Debra Paget, Robert Newton—Impressive picturization of classic—104m.—see July 30 issue—(225).

LURE OF THE WILDERNESS—OD—Jean Peters, Jeffrey Hunter, Constance Smith, Walter Brennan—Outdoor drama has the angles—92m.—see July 30 issue—(Technicolor)—(227).

MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).

MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).

MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).

MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: B)—(231).

NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(306).

NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).

O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).

PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).

RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: B)—(303).

SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).

SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).

SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).

STAR, THE—D—Betty Davis, Sterling Hayden, Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).

STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).

STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).

TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).

THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Impart is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).

TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).

TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).

WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).

WHAT PRICE GLORY?—CDMU—James Cagney, Corinne Calvet, Dan Dailey—Should ride into the better money—see July 30 issue—111m.—(Technicolor)—(226).

YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Grace Mitchell.
 BLUEPRINT FOR MURDER—Jean Peters, Joseph Cotten, Gary Merrill.
 CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor)—(311).
 DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.
 DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty.
 DESTINATION GOBI—Richard Widmark, Don Taylor, Judy Dan—(Technicolor)—(313).
 DOWN AMONG THE SHELTERING PALMS—William Lundigan, Jane Greer, David Wayne—(Technicolor)—Leg.: B.
 FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307).

FIGHT TOWN—Jeanne Crain, Dale Robertson—(Technicolor).
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
HOW TO MARRY A MILLIONAIRE—Betty Grable, Marilyn Monroe, Rory Calhoun—(3-D)—(Color)—(CinemaScope).
INVADERS FROM MARS—Jimmy Hunt, Helena Carter, Arthur Franz—(Cinecolor)—(314).
MABEL AND ME—Dan Dailey, Corinne Calvet.
MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany)—(315).
PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor).
PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter—(312).
ROBE, THE—Richard Burton, Victor Mature, Jean Simmons—(3-D)—(Color)—(CinemaScope).
SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart.
WATERHOLE—Bill Lundigan, Gloria Grahame.
WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Anso Color)—(3-D)—(Natural Vision)—(Oboler).
GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).
ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Donald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).
IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).
KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).
LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the art spots—82m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).
MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).
OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Staffard).
PARK ROW—MD—Gene Evans, Mary Welch, Belo Kovacs—Hard-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).
RING, THE—MD—Gerald Mohr, Rita Moreno, Lalo Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).
THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).
UNTAMED WOMEN—MD—Mikel Conrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok.
BANDITS OF CORSICA, THE—Richard Greene, Paula Raymond, Raymond Burr—(Small).
DARK OF NIGHT—Teresa Wright, MacDonald Corey—(Bogaus).
ESPERENZA—(Argentine-made)—(Ben Ami).
FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
FORT ALGIERS—Yvonne DeCarlo, Leir Erickson, Carlos Thompson.
GENGHIS KHAN—Monuel Conde, Elvira Reyes, Lou Salvador—(Made in the Philippines)—(Conde).
GOLDEN ARROW—Jean Pierre Aumont, Burgess Meredith—(Renown).
GOLDEN BLADE, THE—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vassarotti).
GUERRILLA GIRL—Helmut Dantine, Mariano—(Made in Greece)—(Christian)—81m.
LUXURY GIRLS—Susan Stephen, Laurence Ward, Anna Maria Ferrero—(Made in Italy)—(Riviera)—96m.
MAGNETIC MONSTER, THE—Richard Carlson, Jean Byron, King Donovan—(A-Men)—79m.
MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).
MISS HARGREAVES—Katharine Hepburn—(Huston).

MOON IS BLUE, THE—William Holden, David Niven, Moggie MacNamara, Dawn Addams—(Preminger-Herbert).
PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wildier).
RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lan Chaney—(Technicolor)—(Small).
RETURN TO PARADISE—Gary Cooper, Barry Jones, Molra, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).
SCARLET SPEAR, THE—John Archer, Martha Hyers—(Anso-color)—(Made in Africa)—(Breakston-Stahl).
SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).
SON OF THE RENEGADE—John Carpenter, Lori Irving, Joan McKellen—(Schwartz).
SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
WELLS FARGO EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Small).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's shaw—95m.—see Oct. 8 issue—(302).
BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79 1/2m.—see Sept. 10 issue—(232).
CITY BENEATH THE SEA—MD—Robert Ryan, Mola Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(308).
GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Horvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).
GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor shaw—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).
HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Ronk)—(Technicolor).
IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue—(130).
IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
LOST IN ALASKA—F—Bud Abbott, Lou Costello, Mitzl Green—Name draw will make the difference—76m.—see July 30 issue—(229).
MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).
MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98 1/2m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).
PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
RAIDERS, THE—WD—Richard Conte, Viveco Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action shaw—80m.—see Dec. 31 issue—(Technicolor)—(309).
SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—87m.—see Feb. 25 issue—(Technicolor)—(313).
SON OF ALI BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).
STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank).
STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whiteley, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
UNTAMED FRONTIER—OMD—Joseph Cotten, Shelley Winters, Scott Brady—Name values help moderate outdoor shaw—75m.—see July 30 issue—(Technicolor)—(230).
WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure shaw—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard.
ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff.

ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.
BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Barbara Rush—(Technicolor).
CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).
COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor).
EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
I BELIEVE IN YOU—Cecil Parker, Celia Johnson—(English-made)—(Rank).
IT CAME FROM OUTER SPACE—Richard Carlson, Barbara Rush.
IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.
LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
LONE HAND—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MA AND PA KETTLE ON VACATION—Marjorie Main, Percy Kilbride, Ray Collins.
MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made).
QUEEN IS CROWNED, A—Coronation documentary narrated by Sir Laurence Olivier—(Technicolor)—(Rank).
SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Ronk)—(380).
STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).
VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
WALKIN' MY BABY BACK HOME—Donald O'Connor, Janet Leigh—(Technicolor).
WINGS OF THE HAWK—Glenn Ford, Julio Adams, Abbe Lane—(Technicolor).
YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
APRIL IN PARIS—CMU—Doris Day, Roy Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).
CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor shaw—71m.—see Dec. 3 issue—(207).
CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).
IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Technicolor)—(212).
MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).
MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).
OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).
SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).
STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).
STORY OF WILL ROGERS, THE—BIOD—Will Rogers, Jr., Jane Wyman, Carl Benton Reid—Biographical drama has the angles—109m.—see July 30 issue—(Technicolor)—(129).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothern, Nat "King" Cole.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

DIAMOND QUEEN, THE—Fernando Lamas, Arlene Dahl, Gilbert Roland—(Super Cinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

EVERYBODY COMES TO RICK'S—Danny Thomas, Peggy Lee—(Technicolor).

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D).

ISLAND IN THE SKY—Lloyd Nolan, Ward Bond, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Maya, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SO BIG—Jane Wyman, Sterling Hayden.

SO THIS IS LOVE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

SULU SEA—Burt Lancaster, Virginia Mayo, Hayden Rorke.

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Caburn.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Karen Morley—For the lower half—77m.—see Feb. 11 issue—(Trucolor)—(Astor).

CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(Brandon).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor)—(Astor).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakstan—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

STEREO-TECHNIQUES SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Tri-Opticon).

Foreign-Made

(Distributors' addresses will be furnished on request)

AFFAIRS OF A MODEL—CD—Aif Kjellin, Maj-Britt Nilsson, Marianne Lofgren—Swedish import has some angles—80m.—see Aug. 13 issue—(Swedish-made)—(English titles)—(Union).

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANNA—D—Silvana Mangano, Gaby Morlay, Vittorio Gassmann—Mangano draw and selling angles should get this plenty of attention—100 m.—see Jan. 28 issue—Leg.: B—(Italian-made)—(Dubbed in English)—(IFE).

ANGELO IN THE CROWD—CD—Angela Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davls).

BERLINER, THE—SAT—Gert Frobe, Aribert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer-Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciana Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gina Cervi, Margaret Genske, Ermanno Randi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Banar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—D—Anna Neagle, Michael Wilding, Gogole Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davls).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORBIDDEN GAMES—D—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—(French-made)—(English titles)—(Times).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Pineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Micheline Prelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the dualers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markovitch, Milvoje Zhivanovich, Vera Ilich-Djukich—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OF LOVE AND BANDITS—MD—Amedeo Nazzari, Maria Mauban, Jean Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).

ROBINSON CRUSOE—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermithe, Renee Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdriere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WOMEN OF TWILIGHT—MD—Freda Jackson, Rene Ray, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made)—(Romulus).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes		20m.	
5425	(Mar. 12)	Woo, Woo		16m.	
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many		20m.	
5435	(Mar. 19)	Yumpin' Yiminy		17m.	
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15eb.	3464
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15 1/2m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16 1/2m.	
5405	(Mar. 5)	Booty And The Beast			
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
5583	(Feb. 19)	No. 3	F	10 1/2m.	
COLOR FAVORITES (15)					
(Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	
5609	(Mar. 12)	The Make Believe Revue			
JOLLY FROLICS (6)					
(Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn			
		Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12)					
(Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
5856	(Mar. 19)	Mickey Rooney—Then And Now		9 1/2m.	
THRILLS OF MUSIC (8)					
(Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9 1/2m.	
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9 1/2m.	
5805	(Feb. 26)	Trick Shot Artists			
MGM					
One Reel CARTOONS (16)					
(Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(.....)	Cobs And Robbers	F	6 1/2m.	3448
(.....)	(.....)	Johann Mouse (T-J)	E	7m.	3465
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
PROPHECIES OF NOSTRADAMUS					
R-421	(.....)	Nostradamus Says So	E	10m.	3465
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
(.....)	(.....)	Aquatic Kids			
(.....)	(.....)	Good Buy Now			
(.....)	(.....)	The Postman			
Paramount					
Two Reel - MUSICAL PARADES (6)					
(Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6)					
(Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
B12-2	(Feb. 13)	Frightday The 13th			
B12-3	(Mar. 13)	Spook No. Evil			
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Britannia's Athletic Cadets		9m.	
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	
HERMAN AND KATNIP (4)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic		7m.	
KARTUNES (6)					
(Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History		7m.	
X12-3	(Apr. 3)	Philharmaniacs			
NOVELTOONS (6)					
(Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch			
P12-4	(Apr. 17)	Winner By A Hare			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks			
POPEYE CARTOONS (8)					
(Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology			
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4)					
(Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woe At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days			
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter.....	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath.....	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two.....	F	17m.	
33604	(Mar. 13)	Pardon My Wrench.....			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Palo Phony.....	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy.....	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2)					
(Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty.....	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner....	F	15m.	
PEOPLE AND PLACES					
(.....) The Alaskan Eskimo					
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead.....	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
33105	(Jan. 2)	Canquest Of Ungava.....	G	15m.	3458
33106	(Jan. 30)	Canadian Maunties	G	15m.	
SPORT SPECIALS (2)					
	(Sept. 24)	Walcott-Marciano Fight....	G	21m.	3392
33901	(Dec. 12)	Football Highllghts Of 1952	G	16½m.	3441
33801	(Apr. 17)	Basketball Highllghts			
TECHNICOLOR SPECIALS (1)					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3388
32901	Feb.)	Bear Country	E	33m.	
One Reel					
SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty....	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nav. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route ...	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
34210	(Jan. 9)	Molly Bee Sings.....	F	9m.	3448
34211	(Jan. 30)	New York's Sea Going Smoke Eaters	G	8m.	
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396
34305	(Oct. 3)	Sportsmen's Playground ...	F	8m.	3412
34306	(Oct. 24)	Husky Dag	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
34309	(Dec. 26)	All Joking Astride.....	F	9m.	3459
34310	(Jan. 16)	Wild Boar Hunt	F	8m.	3459
WALT DISNEY CARTOONS (18)					
(Technicalar)					
(C—Chlp'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mause; P—Pluto; F—Fiaara; S—Special)					
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Two Weeks Vacation (G) F		6m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)F		7m.	3379
34105	(Dec. 12)	How Ta Be A Detective (G)	E	7m.	3379
34106	(Mar. 28)	Father's Day Off (G)			
34107	(Apr. 18)	The Simple Things (M-P)..			
34108	(May 9)	Father's Week End (G)....			
34109	(May 30)	Fountain Of Youth			
34110	(June 10)	How Ta Dance			
34111	(July 11)	Football (Now And Then)			
34112	(Aug. 7)	The New Neighbor			
Republic					
Three Reels					
COMMANDER CODY—					
SKY MARSHAL OF THE UNIVERSE (12)					
(Jan.)		Enemies Of The Universe....			
(Feb.)		Atomic Peril			
(Mar.)		Cosmic Vengeance			
(Apr.)		Nightmare Typhoon			
(May)		War Of The Space Giants..			
(June)		Destroyers Of The Sun.....			
(July)		Robot Monster			
(Aug.)		The Hydrogen Hurricane....			
(Sept.)		Captives Of The Zero Hour			
(Oct.)		Solar Skv Raiders			

EXHIBITOR

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

- | | |
|-----------------------------|----------------------------|
| 1. TITLE | 5. ONE-LINE CRITICISM |
| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| 9. LEGION OF DECENCY RATING | |

They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

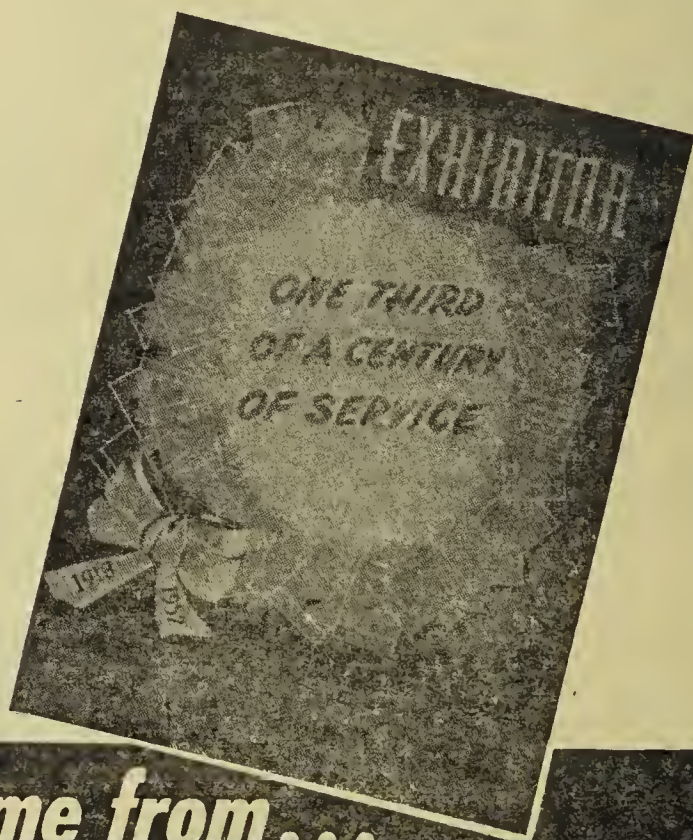
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9-POINT SUMMARY

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ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
Torpeda Alley M. Stevens, D. Malone, B. Williams	The Four Poster R. Harrison, L. Palmer	I'll Get You G. Raft, S. Grav (Made in England)	Above And Beyond R. Taylor, E. Parker, J. Whitmore	Road To Bali B. Crosby, B. Hape, D. Lamour (Technicalolor)	Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton	Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Trucolor)	The Thief Of Venice M. Mantez, P. Christian (European-made)	Guerilla Girl H. Dantine, Marianna (Foreign-made) (Christian)	The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicalolor)	April In Paris D. Day, R. Balger, C. Dauphin (Technicalolor)
Fangs of the Arctic K. Grant, I. Barg, Chinook	The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicalolor)	The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet	Never Wave At A WAC R. Russell, M. Wilson, P. Douglas	The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicalolor)	My Cousin Rachel O. DeHavilland, R. Burtan	Luxury Girls S. Stephen, A. M. Ferrera, R. Podesta (Italian-made) (Riviera)	The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicalolor)	Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor)
Star of Texas W. Morris, R. L. Brice, S. Jolley	Winning Of The West G. Aubry, S. Burnette, G. Davis		The Clown R. Skelton, J. Greer	Tropic Zone R. Reagan, R. Fleming, Estelita (Technicalolor)	No Time For Flowers V. Lindfors, P. Christian (Made in Austria)				Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicalolor)	The Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicalolor)
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY-MARCH	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor)	Last Of The Comanches B. Crawford, B. Hale, (Technicalolor)	The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	Jeopardy B. Stanwyck, B. Sullivan, R. Meeker	The Stodge D. Martin, J. Lewis, P. Bergen, E. Mayehoff	Peter Pan Disney cartoon feature (Technicalolor)	Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	Niagara M. Monroe, J. Cotten, J. Peters (Technicalolor)	Limelight C. Chaplin, C. Bloom (Chaplin)	The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicalolor)	The Jazz Singer D. Thomas, P. Lee (Technicalolor)
Tangier Incident G. Brent, M. Aldon	Target Hong Kong R. Denning, N. Gates, R. Loa		Rogue's March P. Lawford, J. Rule	Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	Angel Face R. Mitchum, J. Simmons, M. Freeman	The Flying Squadron M. Serata, D. Sassall, U. Spadaro (Italian-made)	The Silver Whip R. Calhoun, K. Crawley, D. Robertson	The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men)	Girls In The Night P. Hardy, J. Holden, L. Freeman	I Confess M. Clift, A. Baxter, K. Malden
The Homesteaders B. Elliott, B. Allen, R. Lawry			The Naked Spur J. Stewart, R. Leigh, R. Ryan (Technicalolor)	The Stars Are Singing R. Clooney, A. M. Albergheitti, L. Melchior, J. Archer (Technicalolor)	Sword Of Venus R. Clarke, C. McLead, R. DeMarca	San Antonio R. Cameron, A. Whelan, F. Tucker	Treasure Of The Golden Candor C. Wilde, C. Smith, F. Currie (Technicalolor)	Bandits Of Corsica R. Greene, P. Raymond, (Small)		
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Jalopy Bowery Boys	The Member Of The Wedding E. Waters, J. Harris	Perils of the Jungle C. Beatty	Confidentially Connie J. Leigh, V. Johnson, L. Calhern	I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicalolor)	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman	Old Overland Trail, W R. Allen, V. Holl, S. Pickens	Taxi D. Dailey, C. Smith	Moulin Rouge J. Ferrer, C. Marchond, (Technicalolor) (Made in France and England)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicalolor)	She's Back on Broadway V. Mayo, G. Nelson, P. Lavejoy, P. Wymore (Warner Color)
White Lightning S. Clements, B. Bestar, S. Brodie	Prince of Pirates J. Derek. B. Rush (Technicalolor)	Chu Chin Chow A. M. Wong (English-made)	I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicalolor)	Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England)	Port Sinister J. Warren, L. Roberts		Destination Gobi R. Widmark. D. Taylor, J. Dans (Technicalolor)	Bwana Devil R. Stack, B. Britton, (Partly made in Africa) (Anasca Color) (3-D) (Obaler)	Seminole R. Hudson, B. Hale, A. Quinn (Technicalolor)	Blue Gardenia A. Baxter, R. Conte, A. Sathern
Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	Savage Mutiny J. Weissmuller, A. Stevens Five Angles J. Kent, D. Bogarde (English-made) On Top Of Old Smoky G. Aubry, S. Burnette	Battle Circus H. Bogart, J. Allyson, K. Wynn				Down Among The Sheltering Palms W. Lundigan, J. Greer, D. Wayne (Technicalolor)		Golden Arrow J. P. Aumont, (Foreign-made) (Renawn)	Gunsmoke A. Murphy, S. Cabot, P. Kell (Technicalolor)	
	All Ashore M. Rooney, P. Ryan (Technicalolor)							Son Of The Renegade J. Carpenter, (Schwarz)		

OBSERVANCES

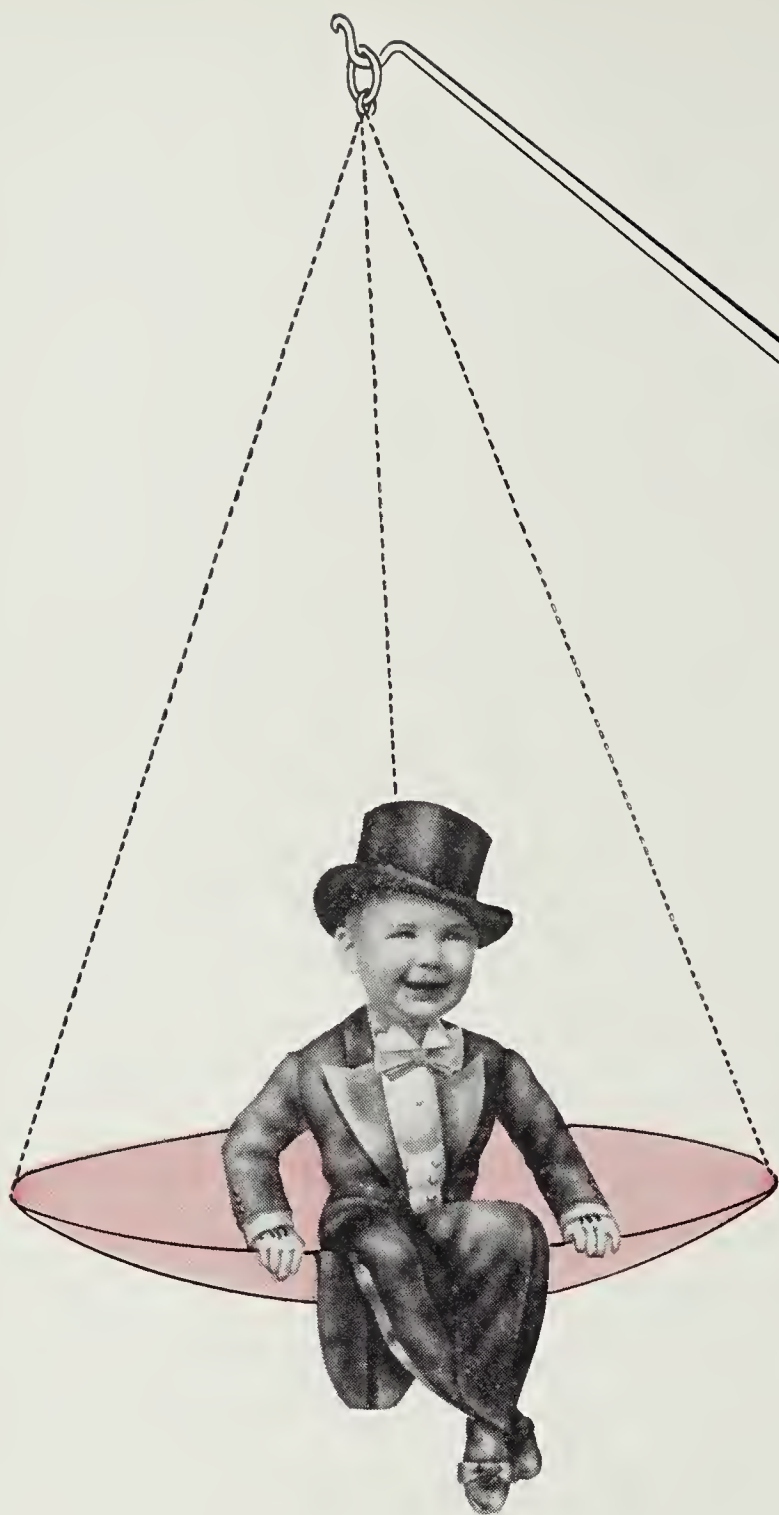
Feb. 18—Ash Wednesday
Feb. 22—Washington's Birthday
Mar. 29—Palm Sunday
Mar. 31-April 1—Passover

REALART

January—The Vanishing Body—N. Karloff, B. Lugosi (Reissue)
Calling Dr. Death—L. Chaney (Reissue)
The Missing Head—L. Chaney (Reissue)

February—Mr. Pip—W. Hull, P. Halmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Jahnnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

WEIGH THE FACTS

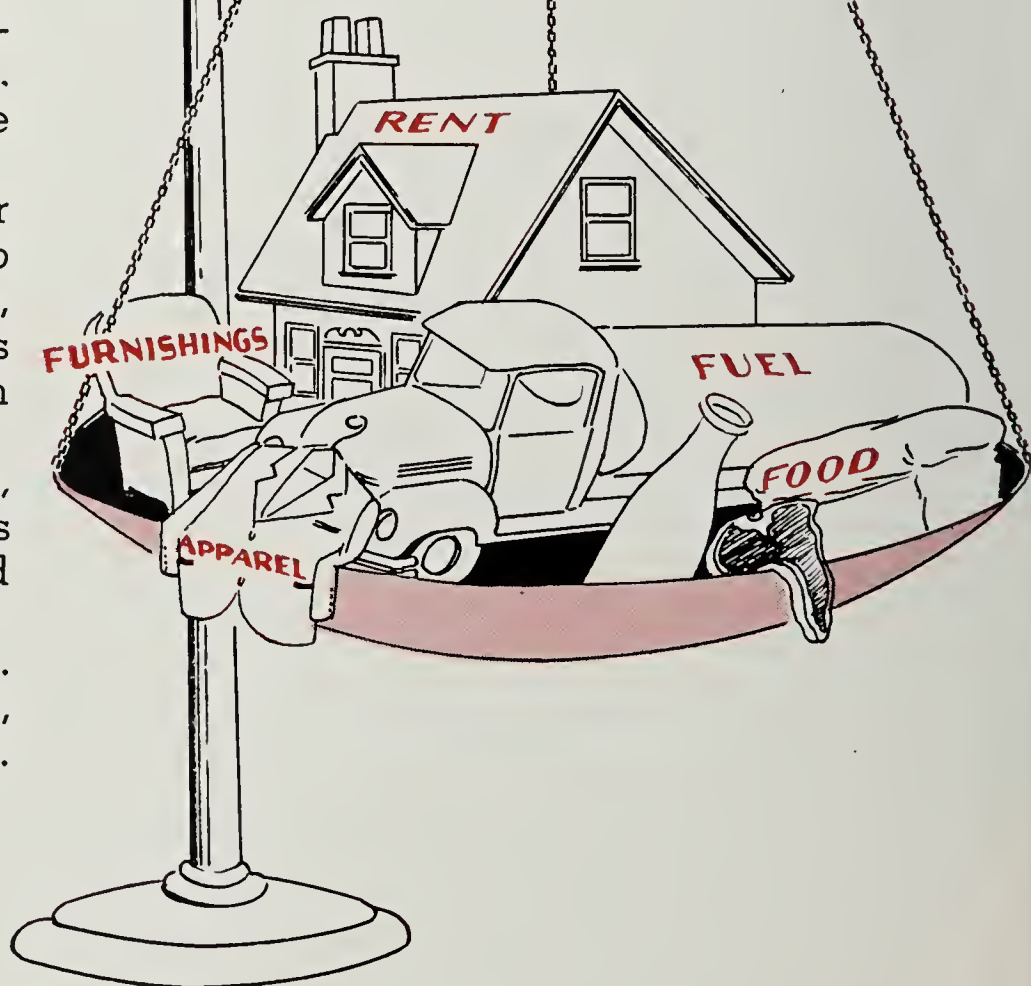


Check the figures...look at the tremendous increase in the cost of your daily living needs. According to the Bureau of Labor Statistics, food has soared upward 133.2%...house furnishings, up 105%...clothing, up 102.3%...fuel, up 47.6%...rent, up 42.4% during the 1939-1952 period.

You'll find the same increases in your theatre's operating costs...with carpet, up 120%...projection equipment and supplies, up 115%...printing, up 90%...and all costs ranging almost twice what they were a dozen years ago.

Compare this with the *negligible* increase, IF ANY, you've given NSS, for your trailers and accessories, during this very same period of skyrocketing expenses.

Yes, weigh the facts and compare...compare all your costs with the LOW COST, Service-with-a-smile Policy of the Prize Baby.



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY



EXHIBITOR

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PREMIERE ENGAGEMENT,
RADIO CITY MUSIC HALL!

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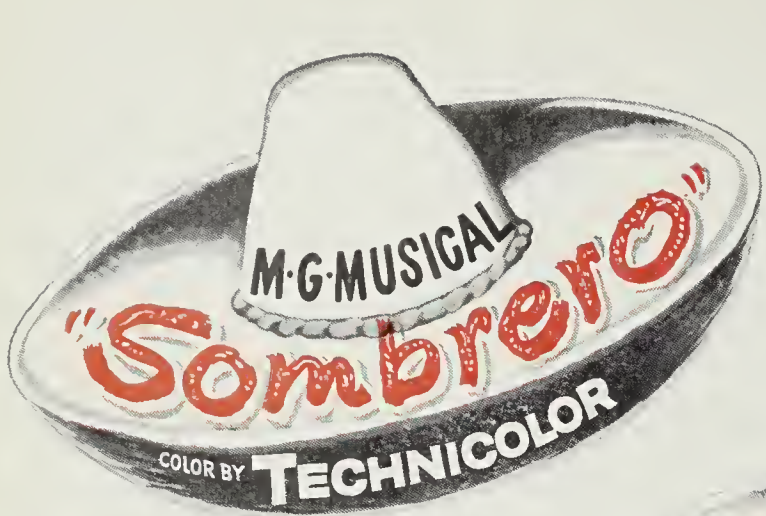
There's No Business Like **20** Century-Fox Business!

49 Number 17 FEBRUARY 25, 1953
Two Sections: Section One

ERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
ICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

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HATS IN

It will be a festive Easter wit

M-G-M presents Color by Technicolor "SOMBRERO" • starring RICARDO MONTALBAN • PIER ANGELI VITTORIO GASSMAN • CYD CHARISSE • YVONNE de CARLO • with Rick Jason • Nina Foch • Kurt Kasznar • Walter Hampden • Thomas Gomez • Jose Greco • Screen Play by Josefina Niggli and Norman Foster Based on the novel "A Mexican Village" by Josefina Niggli • Directed by Norman Foster • Produced by Jack Cummings



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Be prepared with the Biggest Easter Attraction. It's got everything an audience wants in a gala holiday show!

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\$UPER-ACTION!

THE WORLD'S MIGHTIEST SECRET SERVICE

COMES OUT SHOOTING in the ALL-TIME

GREATEST SPY-SMASHING SERIAL

THE SECRET CODE

starring

PAUL KELLY · ANNE NAGEL

Original screen play by Basil Dickey, Leighton Brill, Robert Beche

Directed by **SPENCER G. BENNET**
A COLUMBIA SERIAL
(Reprint)

CASH IN
AGAIN ON ITS
FLAMING ADVENTURES
inside spy rings!
BLAZING ACTION
with the Secret Service!
RED-HOT SUSPENSE
that brings 'em back week
after week after week!

**TURN ON THE TICKET-SELLING POWER OF THE SECRET SERVICE
WITH THE SPECIAL SPY-SMASHERS' CAMPAIGN BOOK! (Available at National Screen)**



PROBABLY to be recorded among famous last words were those of a film director in East Germany who sounded off by telling Communists that what moviegoers in the Russian zone want is more love in their films, and not material about life in a village or those about activist brigades.

★

A MIDWESTERN theatre gave away Marilyn Monroe calendars to the first group of patrons. They went fast.

★

WHEN business of a theatre in a western town got so bad it was about to close, businessmen of the community took it over, and decided to operate it on a non-profit basis. They also pledged aid until their investment is retired, and the house can be self-supporting.

★

WHEN AN eastern theatre had a fire in its boiler room, the name of the attraction was "Apache War Smoke."

★

WHEN the apartment of a rotund western manager was robbed, he thought his suit was stolen. He had trouble convincing the adjuster that this had happened until the culprit was apprehended. The thief was wearing the suit with a pillow stuffed inside.

★

AN EXHIBITOR in the midwest says he has had 3-D for years, height, width, and debt.

—H. M. M.

I N D E X

VOL. 49, No. 17 FEBRUARY 25, 1953

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"ADOLPH ZUKOR— 80 YEARS YOUNG"	6, 7
NEW YORK NEWS LETTER	12
THE INTERNATIONAL SCENE	14
WHAT'S NEW IN 3-D	15
THIS WAS THE WEEK WHEN	16
THE SCORE BOARD	16
IN THE NEWSREELS	17
PEOPLE	17
THE TIP-OFF ON BUSINESS	18

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Variety Clubs International sponsors a big testimonial dinner at the Hollywood Palladium to celebrate Adolph Zukor's 80th birthday and kick off a world-wide celebration of the pioneer's golden anniversary in show business. Seen, left to right, are: Zukor, Mayor Fletcher Bowron, Los Angeles, and Paramount's Barney Balaban.

EXHIBITOR

VOL. 49, No. 17



FEBRUARY 25, 1953

The Business At Hand

WHILE 3-D films and wide screen pictures seem to have taken over the industry headlines for an indefinite period, as should be considering the impact of these technical developments, it would be well to remember that there is still plenty of current business at hand which has to be considered.

GRANTED that every exhibitor wants answers to specific questions on 3-D films and wide screen shows so that he may judge for himself just what his own situation will be, but he also has more immediate problems which do not lose their importance because technological changes may be on their way.

AND NONE of these headaches is more pressing than that of the high percentage, advanced admission picture.

IT WAS predicted here and elsewhere that 1953 would see a continuance of this type of show, and this is already bearing fruit. Mail from exhibitor organizations is filled with protests against the practice of those distributors who sell pictures of this type, but these do not seem to have had been any deterrent, as far as can be observed.

WITH CHANCES of all-industry arbitration remote at this writing, it is not to be expected that much relief in this particular situation could come from trade parleys.

THIS leaves legal action as the only other alternative, if a case can be made out of the problem. Until such time, however, individual resistance by exhibitors is about the only protection a theatremen has; that is if he cares to resist.

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ADOLPH ZUKOR CELEBRATES HIS 80TH BIRTHDAY IN HOLLYWOOD AT A VARIETY CLUBS INTERNATIONAL DINNER HONORING 50 YEARS OF SERVICE.

Adolph Zukor — 80 Years Young

The Industry Joins With Others In The Nation In Honoring One Of Its Truly Great Pioneers



One of the highlights of the Zukor testimonial is the unveiling of a bust of the board chairman at the Paramount studios. Seen, left to right, are: Y. Frank Freeman, vice-president; Zukor, and Barney Balaban, president, at the ceremonies.

FOR 50 years, Adolph Zukor has served the motion picture industry. He personally has been responsible for its settling in Hollywood, for discovering many of its brightest stars, and for nursing it until simple barns became huge studios. While many men have helped found businesses, few can be said to have helped found industries, but Adolph Zukor, more than any other individual, can be held responsible for the position the industry holds today.

On the eve of his 80th birthday, the industry he had served so long and so well decided to honor the pioneer with a combined birthday party and golden anniversary celebration on a world-wide scale.

The first event of the year-long tribute, sponsored by Variety Clubs International, was a huge dinner at the Hollywood Palladium, attended by more than 1,000 film industry notables. Chairman of the dinner committee was Charles P. Skouras, presi-

dent, Fox West Coast, and a long-time friend. This dinner was preceded by a luncheon at which the famous bust of Zukor which had been in New York's Paramount for 25 years was transferred to a permanent home at the Paramount studios. Zukor also joined Hollywood's Hall of Fame when he placed his footprints alongside those of his first star discovery, Mary Pickford, in Grauman's Chinese.

An all-star cast of entertainers, executives, and exhibitors attended the dinner. Barney Balaban and a host of Paramount home office executives traveled from New York to attend, and the giant throng represented a cross section of motion picture history from the industry's beginnings to the present day.

Under the VCI sponsorship, similar dinners are planned for New York City on March 4, Chicago in April, Mexico City in May, and Toronto, Canada, in June.



Seen at the luncheon preceding the huge dinner in Zukor's honor at the Hollywood Palladium are, left to right, Mr. and Mrs. Boyd Morse, Mr. and Mrs. Walter S. Beck, Mr. and Mrs. Adolph Zukor, Mr. and Mrs. Eugene Zukor, E. John Zukor, Adolph Zukor II, and James R. Zukor, all happy.



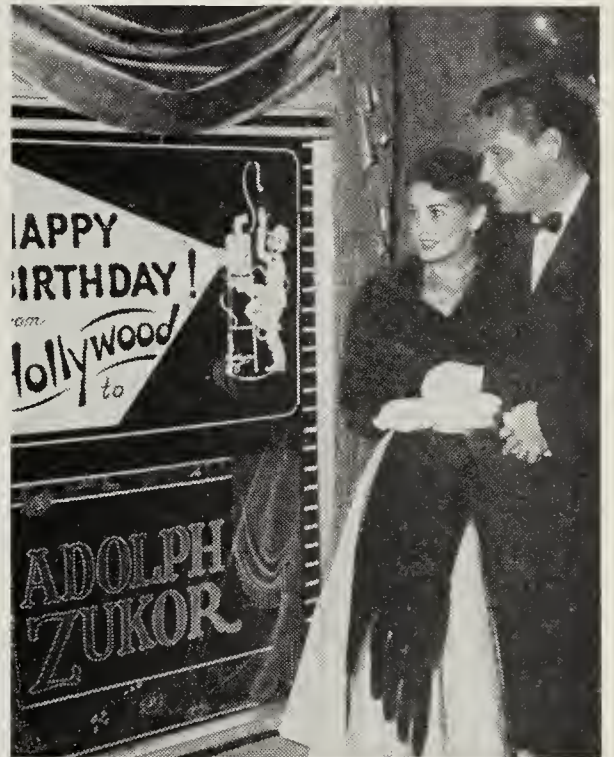
Many veterans of 25 years or more service with Paramount attend the luncheon in the coast studio commissary, featured by the unveiling of the famous Adolph bust which has been transferred to a studio spot from New York's Paramount, and which will remain on the coast permanently.



Enjoying themselves at the Palladium testimonial dinner, attended by more than 1,000 film notables, are seen, left to right, George Weltner, Bob Hope, Jerry Pickman, and Paul Raibourn.



Mr. and Mrs. Zukor pose in front of a huge and beautifully decorated birthday cake at the dinner, which Zukor will certainly remember as one of the high points in his long and varied career.



Among the many hundreds of film personalities paying their respects to Zukor on his 80th birthday are Paramount star William Holden, noted arriving at the Palladium with his lovely wife.



Together again at the Palladium dinner are four of the motion picture pioneers who helped found Paramount. Seen, left to right, are Cecil B. DeMille, Samuel Goldwyn, Zukor, and Jesse L. Lasky, trade veterans all.



Zukor, left, receives a plaque from Roy Brewer, representing the many unions associated with the Hollywood AFL Film Council, awarding him an honorary membership in each, and also making a handsome trophy.

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PRE-RELEASE EXHIBITION

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AT OUTDOOR
AMERICA IN
VISIONS



BEGINNING MAY 20TH

Caution Is Urged On Conversion to 3-D

TOA President Starr Warns On Hasty Move; Illinois Allied Hopes That 2-D Films Won't Be Sold to TV

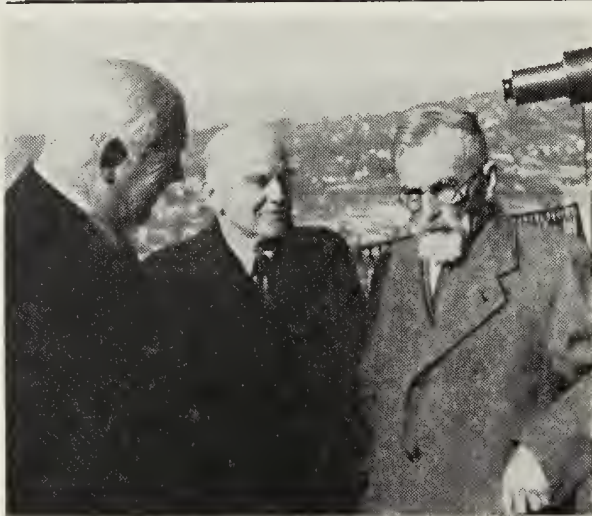
NEW YORK—Warnings from various sources as regarding hasty conversion to 3-D and possible sale of 2-D films to TV highlighted the 3-D, wide screen news development last week.

A statement from Alfred Starr, president, TOA, on the issue of uniformity of new methods of projection, said:

"Many inquiries have come in from our members concerning the question of uniformity of equipment for new projection methods that have been or are being developed. The lack of uniformity is explained by the fact that each producing company is trying desperately to develop a system of its own which will dominate all others. No one company will willingly use a system not developed by itself until it has been demonstrated to its complete satisfaction that some other system is better or is going to be the permanent one. I feel strongly that by the end of this year we shall know what the permanent system is going to be. Its permanency, in my opinion, will be determined by these two important factors:

1. Continued acceptance by the public. The word 'continued' is used advisedly. By it is meant that the public will continue to patronize a particular system whether it be that which requires the wearing of glasses, Cinerama, where no glasses are required, or some other method now known or to be invented in the future. It will be the public ultimately that determines whether the various systems are fads or have aspects of permanency.
2. Approximate cost to the exhibitor for the installation of the necessary equipment.

"If my reasoning is correct, it is useless to ask manufacturers or distributors at this time to decide on a uniform system. Further, it is not only useless, but it is, in my judgment, to our detriment since the public and exhibitors will benefit to the greatest degree from competition among the various manufacturers and distribu-



Spyros P. Skouras, left, 20th-Fox president, is shown with Professor Henri Chretien, right, honorary professor at the Sorbonne and Paris Optical Institute and inventor of the CinemaScope process, and Earl I. Sponable, Fox research director, during his recent trip to France to expedite the manufacture of CinemaScope lenses for Fox.

tors. Competition and scientific progress do not result from the infertile soil of 'pooled' interests. We can only wait and see, meanwhile exercising due caution in the matter of investment in equipment. I do know that the equipment people are going to be very slow in advising their customers about purchases. They know it will do them no good to sell equipment that can be used for only a short time. Perhaps the best advice at this time is to make no investment in equipment which cannot be paid off entirely by playing just one or two pictures, in other words, to proceed slowly and cautiously."

The board of directors of Allied Theatres of Illinois, Inc., authorized the issuance of the following statement:

"A disturbing factor that may very well shatter the high hopes which exhibitors hold out for the success of third-dimension is the current circulation of rumors that the major film companies, with the advent of 3-D, will hurriedly dispose of their back-log of 'flat' pictures to television, produced during the past five years.

"If the industry is to enter upon an orderly process of conversion to 3-D, a development in which the public is displaying great interest, and if this new medium of presenting motion pictures is to mean anything in bolstering the future of motion picture theatres, then the great-

Holiday Helps Broadway Business

NEW YORK—Business continued very good last weekend in several Broadway first-runs, and Loew's State, where the big town got its first look-see at 3-D, and the Capitol, with "Moulin Rouge", really hit grosses unequalled for a long, long time.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE STOOGES" (Para.). Paramount, with stage show, claimed the third week would hit \$100,000.

"PETER PAN" (RKO-Disney). Roxy, with ice show, reported \$75,000 from Wednesday through Sunday, with the second week sure to tally \$105,000.

"TONIGHT WE SING" (20th-Fox). Radio City Music Hall, with stage show claimed \$81,000 for Thursday through Sunday, with the second week to top \$133,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$26,000 for the 13th week.

"THE STAR" (20th-Fox). Rivoli expected the fourth week to reach \$18,000.

"ANNA" (IFE). Globe, with English-dubbed, Italian-made film, announced that the opening week would tally \$30,500.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated fourth week at \$30,000.

"ROAD TO BALI" (Para.). Astor expected the fourth week to reach \$27,000.

"BWANA DEVIL" (UA). State, with main stem's first 3-D exhibition of a feature did \$55,000 from Wednesday through Sunday, with opening week to hit \$80,000.

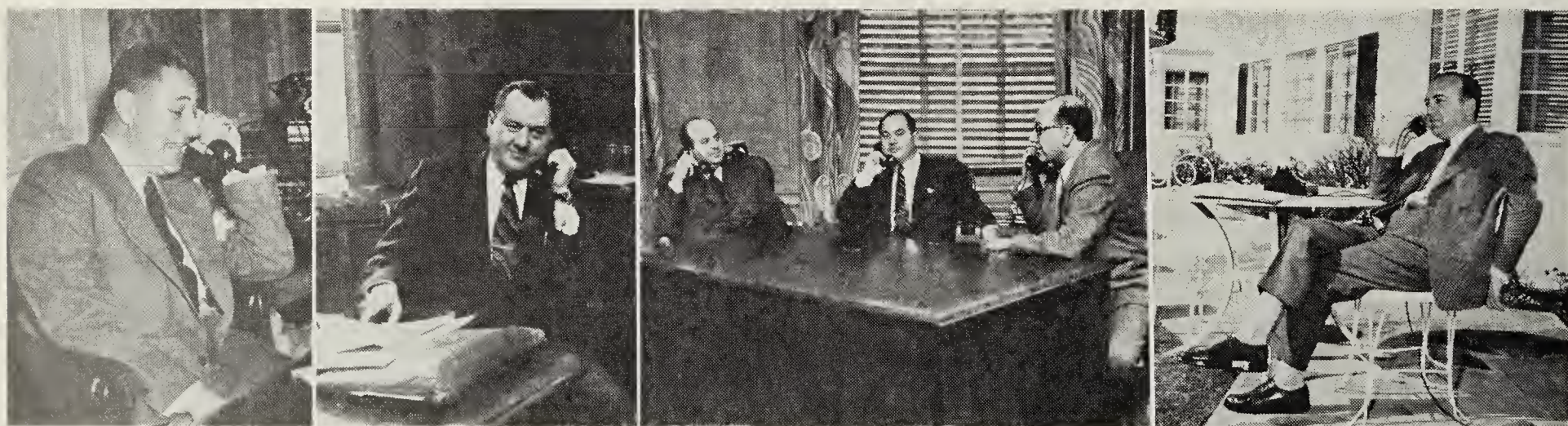
"MOULIN ROUGE" (UA). Capitol was heading toward \$90,000 on second session.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed \$19,000 on the ninth week.

est mistake that can be made by production and distribution would be to reverse its policy and sell their product to television.

"Our association has, for years, maintained that the primary cause for the depressed boxoffice in those areas where TV exists is the free televising of motion pictures over that medium. That is an inescapable fact, and we, in Chicago, have conclusive figures to back up our contention.

(Continued on page 15)



United Artists executives recently participated in a round-the-world telephone conference in this country and in Europe celebrating the second anniversary of their management tenure. Seen, left to right, are Arnold

Picker, vice-president; William J. Heineman, vice-president; Matthew Fox, partner; Robert S. Benjamin, board chairman; Max E. Youngstein, vice-president, and Arthur B. Krim, president, discussing company progress.

Congratulations and Best Wishes to
Mr. Adolph Zucker
on the occasion of his Fiftieth Anniversary
in the Motion Picture Industry



EASTMAN KODAK COMPANY

and

W. J. German, Inc.

Agent for the sale and distribution of
Eastman Professional Motion Picture Films



New York News Letter

— By Mel Konecoff —

LAST WEEK, Paramount unveiled its entry in the three-dimensional sweepstakes with a demonstration at the Paramount during which scenes from the



KONECOFF

forthcoming "Sangaree" were shown to the assemblage of exhibitors, distribution representatives, trade press editors, and newspaper representatives. It was announced that the film would be ready for distribution in both 3-D and 2-D form in May, and exhibitors may have their choice.

Farciot Edouart and William Pine, company technical expert and co-producer of the film, respectively, reported that Paramount was using the system recommended by the Motion Picture Research Council, designed for widespread public acceptance with a minimum of eyestrain. The cameras filming "Sangaree" are Mitchell cameras built 17 years ago and which won an Academy Award for Edouart in 1937 and which were more or less inactive until the recent hulabaloo started. His lenses are two and a half inches apart, while those of Natural Vision are three. The British Spotiswoode system uses lenses nine inches apart, and work is being rushed on a camera that will reduce the interaxial to one-quarter of an inch so that miniature scenes might be filmed.

While all three-dimensional data is in the public domain, Paramount has agreed to make its cameras available to other producers upon request, reported Edouart, and Paramount is scheduling and starting four more features in 3-D. Incidentally, on the matter of Polaroid glasses, he reported that during the war the armed forces had spent seven millions investigating all the three-dimensional methods and had to wind up using polaroid glasses. He thought it possible that several years hence, with everyone concentrating on the problem, glasses might be eliminated.

In investigating the field, they discovered that when 3-D is utilized in theatres all the seats in house become saleable, with screen viewing possible from all angles in front of the screen. Pine admitted that 3-D production costs will undoubtedly be higher but not exorbitantly so. Bigger sets will be built, with more people used, etc. For instance, by deciding to make "Sangaree" in 3-D, \$500,000 more will be spent on the film, but this includes backtracking on footage that was shot before the decision was made, making tests, etc.

Paramount, too, is investigating the wide-screen processes, but we couldn't find out too much on this as the subject



Conferring in the lobby of the New York Paramount immediately following the recent special demonstration for exhibitors of Paramount's three-dimensional process used in filming "Sangaree," are, left to right, A. W. Schwalberg, president, Paramount Film Distributing Company; William Pine, producer, and Russell Holman, eastern production manager, apparently pleased.

at hand was 3-D. In case anyone is interested, we thought that the scenes from "Sangaree" were about the best this reporter has seen yet in the third-dimensional field, with no technical bugs, no eyestrain, fine focus, and good depth.

MORE 3-D: Don't go away. Here's some more. Jim Brigham, on loan from Natural Vision to United Artists to supervise three-dimensional installations in theatres about to play "Bwana Devil", had some more to add to the 3-D picture.

For instance, he revealed that theatres will use a 23-inch reel that is free wheeling, having a floating hub, which means that projectors will not have to turn the entire reel but rather just the core on which the film is wound, and projectionists will no longer have to give the reel a push to get things started. He admitted that there was a heat problem on one or two types of projectors, but this can be licked by using cooling equipment.

Brigham reported that 3-D has not as yet been tested in drive-ins, and since they use big screens which give off very little reflected light, even though they are using as much light as they can get at present, there might be some sort of problem. This, too, is expected to be overcome in the near future.

Equipment costs for booth on 3-D equipment follows: two sets of large magazines, \$302.40; port filters and staticmaster brush, \$62; line-up chart, \$10; three large reels, \$60; Interlock (mechanical \$150 or electrical \$350), plus installation costs. The condition of the booth, naturally, will affect the price. The average cost of a screen will be between \$350 to \$450, although some houses may be able to spray aluminum paint on the screen.

DIMENSION OR NOT TO MENTION: From press agent Albert Margolies comes the following: "A group of scientists, using the latest methods of electronic calibration (anyway, that's what they called it), have declared the screen at the Paris, New York, perfectly suited for the showing of Harold Lloyd in "The Freshman." Faced with the problem of finding a screen no more convex than it is concave, and no more concave than it is convex, the men of science discovered by tests that the Paris screen, being nice and flat, was mathematically correct for the projection of 2-D, the startlingly life-like

Snaper Clarifies Allied's Arbitration Position

NEW YORK—Wilbur Snaper, president, Allied States Association, last week issued the following statement:

"There is no intent on the part of Allied to vary one degree from its present position as to arbitration, and each day gives reason to strengthen that position. Alfred Starr, president, TOA, called me, and suggested that an informal get-together of members of Allied and TOA might prove to be of benefit to exhibitors and a general discussion of industry problems might take place. I agreed to put his suggestion before our board, which alone has the authority to authorize participation in such a meeting, and advise him of its decision. It was further suggested that perhaps some other exhibitor leaders might be invited. No definite time or place for such a meeting has been set as of this moment.

"The program outlined at the National Allied meeting in Chicago in November, and further emphasized at the New Orleans board meeting, will continue to guide all Allied efforts to make it possible for exhibitors to remain in business. As to arbitration, nothing further can be said or done by Allied."

process in which "The Freshman" was filmed. This means that no rebuilding of the theatre will be necessary, and that "The Freshman" will be able to start its engagement at the Paris immediately after "Hans Christian Andersen" completes its current successful run.

THE METROPOLITAN SCENE: RKO's Harry Mandel became a grandfather again when his daughter Mrs. Sidney Unger gave birth to a baby girl. . . . Danny Kaye will appear at the Palace through Easter Week. . . . Jimmy Boyle was working on exploitation campaigns in Pittsburgh, Louisville, Ky., Indianapolis, Des Moines, Omaha, and Sioux City, Ia., for U-I, winding up his trip this week. . . . Tom Brandon's "Julius Caesar", now in the pre-release stage in a number of key cities, may soon be blown up for 35mm. distribution on a widespread scale. He also has gotten out a complete campaign and picture story on the film. . . . MGM's Sam Forgoston, advertising specialist deluxe, was a proud man last week when son Jeffrey took on the duties and honor of manhood with the celebration of his 13th birthday or Bar Mitzvah, as they used to say before third-dimension age. Sam doesn't look that old, does he?

TRIBUTE: Paula Gould, Loew's theatres' publicity staff and specifically director of publicity for the Capitol, is one of the hardest working gals in the business, and the results that she gets are pretty wonderful. When we handed out some credit for making the opening of "Moulin Rouge" the success it was, we were up against a deadline, and we neglected to mention her name. We felt like shooting ourselves when someone from United Artists phoned up about our oversight, and we are more than happy to correct same. "She did a hell of a job", said our UA informant. 'Nuff said.

Dissolution of Warner Company Approved

Way Clear For Split Into Two Organizations; Theatre Control By Fabian Follows

WILMINGTON, DEL.—Stockholders of Warner Brothers Pictures, Inc., at the annual meeting last week, approved the dissolution of the corporation founded in 1923, to be carried out following transfer of the production-distribution business to a new corporation of the same name, chartered on Jan. 27, 1953, and the theatre business to Stanley-Warner Corporation, chartered on Jan. 30, 1953. Both new companies are Delaware corporations.

Former Federal Judge Hugh M. Morris, who presided at the meeting as he has done annually for 20 years, said that for each share of the present Warner stock, shareholders will receive one-half share of the new picture company and one-half share of the new theatre company.

Among those present at the meeting, in addition to Robert W. Perkins, vice-president, were Stanleigh P. Friedman, vice-president; W. Stewart McDonald, assistant treasurer; Harold S. Bareford, assistant secretary; Edward K. Hessberg, assistant secretary; Thomas J. Martin, auditor; David Fogelson, slated to become secretary, new Stanley-Warner Corporation, and Nat Lapkin, also representing the Fabian Enterprises, which will take over the theatre company holdings of Harry M., Albert, and Jack L. Warner and certain members of their families. The meeting was also attended by A. J. Vanni, Philadelphia, out-of-town zone manager, and Lewis S. Black, city manager, Stanley-Warner.

A resolution that the capital of the present corporation be reduced in the sum of \$3,435,925 by cancelling and retiring 669,185 shares was approved by a vote of 3,902,894 shares to 41,050.

By an identical vote, the shareholders approved a resolution in three parts, approving and adopting the Jan. 15, 1953 amended plan of reorganization to effect the divorcement of the corporation's United States theatre assets from its production and distribution assets; providing that all of the assets of the corporation shall be sold and transferred to two new companies in exchange for all of the common stock of the new companies to be distributed pro rata to the stockholders of the corporation and the assumption by the two new companies respectively of all of the liabilities of the corporation, and authorizing its officers to take all steps necessary in connection with the plan of reorganization, the dissolution of the corporation, and reduction of capital.

The third ballot taken at the meeting was on the resolutions covering the dissolution of the corporation, and received an identical vote of 3,902,894 in favor to 41,050 opposed.

By a slightly different vote, 3,896,330 in favor and 46,914 shares opposed, the stockholders approved a fourth resolution, which was that the consent of the corporation to a New York federal court order entered on Jan. 9, 1953 be approved and ratified, which order is subject to the

Spyros Skouras Gets Brotherhood Award

NEW YORK—The urgent need for the free world to create a moral empire in which brotherhood, freedom, and tolerance will form the main pillars of strength was underscored last week by Spyros P. Skouras, 20th-Fox president, in accepting an achievement award from the National Conference of Christians and Jews. Presentation of the award, one of seven given to leaders in the field of communication, arts and sciences, was made at the "Brotherhood Week" dinner.

consummation of the sale of the stock in the new theatre company of the Messrs. Warner and certain members of their families to Fabian Enterprises, Inc., or its assigns, and which order requires the divestiture by the corporation of the new theatre company of one theatre in Troy, N. Y., and one in Johnstown, Pa., and the conditional divestiture of an additional theatre in Troy, and the divestiture by Fabian Enterprises, Inc., of one theatre in Albany, and the conditional divestiture of an additional theatre in Albany, and approves the election of Simon H. Fabian and Samuel Rosen as officers and directors of the new theatre company.

Judge Morris told the meeting that the consolidated net profit for the three months ending on Nov. 29, 1952, amounted to \$1,072,000 after provision for \$1,400,000 for federal income taxes and after a provision for \$100,000 in contingent liabilities. The net profit for the quarter which ended on Dec. 1, 1951 was \$2,605,000 after provision of \$2,500,000 for federal income taxes.

"Included in the operating profit for the three months ending on Nov. 29, 1952, is a profit of \$24,000 from sales of capital assets, before provision for federal income taxes thereon, which compares with a corresponding profit of \$935,000 for the three months ending on Dec. 1, 1951," Judge Morris said.

The net profit for the three months ending on Nov. 29, 1952, Judge Morris reported, is equivalent to 21 cents per share on the 4,950,600 shares then outstanding, compared with 46 cents per share on 5,619,785 shares for the corresponding quarter of the previous year.

It is expected that, upon the consummation of the purchase of the stock, the following will constitute the board of directors of the new theatre company, Stanley Warner Corporation: Fabian, Samuel Rosen, David G. Baird, Harry M. Kalmine, and Maurice A. Silver. Baird is a partner of Baird and Company, New York brokerage firm. Messrs. Fabian, Rosen, and Baird have been designated by Fabian Enterprises, Inc.

It is expected that the following will constitute the board of directors of the new picture company, Warner Brothers Pictures, Inc.: Harry M. Warner, Albert Warner, Jack L. Warner, Wadill Catchings, Perkins, Samuel Carlisle, Friedman, Charles S. Guggenheimer, and Samuel Schneider.

Since Jan. 7, 1953, the date of the last annual report, the lease on one theatre, which was a divestiture theatre, has been cancelled.

As provided under the plan of reorganization the present Warner Brothers Pictures, Inc., is to be dissolved shortly after Feb. 28, 1953. In March, 1953, the board of directors of the new Warner Brothers Pictures, Inc., and the board of directors of the Stanley Warner Corporation will meet, at which time consideration will be given as to future dividend payments. It is the intent of the management of the new Warner Brothers Pictures, Inc., to recommend that the board of directors declare a dividend payable in May, 1953. It is not possible to state at this time what recommendation as to dividends will be made by the management of Stanley-Warner Corporation. The management of the Stanley-Warner Corporation will not be named until early in March, for the officers and directors will be determined on the basis of whether or not the sale of their stockholdings in Stanley-Warner Corporation by the Messrs. Warner and certain members of their families to Fabian Enterprises, Inc., or its assigns is completed.

"Theatre admissions and miscellaneous theatre income for Warner Theatres located in the United States for the three months ending on Nov. 29, 1952, amounted to \$11,549,000, compared with \$13,960,000 for the corresponding quarter last year. Film rentals, sales, etc., before eliminating film rentals paid by such Warner theatres, for the three months ending on Nov. 29, 1952, amounted to \$16,177,000, compared with \$17,551,000 for the corresponding quarter last year. The net profit for the Warner Theatres operating in the United States for the three months ending on Nov. 29, 1952, amounted to \$295,000 after provision of \$380,000 for federal income taxes and after a provision of \$50,000 for contingent liabilities. The profit of all other departments other than theatres operated in the United States amounted to \$777,000 for the three months ending on Nov. 29, 1952, after provision of \$1,020,000 for federal income taxes and after a provision of \$50,000 for contingent liabilities. Based on the operations for the months of December and January it is estimated that the net profit for the second quarter, which ends on Feb. 28, 1953, will be less than the profit of \$1,145,000 earned during the corresponding quarter last year.

SAG Approves TV Contract

NEW YORK—The board of directors of the Screen Actors Guild last week approved a proposed contract for actors in television filmed commercials that, when ratified by guild members, will end the strike in effect since Dec. 1. The contract has also been approved by the Film Producers Association of New York, principal signatory, and national advertising agencies have agreed to adhere to the contract. Members of the Alliance of Television Film Producers, Hollywood, and other video commercial producers are expected to sign without delay.

The International Scene

CAPAC Fees For Theatres Okehed Without Change By Appeal Unit

TORONTO—Present fees charged theatres by the Composers, Authors, and Publishers Association of Canada Limited, have been approved without change by the Copyright Appeal Board, it was revealed last fortnight. When the schedule was submitted to the board, there was no opposition from the exhibition field. The present tariff, in force these past few years, sets the fees at 10 cents a seat for theatres with 499 seats and less; 12 cents a seat for theatres with 500 to 799 seats; theatres with 800 seats to 1599 seats, 15 cents, and theatres over that size, 20 cents a seat. Theatres operating three days or less per week pay one-half the foregoing rates. For 16mm. exhibition, \$2 is charged for not more than four prints of any negative either made in Canada or imported, and an additional \$2 for each additional four or fewer positive prints.

Theatres are warned to pay these fees else they will be subject to judgments. Failure to take out licenses resulted in judgments against B. Lindstrom and Sons, Dreamland, Boyle, Alta., and R. H. Dreger, Lyric, Stoughton, Sask., for alleged infringement of copyright. The two were assessed court costs which ran over \$150 in each case, and an injunction was granted restraining them from using the copyright music until the CAPAC license fees are paid.

Canadian Clips

A Canadian circuit that would show films in accordance with the Roman Catholic moral code has been proposed by the Rev. Paul Gay, chairman, Press and Film Service, Ottawa archdiocese. Speaking to a communion breakfast, he said that an alternative would be a closer adherence to the film ratings provided by the Legion of Decency in the United States. He explained that the Catholic theatres would not be the "little parish hall movies" found in Quebec. It was in the Ottawa archdiocese that the French film, "Clochemerle", became the subject of a great deal of criticism by the Archbishop.

Chatham Amusement Company's 575-seat Vogue, Chatham, N. B., has been opened. A B & L operation, the Vogue is the second in Chatham to belong to that company, the other being the 392-seat Capitol. Also opened was P. Luyppurupa's 300-seat Riverton, Riverton, Man. The first theatre in Alvinston, Ont., is approaching completion. It is situated in an old post office building, and is a community enterprise. Another drive-in is planned by Jerry Campbell, already the operator of a number in the province. This time it is in Brantford where he has applied for a permit.

The scrap metal drive which has been conducted by George Altman has netted



Rt. Rev. John M. Donelon addresses the recent Toronto entertainment industry communion breakfast at the Royal York Hotel. Seated next to him is Elisabeth Cobb, daughter of the late humorist Irvin S. Cobb, and featured speaker, and Jack Fitzgibbons, Jr., chairman of the committee which organized the industry breakfast.

the Variety Heart Fund \$6,103 from the sale of 289,476 pounds. It started last May when the entire industry was circularized with a folder announcing the drive, designed and drawn up by George Altman and Larry Graburn. The drive was first proposed by Altman in a letter to ex-Chief Barker Jack Chisholm in September, 1951. It originally started as a copper drippings drive, but, after collecting over 1,000 pounds of copper and carbon drippings, Altman discovered that there was practically no value in the copper drippings with the carbon tips. Therefore, he decided to change the drive to one for scrap metal salvage. Appeals were made not only to the motion picture industry, but also to government agencies, the city of Toronto, and to all types of industrial firms where scrap salvage could be obtained. The total amount of scrap metal was made up of old film cans, printing plates, stoves, boilers, discarded and obsolete machinery, pipings and tools, etc. Altman's firm, Mavety Film Delivery Limited, arranged to have this scrap picked up and delivered to the metal dealers and converted into money. The drive has proved to be one of the most successful.

NEWS AND NOTES: Jimmy Brown, veteran projectionist and a Canadian Picture Pioneer, died at 70 in Vancouver. . . . Norman Egilson, manager, Odeon Sapper-ton, has replaced Ken Mayo at the Odeon Abbotsford, near Vancouver. . . . The Vancouver industry cooperated to stage a big jamboree at the Orpheum, with proceeds going to the Canadian Motion Picture Pioneers Benevolent Fund. . . . Joe Segal, Allied Artists B. C. sales representative, resigned. . . . Beatrice Pentreath resigned

as head of Odeon's publicity department in Vancouver, succeeded by Loise White. . . . W. Arthur Irwin, Commissioner, National Film Board, is to relinquish his post to accept one as Canada's High Commissioner to Australia. . . . All the Toronto reviewers were in Quebec City for the premiere of the WB release of "I Confess." The three all reported Hitchcock's chagrin at the Quebec censors cutting the film. . . . Nearly 300 persons attended the annual meeting of the Canadian Picture Pioneers. . . . The Studio, Toronto, is incorporating a policy of a reserved house for the Russian "Grand Concert." . . . Duncan MacDonald, member, General Theatre Supply staff, although a resident of Moncton, N. B., but three months, adjudicated at the 12th annual CYO Diocesan Drama Festival. . . . Harrison Howe, manager, Paramount, Saint John, N. B., handed out cigars on the occasion of the birth of a baby boy. . . . Manager Andy McDougall, Capitol, Hamilton, found three members of the Sousa band in that city. They attended a special screening. . . . Some \$400 in cash was taken when a safe at the Sunset Drive-In, Calgary, was broken into. . . . Murray Sweigman has taken over the assets and space of John R. Poole Amusement Limited, Toronto. . . . Prime Minister Louis St. Laurent was featured in a special trailer being run in all theatres in connection with "Brotherhood Week." . . . George Altman, Mavety Film Delivery Service, has been elected to the board of managers, National Film Carriers, Inc. . . . Rialto Hall, Montreal, was the scene of a social evening held by the Quebec division, Canadian Picture Pioneers. . . . The Variety Club of Toronto sent the Variety Club of London \$200 for distribution among flood sufferers. . . . Audio Pictures Limited, exclusive Canadian distributor for Alexander Film screen advertising service, acquired all of the assets in British Columbia of Canadian Screen Publicity. Included in the assets are all existing customer contracts and theatre screening agreements.

—HARRY ALLEN, JR.

Mexico

In Mexico City, the Variety Club of Mexico, Tent 29, elected Jesus Grovas, Mexican producer, Chief Barker. Others named are: B. J. Nevulis, manager, Eastman Kodak, First Assistant Chief Barker; Eduardo Ragasol, Second Assistant Chief Barker; Jose Valle, Dough Guy; Max Gomez, Property Master; Manuel Ampudia, Eduardo C. Garcia, Allen Noye, Michael Havas, Francisco Torres, and Dr. Fernando G. Vazquez, canvasmen; Felipe Mier, international canvasman, with Manuel E. Yglesias, alternate; delegates, Manuel Ampudia and Carlos Niebla, and alternates Max Gomez and B. J. Nevulis. Luis R. Montes is the international representative, as well as general chairman, international convention.

England

In London, the appointment of Montague C. Morton as managing director of United Artists' British Company, United Artists Corporation Limited, was announced by Arnold Picker, vice-president, United Artists, in charge of foreign distribution. The position has been vacant since 1949.

Ohio Patrons Poll May Cover Nation

CANTON, O.—Under the combined effort of the Canton Theatre Association, the first annual poll of moviegoers to select their favorite actress, actor, and film of 1952 was stated last fortnight in cooperation with The Canton Repository.

The plan is set up to become nationwide in scope, with Canton as the focal point for the final tabulations and announcements on a national level. Each community, however, would conduct its own poll.

Dick Wright, Warner Theatres' district manager; Frank Murphy, Loew's Theatres' division manager, and George Delis, general manager, A. C. Constant Theatre Circuit, are arranging with theatres in other cities to join Canton next year. Every theatre in every town and every person connected with the industry is encouraged to contact them at once relative to conducting the 1953 poll. No theatre and no town is too small to play an important part, Ted D. Hooper, chairman, publicity and advertising, Warners' Ohio, said, adding "This is not a contest, there are no obligations, and there is no cost. It is a plan that will work, is working, and will do much for so little that all should join in to make the National Movie Poll of 1953 a success."

The idea was originated by Ralph Russell, manager, Palace. The 1952 voting is confined to this city. Appropriate awards will be made to the winning performers and the producer of the number one picture. Russell is chairman of the committee in charge of this year's poll. Serving on the committee with him are Harry Klotz, Loew's; Ted Hooper, Ohio; Nick Condello, Park; Jerome Reinhart, Mozart; Joe Calla, Strand, and Sam and Bill Shaheen, South.

Peskay Action Settled

NEW YORK—The anti-trust suit filed in 1949 against all the major distributors except Paramount, Skouras Theatres, and Metropolitan Playhouses by Ed Peskay's Prefect Theatres, Inc., operating the Pickwick and Greenwich Playhouse, Greenwich, Conn., was settled last week following pre-trial hearings before U. S. District Court Judge E. A. Conger. The action had sought \$1,200,000 in treble damages.

16mm. Answers Filed

HOLLYWOOD—United World Films, Inc., 20th-Fox, and Universal-International last week filed answers in Judge William Byrne's federal court to the government's amended complaint charging that they and nine co-defendant companies had conspired to prevent television and certain other outlets from obtaining 16mm. prints of their pictures.

Fort Lee, N. J., House Sues

NEW YORK—An anti-trust action to force Loew's Theatres to give the Lee, Fort Lee, N. J., a day-and-date run with the Skouras Fox, Hackensack, N. J., was filed last week by Charlesgood Corporation in U. S. District Court. The action, filed by Monroe E. Stein, also named Loew's affiliate, North Bergen Amusement Corporation.



Newspaper and magazine editors and writers and radio and television personalities attended the recent ceremonies officially opening the IFE studio in New York where all dubbing operations will be conducted. A dubbing demonstration, using a clip from IFE's "Anna," was conducted by Jonas Rosenfeld, Jr., left, vice-president in charge of advertising, publicity and exploitation, and Dr. Mauro Zambuto, IFE studio chief.

AB-PT Announces Executive Changes

NEW YORK—Promotions within the organization of American Broadcasting-Paramount Theatres, Inc., formed by the merger of United Paramount Theatres and the American Broadcasting Company, were announced last week by Leonard H. Goldenson, president, parent company.

Robert H. O'Brien, secretary-treasurer, theatre company, becomes financial vice-president and secretary of the parent company, AB-PT. He also moves over to the American Broadcasting Company, which will function as a separate division, as executive vice-president. Robert Kintner, former president, American Broadcasting Company, Inc., will be president.

Robert M. Weitman, a vice-president of United Paramount Theatres, moves up to ABC as vice-president in charge of programming and talent. His theatre duties as consultant for the company's southern theatres will be taken over by Sidney Markley, who assumes the new post in addition to the duties and responsibilities he now has. Edward Hyman, vice-president and consultant on theatres in the north, assumes responsibility for the Philadelphia theatres.

Weitman's duties at the New York and Brooklyn Paramount will be taken over here by Robert K. Shapiro, promoted from manager to executive manager. Eugene Pleshette is promoted from manager, Brooklyn Paramount, to executive manager.

Simon Siegel, former comptroller, United Paramount Theatres, moves to treasurer, AB-PT. J. L. Brown, assistant treasurer, becomes comptroller-assistant treasurer, and Edith Schaffer becomes assistant secretary, parent company. Herbert Hahn, in charge of the confection department, retains that position, and, in addition, becomes assistant to Markley.

Earl Hudson, president, United Detroit Theatres, a subsidiary company, will move into the ABC organization as vice-president in charge of the western division. He will make his headquarters in Hollywood. Hudson's assistant, Harold Brown, will become president, United Detroit Theatres. John Mitchell, manager, WBKB, Chicago, becomes manager, Chicago television operations, for ABC.

What's New In 3-D ...

Paramount will film a fourth picture, "High Voltage", in Technicolor, in both third-dimensional and regular two-dimensional versions.

John Dreyer, head, Polacoat, Inc., Cincinnati, manufacturer of polarizing material, last week announced that the company plans to manufacture disposable viewers for three-dimensional films, to be distributed by Magic Viewers, Inc., from offices to be established in Hollywood and New York.

In Cambridge, Mass., Richard T. Kriebel, secretary, Polaroid Corporation, announced that, in the opinion of company attorneys, the patent suit brought against Polaroid by Depix "is wholly without merit." Kriebel said, "It should not give rise to any confusion or uncertainty in the industry. We have been making and selling Polaroid viewers for more than 15 years without interruption, and shall continue to do so. Our present production of many millions of viewers per month is being rapidly increased to meet all conceivable demands of the industry. The suit will have no effect on current deliveries or on our future plans."

Caution

(Continued from page 10)

"We share the great enthusiasm in 3-D that has been expressed by leaders in every branch of our industry, but we do so with bated breath so long as the fears herein expressed continue to plague us.

"Accordingly, we call upon the heads of all film companies to ponder this subject well lest the great development of 3-D will be over-shadowed and seriously hampered by hasty action on the part of any producers or distributors in disposing of their pictures to television."

20th-Fox announced that work has started on the construction of the new CinemaScope screen in its home office Little Theatre to make it ready for press and industry showings of the wide screen process. Alterations are expected to be completed shortly to enable early demonstrations including scenes from "The Robe," first production to be lensed in the wide screen process.

Spyros P. Skouras, president, 20th-Fox, flew to California to confer with Darryl F. Zanuck on production plans for properties scheduled to be filmed in the CinemaScope process.

Kans. Unit Okehs Arbitration

KANSAS CITY—Resolutions endorsing the principles of arbitration advocated by Theatre Owners of America were okehed last week by the board of directors of the Kansas-Missouri Theatre Association. The Association's committee on conciliation reported plans for promoting relations between distributors and exhibitors.

The board also acted on plans for the drive-in conference on March 4.

This Was The Week When

It was learned that the plans for a motion picture exhibition to be carried across the country on a train had been postponed indefinitely, although the exposition itself will be part of the Texas State Fair in the fall. . . . 20th-Fox started a national exhibition tour of Dean Cornwall's original oil paintings depicting story highlights of "The Robe" as a long-range promotional campaign for the film, starting in Newark, N. J., and followed by Atlanta. . . . Charles Boasberg, general sales manager, RKO, began a series of meetings with RKO division, district, branch, and sales managers on behalf of the "25th Anniversary Drive", March 6-June 25. . . . Republic declared a dividend of 25 cents per share on the preferred stock. . . . Zsa Zsa Gabor, who started on a five-city tour on behalf of UA's "Moulin Rouge", cut it short following Philadelphia to fly to her ailing husband, George Sanders, in Naples, Italy. . . . MGM announced that, starting with "I Love Melvin" and "Sombrero", it was making available a set of nine 8x10 color stills, discontinuing its 11x14 series.

David Cantor, home office exploitation director for RKO, announced that the field exploitation force was being doubled. . . . WB revealed that it would shoot in Warner-Color a film covering the coronation of Queen Elizabeth in London in the spring, with Jack L. Warner, executive producer, personally on hand to supervise. . . . The motion picture division, General Federation of Women's Clubs, sent out a letter commending "Tonight We Sing", 20th-Fox, to its 17,000 chapters.

Herbert J. Yates, Republic president, accompanied by Mrs. Yates and William M. Saal, sailed for Europe to make a study of European conditions in connection with production and distribution. . . . Loew's declared a dividend of 20 cents per share on the common. . . . MGM set the world bow of "Lili" at the Trans-Lux 52nd Street, New York, on March 9. . . . "You Are The Star", two-minute short with John Wayne, produced by Warners, was set for showing in theatres to aid the Red Cross Fund.

MPAA foreign managers in New York voted to donate 200,000 Belgian francs to the Belgian flood relief campaign. They had previously voted a similar donation of 25,000 guilders to the Netherlands. . . . The board of Allen B. DuMont Laboratories, Inc., declared a quarterly dividend of 25 cents per share on the five per cent cumulative preferred. . . . It was learned that MGM will have 17 pictures for general release during February, March, April, and May, with "Sombrero" as its Easter attraction.

More Nominations Revealed For Oscars

HOLLYWOOD—Additional nominations in the Academy Awards competition, announced last fortnight, include:

Best scoring for musical pictures: "Hans Christian Andersen", "The Jazz Singer", "The Medium", "Singin' In The Rain", "With A Song In My Heart", and best scoring for a drama or comedy, "High Noon", "Ivanhoe", "The Miracle Of Our Lady Of Fatima", "The Thief", and "Viva Zapata."

Short subject nominations: Cartoons, "Johann Mouse", MGM, Fred Quimby, producer; "Little Johnny Jet", MGM, Quimby, producer; "Madeline", United Productions of America-Columbia, Stephen Bosustow, producer; "Pink And Blue Blues", United Productions of America-Columbia, Bosustow, producer, and "Romance Of Transportation", National Film Board of Canada, Tom Daly, producer.

One-reel short subjects: "Athletes Of The Saddle", Paramount, Jack Eaton, producer; "Desert Killer", Warners, Gordon Hollingshead, producer; "Light In The Window", 20th-Fox Art Films, Boris Vermont, producer; "Neighbours", Norman McLaren producer, and "Royal Scotland", Crown Film Unit, British Information Services.

Two-reelers: "Bridge Of Time", London Film, British Information Service; "Devil Take Us", Theatre of Life, Herbert Morgan, producer; "Thar She Blows", Warners, Gordon Hollingshead, producer, and "Water Birds", Disney-RKO, Walt Disney, producer.

Documentaries: "Devil Take Us", Theatre of Life, Herbert Morgan, producer; "The Garden Spider", Cristalia Films—IFE,

Alberto Ancilotto, producer; "Man Alive", United Productions of America, Bosustow, producer, and "Neighbours", National Film Board of Canada-Mayer-Kingsley, Norman McLaren, producer.

Documentary features: "The Hoaxters", MGM, Dore Schary, producer; "Navajo", Lippert, Hall Bartlett, producer, and "The Sea Around Us", RKO, Irwin Allen, producer.

Best art direction, black and white: "The Bad And The Beautiful", MGM, Cedric Gibbons and Edward Carfagno, with set decoration by Edwin B. Willis and Keough Gleason; "Carrie", Paramount, Hal Pereira and Roland Anderson, with set decoration by Emile Kuri; "My Cousin Rachel", 20th-Fox, Lyle Wheeler and John DeCuir, with set decoration by Walter M. Scott; "Roshomon", Japanese-made, RKO, Matsuyama, with set decoration by Motsumoto; "Viva Zapata!", 20th-Fox, Lyle Wheeler and Leland Fuller, with set decorations by Thomas Little and Claude Carpenter.

Best art direction in color: "Hans Christian Andersen", Goldwyn-RKO, Richard Day and Clave, with set decoration by Howard Bristol; "The Merry Widow", MGM, Cedric Gibbons and Paul Groesse, with set decoration by Edwin B. Willis and Arthur Krams; "Moulin Rouge", UA, Paul Sheriff, with set decoration by Marcel Vertes; "The Quiet Man", Argosy-Republic, Frank Hotelling, with set decoration by John McCarthy, Jr., and Charles Thompson, and "The Snows Of Kilimanjaro", 20th-Fox, Lyle Wheeler and John De Cuir, with set decoration by Thomas Little and Paul S. Fox.

Grainger Officially Named

HOLLYWOOD—At meetings of the boards of directors of RKO Pictures Corporation and RKO Radio Pictures, Inc., last week

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

RKO

"Count The Hours"—Fair melodrama.

"Port Sinister"—For the lower half.

PARAMOUNT

"The Girls Of Pleasure Island"—Pleasing comedy drama.

20TH-FOX

"Destination Gobi"—Different type war story packs plenty of entertainment.

UA

"The Magnetic Monster"—Better than average science fiction film.

COLUMBIA

"All Ashore"—Pleasing musical.

U-I

"Seminole"—Good soldiers vs. Indians action drama.

American Films Are Tops In Japan

NEW YORK—That American-made films are currently firmly established as top favorites with Japan's movie masses was the opinion expressed last week by two visiting Jap distributors. However, because of the limitations imposed by quotas, selection of American films for the Japanese market has to be very rigorous. Therefore, running time and suitable plot are often more important than artistic merit and star value, in their opinion.

Hideo Shiotsugo and Masatoyo Takano discussed the situation at a press conference in the offices of Norton V. Ritchey, Monogram International president.

Strong dramas were always popular, Shiotsugo said, but because of the language barrier, the greatest demand is for action subjects with essentially visual appeal. This particular phase of American movie-making will probably remain the most consistently reliable in the Japanese market.

Through the distribution of American pictures, Shiotsugo said, the Japanese people are getting a better idea of democracy and a deeper understanding of the American people. American films, he added, are preferred in Japan over those of other foreign countries, with American pictures taking 35 per cent of the box-office grosses, seven per cent for English, French, and Italian films combined, and 58 per cent for the home product.

Shiotsugo and Takano have visited Monogram's Hollywood studios, and had talked to distribution executives in Los Angeles and Chicago picking up pointers on distribution.

Shiotsugo, president, Eiga Haikyu Company Limited, announced that business was up 500 per cent this fiscal year over last.

James R. Grainger was elected president of both companies. With his election he was elected to the board of directors of each.

The board of RKO Pictures Corporation now consists of Howard Hughes, chairman of the board; Noah Dietrich, J. Miller Walker, A. D. Simpson, and James R. Grainger. Edward G. Burke, Jr., resigned.

Miscellaneous

In the Newsreels

IN ALL FIVE:

New York: Stevenson speaks at Jefferson-Jackson dinner. New York: Christine Jorgensen returns. New York: National AAU track meet.

IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 36, No. 16) England: Ambassador Winthrop Aldrich sees Churchill. Switzerland: Tenley Albright, new skating queen. Italy: European toboggan championships. New York: Premiere of "Tonight We Sing." Washington: Vice-President Nixon attends a New Orleans Mardi Gras ball (New Orleans only).

NEWS OF THE DAY (Vol. XXIV, No. 250) England: Britain's queen at christening of Lady Margaret Colville's daughter. New York and San Francisco: Chinese New Year's (except New Orleans). Spain: Hurricane. New Orleans: Mardi Gras opens (New Orleans only).

PARAMOUNT NEWS (No. 53) Holland: Road back from flood.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 440) Greece: Vets home. Washington: Girl Scouts honor Mrs. Eisenhower. San Francisco: Chinese New Year. New Orleans: Mardi Gras.

WARNER PATHE NEWS (Vol. 24, No. 55) England: Nature's fury strikes again. Holland: Road back from flood. Germany: First free coal shipment under Schuman plan. Santa Monica, Cal.: Foreign Press Association awards "Henriettas."

TELENEWS DIGEST (Vol. 7, No. 8-A) Korea: General Van Fleet begins homeward journey. England: Queen inspects flooded areas. Holland: Road back from flood. French Morocco: Widow of Marshal Lyautey laid to rest. New York: Stevenson speaks at Jefferson-Jackson dinner. Switzerland: English brother-sister team take world figure skating title.

IN ALL FIVE:

New York: Dog show.

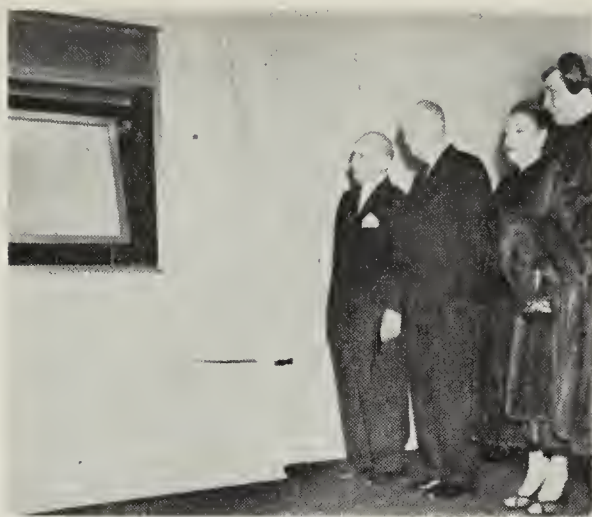
IN ADDITION TO THE ABOVE:

MOVIE-TONE NEWS (Vol. 36, No. 15) Liverpool, England: Salvage work begun on burned "Empress Of Canada." Korea: General Taylor tours front. Holland: Country mourns flood victims. New York: Spring and summer fashions. Beverly Hills, Cal.: Photoplay magazine awards. Switzerland: Hayes Jenkins wins world ice title.

NEWS OF THE DAY (Vol. XXIV, No. 249) Korea: General Taylor tours front. Singapore: British on alert. India: Republic Day. Germany: Latest in lifeboats. Miami, Fla.: Newest beachwear creations. France: Bassett wins title bout in Paris.

PARAMOUNT NEWS (No. 52) Washington: President Eisenhower sees Lincoln document unveiled. Crestwood, N. Y.: Girl Scouts get preview of Easter fashions. Beverly Hills, Cal.: Photoplay magazine awards. France: Bassett wins title bout in Paris.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 439) Washington: Secretary of State Dulles reports. Washington: Boy Scouts visit President. Korea: General Taylor tours front. Beverly Hills, Cal.: Photoplay magazine awards. England: Feathered bonnets. France: Bassett wins title bout in Paris.



President and Mrs. Eisenhower recently attended the unveiling of a Lincoln manuscript, the first draft of his proposal leading to the Emancipation Proclamation, with Barney Balaban, Paramount president, who presented the document to the New York Avenue Presbyterian Church, Washington, D. C., which Eisenhower joined.

Ezell Leads Nat. Move For Drive-In Group

DALLAS—Claude Ezell, president, Ezell and Associates, announced last week that plans are under way for organizing the International Drive-In Theatre Owners Association. Texas Drive-In Theatre Owners Association, headquartered in Dallas, will be the first unit to join the international organization, which also will headquarter in Dallas.

The organization will embrace members of both Allied and TOA, and will function as an independent association for the particular benefit of the drive-in and the entire industry in general.

Ezell has instructed Al Reynolds, vice-president and general manager, Ezell and Associates, who is also a member of the board of directors, Texas Drive-In Theatre Owners Association, to attend the Allied drive-in meeting in Milwaukee on March 24-26. Reynolds will address the Milwaukee group. The Texas association, which already has 222 members, and represents 363 drive-ins, is currently executing a campaign for additional memberships.

Ezell also announced that several surveys on drive-in operation had recently been conducted.

WARNER PATHE NEWS (Vol. 24, No. 54) Japan: Air Force gets back in sky. Washington: Mrs. Eisenhower hostess. Germany: Dr. Conant. Hawaii: Underwater exploration by aqua lung. Portugal: Fashions. Australia: A dog that really talks. France: Bassett wins title bout in Paris.

TELENEWS DIGEST (Vol. 7, No. 7-B) Korea: General Taylor tours front. Europe: Schuman plan goes into effect. California: Desert beach is slowly being engulfed by Salton Sea. New Jersey: Orphan German refugee may be deported. Switzerland: High flying grocery boy.

NATIONAL BOARD OF REVIEW

Feb. 14, 1953

SELECTED FEATURES: "I Confess" (WB); "The Story Of Three Loves" (MGM); "The Story Of Mandy" (Rank-U-I).

Feb. 7, 1953

STARRED SELECTED FEATURE: "Moulin Rouge" (UA); SELECTED FEATURE: "Taxi" (20th-Fox).

PEOPLE

HOLLYWOOD—The appointment of Robert F. Blumofe as west coast representative of United Artists was announced last week by Arthur B. Krim, president. Blumofe, an executive of the Music Corporation of America, has assumed his new post. Blumofe, an attorney and production executive of wide experience in the film industry, will represent United Artists in negotiations with independent producers for new pictures, and will serve as the company's liaison with independent producers whose films are released by United Artists.

NEW YORK—David J. Jacobson, CBS-TV director of public relations, announced last week that Norman Siegel, public relations director, Academy of Motion Picture Arts and Sciences, has been appointed west coast CBS-TV director of publicity and exploitation. He has been managing director of the west coast office of Howard G. Mayer and Dale O'Brien, and, in that capacity, acted as public relations director of the Academy. He also served for two years as Paramount director of advertising and publicity.

HOLLYWOOD—Clark Ramsay last week resigned his position as vice-president, Monroe Greenthal Advertising Agency, to accept a newly-created executive post under David A. Lipton, U-I vice-president in charge of advertising and publicity. Ramsay will become executive assistant to Lipton. His chief function will be to handle the company's national advertising and to correlate promotional activities. Archie Herzoff, studio advertising and promotion manager, will continue to function in those capacities.

NEW YORK—The Monroe Greenthal Company, Inc., announced last week that Montgomery Orr has been named manager and account supervisor of its west coast office in Universal City, Cal.

U-I Contracts Revealed

WASHINGTON—U-I reported to the Securities and Exchange Commission last fortnight that new three-year contracts had been signed with Adolph Schimel, vice-president, secretary, and general counsel, and John J. O'Connor, vice-president.

Each contract calls for a weekly pay rate of \$1,000, a 31-day vacation period per year, and reimbursement for all reasonable entertainment and other expenses incurred in carrying out company business. The contracts were signed on Jan. 16, and date from Jan. 1, 1953, to Dec. 31, 1955.

The new contract for O'Connor replaces the old one for one year under which he also was paid at the rate of \$1,000 per week. Schimel's old one-year contract also called for \$1,000 weekly salary.

Westrex Installations Revealed

NEW YORK—Westrex Corporation completed a total of 29 recording license agreements during 1952, with licensees in the following locations, according to E. S. Gregg, vice-president and general manager, last week: United States, 12; India, four; Indonesia, three; Japan, Brazil, and France, two each, and England, Malaya, Taiwan, and Italy, one each.



Alfred Hitchcock, right, director of Warners' "I Confess," recently attended the gala openings of the film in Canada, and is seen greeting H. M. Masters, left, Canadian sales manager for Warners, and George Ganatakos, president, United Amusement Corporation, Canadian circuit.

Col. Releases Baseball Short

NEW YORK—Columbia will release "Legion At Bat", a one-reel sport film dealing with American Legion junior baseball, it was announced last week. The short was produced and directed by Emerson Yorke, who, for many years, in addition to his independent film production activity, has been of the guiding figures in juvenile baseball and a pioneer of Little League Baseball. Columbia plans to release the film in late March or early April, backed by a joint Columbia-American Legion promotion and exploitation campaign unique in the shorts field.

Zukor Dinner Committee Grows

NEW YORK—Leading exhibitors and circuit executives last week accepted invitations to join the sponsoring committee for the Adolph Zukor Golden Jubilee Dinner on March 4 at the Waldorf-Astoria.

Industry trade press editors and publishers also have united to throw their full influence behind the dinner, commemorating the 50th anniversary of the opening of Zukor's first penny arcade on Union Square.

Republic Profit Up

NEW YORK—It was reported last week that Republic had a net profit of \$759,604 in the fiscal year ended on Oct. 25, an increase of \$113,200 over the previous 12 months. Gross revenue dropped from \$33,409,613 to \$33,085,511. Herbert J. Yates, Republic president, in a statement to stockholders, said that income from abroad was maintained at a satisfactory level last year.

Beverly Opens New Unit

NEW YORK—New offices of Beverly Pictures' new subsidiary, Television Exploitation Company, were opened last week by Oliver A. Unger, president, Beverly Pictures. Other officers are: Seymour Scott, treasurer; Harold Goldman, national sales director, and Milton Gettinger, counsel.

MANAGER

Aggressive, alert for drive-in theatre—Eastern Shore. Position on 12 month basis if desired. Give all qualifications and experience in letter to

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The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (FEBRUARY 25, 1953)



Swell, topnotch, record-breaking or close to it in all types of houses.



Good, although not breaking the walls down, but solid returns.



Just fair, nothing out of the ordinary, returns about average.



Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

ANGEL FACE (91m.) (RKO)	
GUNSMOKE (79m.) (U-I)	
JEOPARDY (69m.) (MGM)	
PETER PAN (76½m.) (RKO)	
THE SILVER WHIP (73m.) (20th-Fox)	
THE STOOGES (100m.) (Paramount)	
TONIGHT WE SING (109m.) (20th-Fox)	
TREASURE OF THE GOLDEN CONDOR (93m.) (20th-Fox)	

Continuing

ABOVE AND BEYOND (122m.) (MGM)	
ANDROCLES AND THE LION (98m.) (RKO)	
BREAKING THE SOUND BARRIER (109m.) (UA)	
BWANA DEVIL (87m.) (UA)	
COME BACK, LITTLE SHEBA (99m.) (Paramount)	
GIRLS IN THE NIGHT (82m.) (U-I)	
HANS CHRISTIAN ANDERSEN (111m.) (RKO)	
INVASION, U. S. A. (74m.) (Columbia)	
LIMELIGHT (141m.) (UA)	
MEET ME AT THE FAIR (87m.) (U-I)	

MOULIN ROUGE (121m.) (U-A)	
NEVER WAVE AT A WAC (87m.) (RKO)	
NIAGARA (89m.) (20th-Fox)	
PLYMOUTH ADVENTURE (104m.) (MGM)	
RUBY GENTRY (82m.) (20th-Fox)	
STOP, YOU'RE KILLING ME (86m.) (WB)	
THE BAD AND THE BEAUTIFUL (118m.) (MGM)	
THE BLAZING FOREST (91m.) (Paramount)	
THE CLOWN (92m.) (MGM)	
THE FOUR POSTER (103m.) (Columbia)	
THE JAZZ SINGER (108m.) (WB)	
THE LAWLESS BREED (83m.) (U-I)	
THE MAN BEHIND THE GUN (82m.) (WB)	
THE MISSISSIPPI GAMBLER (98m.) (U-I)	
THE NAKED SPUR (91m.) (MGM)	
THE REDHEAD FROM WYOMING (80m.) (U-I)	
THE STAR (89m.) (20th-Fox)	
THE THIEF OF VENICE (91m.) (20th-Fox)	
THUNDER IN THE EAST (98m.) (Paramount)	
TROPIC ZONE (94m.) (Paramount)	

NEWS OF THE

Territory

BRANCHES

Atlanta

E. D. Martin, president, Martin Theatres, with headquarters in Columbus, Ga., predicts "fewer pictures, bigger pictures, and bigger grosses" in the near future as the result of the introduction of 3-D films. He also foresees fewer theatres. Martin made the prediction at the pre-convention meeting of the Motion Picture Theatre Owners and Operators of Georgia at the Variety Club. Other speakers were John Outler, general manager, WSB and WSB-TV, and Ivan Black, New York public relations man, representing Natural Vision 3-D.

The Motion Picture Theatre Owners and Operators of Georgia will meet jointly with Alabama owners here from May 31-June 2, J. H. Thompson, Hawkinsville, Ga., president, said.

Louise Fletcher, Wilby-Kincoy Theatres was confined to the hospital. . . . W. T. Yarborough, Emily and Judy, Hartwell, Ga., was in booking. . . . The Ritz, Fort Pierce, Fla., will soon reopen, according to manager Howard F. Palmer. The house has been completely renovated. . . . The Garden Hill closed for renovation.

Add Addison, formerly in the sales department at United Artists, has been moved to the publicity department. . . . Robert Shreve, formerly with his father at Manley Popcorn Company, Atlanta, transferred to Pennsylvania, New Jersey, and New York.

Charles T. Rook has started a 200-car drive-in at Bushnell, Fla. . . . Charles Bryant is the owner of the new drive-in at Dunlap, Tenn.

Morris L. McCollum, city manager, Martin Theatres, Dalton, Ga., was named chairman for "The March of Dimes."

Booking were: Colonel T. E. Orr, Orr, Alabama; Mack Jackson, Alexander City, Ala.; E. F. Ingram, Ashland, Ashland, Ala.; Mr. and Mrs. Floyd Tate, Tate, Boaz, Ala.; Herman Rhodes, Victory, Columbus, Ga.; Gault Brown, Madisonville, Tenn.; O. C. Lam and son, Lam Amusement Company, Rome, Ga.; P. L. Taylor, Dixie, Columbus, Ga.; W. R. Bowsell, Greenboro, Greenboro, Ga., and John Thompson, Skyview Drive-In, Gainesville, Ga.

Spence Pierce, manager, Knoxville Drive-In, Knoxville, Tenn., was in. . . . The Carver, Abbeville, Ala., closed.

Doris Dobbs and Bernice Titwell were added to the force at Republic. . . . In for a visit to Republic were Cy Dillion, Charlotte branch head, and Walter Titus, home office representative.



When U-I's "The Mississippi Gambler" opened at the Fox, Atlanta, recently, it was tied in with "Georgia Tech Night" at the house, with Julia Adams, U-I star, on hand. Here she is met at the airport by Georgia Tech line coach Bob Dossen, U-I district chief J. V. Frew, Betty Boyd, and theatre managing director Noble Arnold.

On the Row booking were: Jim Clay, Conyers, Conyers, Ga.; E. P. Clay, Clay's Theatres, Georgia, and his brother from Illinois, A. J. Clay. . . . Redecorating of the Capitol, Greenville, Tenn., was completed.

Servel, Inc., displayed its new line of home appliances with a show at the Roxy for more than 1,000 appliance dealers, their wives, and utility representatives from all over the state.

Hugh Owen, Paramount eastern and southern division manager, arrived for the first of a series of nine branch meetings at which he will discuss new product and plans. High on the agenda was a discussion of Paramount's 3-D "Sangaree," in Technicolor. Owen will hold branch meetings in Charlotte, Jacksonville, New Orleans, and other spots.

Booking were P. L. Taylor, Dixie, Columbus, Ga.; L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Branson James, Royce, Royston, Ga.; Marshall Maddox, Senoia, Senoia, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; Mack Jackson, Alexander City, Ala.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; R. D. Word, and O. E. Hudgins, Starlite, Thomaston, Ga.

Area Exhib Units Call Meetings

NEW ORLEANS — Allied-Gulf president Abe Berenson called a special board meeting for March 10 at the Jung Hotel at 10:30 a.m. He urges all members to attend because particular attention will be given to the problems of 3-D installations. Berenson is negotiating with a 3-D equipment representative to be at hand.

Mississippi Theatre Owners Association will hold its annual convention on June 28-29-30 at the Edgewater Gulf Hotel, Biloxi, Miss. Many extra attractions have been added to the agenda. On the social side, a golf tournament is ticketed.

Nat Williams, president, Interstate, Thomasville, Ga., was host to his many friends at a dinner at the Variety Club.

Sidney Flexer is the new owner, Regal, Smyrna, Tenn.

Miss Frances Hopkins, Republic, won first prize given by the Lion's Club for the best singer in College Park, Ga. . . . President Richardson, Astor, screened "Love Island." . . . Visiting were: Rube Joiner, Joiner Booking Service; Dick Kennedy, Alabama and Tennessee; Alpha Fowler, Alpha, Douglasville, Ga.; William Greene, Palmetto, Palmetto, Ga., and Glenn, Decatur, Ga.; Jack Bobo, Lakeview, Augusta, Ga.; T. L. Hutchinson, Ritz, Austell, Ga., and G. W. Weeks, Carver, Decatur, Ga.

Charlotte

Contending that the section of the city code limiting Sunday hours of movie operations violates both state and federal constitutions in relation to separation of church and state, a drive-in operator has initiated a court test which he says will be taken to the United States Supreme Court if necessary. Charles B. McGhee, manager, York Drive-In, deliberately violated Charlotte's law against operating a movie house on Sunday before 9 p.m., according to his lawyer, in order to test the constitutionality of the law. He was fined \$50 and the court cost in City Court, and the judgement was appealed to Superior Court. Maurice Weinstein, defense attorney, said the case will be carried to the North Carolina State Supreme Court and to the United States Supreme Court, if necessary.

Morris Legendre, killed in the crash of an airliner in the Gulf of Mexico, was widely known in the Carolinas as a theatre operator. He was a business associate of Sam Trinchler. Legendre had only recently married, and he and his wife were returning from a trip to the Caribbean when the tragedy occurred. . . . Carl Patterson, office manager, Columbia, and Mrs. Roberta Roberts were married. . . . Augie Lamont, shipper, Republic, plans to open a studio at 920 Henly Place, where he will give instruction in the playing of the guitar, Hawaiian and electric, and also the accordion. . . . The Broadway, one of the city's oldest houses, will be reopened. H. B. Meiselman said it will be renamed the Fox. Meiselman also operates the Center. . . . Mr. and Mrs. Clifford Faw, Thrift Drive-In, are vacationing in Florida. . . . Mrs. Ruth Cockrill, former secretary to the Variety Club, left by plane to enter the Will Rogers Memorial Hospital, Saranac Lake, N. Y.

Seen on Film Row for the first time in many months was Dr. J. T. Green, Playland, Elloree, S. C. . . . Theatre Booking Service moved to 1220 East Seventh Street. . . . Seen on the Row were: Helen and Finn Lee, Duplain, Warsaw, N. C.; Hugh Smart, Varsity, Chapel Hill, N. C.; Kit McGowan, Joyce, Spring Hope, N. C.; M. B. Goodnough, Royal, Simpsonville, S. C., and Jay Workman, Hollywood, Woodruff, S. C.

Memphis

The 41 Drive-In near Amory, Miss., owned by Mr. and Mrs. U. Walker, has been sold to John Carter, salesman for 20th-Fox.

20TH-FOX — Johnny Gannon has taken over the spot of John Carter, salesman, who became a drive-in owner. Cannon has been connected with U-I. . . . Visiting exhibitors included Gordon Hutchins, Corning, Ark.; U. Walker, 41 Drive-In; Mr. and Mrs. John Lowery, Russellville, Ark.; Clark Shivley, Clarksdale, Miss.; Mrs. Unice Mitchell, Dumas, Ark.; Mr. and Mrs. J. P. Heth, Bentonville, Ark.; Henry Smith, Pocahontas, Ark.; C. N. Eudy, Houston, Miss., and G. H. Goff, Parsons, Tenn.

Bill Headstream, manager, Melba, Batesville, Ark., has been named chairman, Heart Fund drive, Independence County, with a quota of \$859.

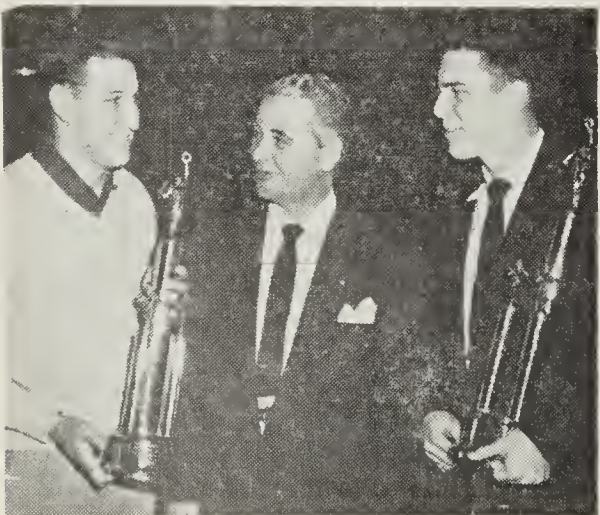
Jack Burton, manager, Grant, Sheridan, Ark., has been named chairman, Heart Fund drive, Grant County.

New Orleans

Ike Funderburk, Fox, Palace, and J-H Drive-In, Jonesboro, La., after partial recovery of pneumonia, had a relapse. His many friends wish him speedy convalescence. . . . Grady-Payne Theatres which operated the Vicksburg, Miss., Drive-In for several years, has a drive-in under construction in Stamps, Ark. . . . The temporarily closed Monte Sano, Baton Rouge, La., was slated for reopening as the Ann. S. J. Campisi is the new owner. John D'Antoni, formerly with Pittman's Theatres, will hold the reins, and J. G. Broggi will do the buying-book- ing.

Exhibitors seen about were: Bill Lighter, Southeastern Theatres, Inc.; Ernest Drake, Ponchatoult, La.; C. H. Crossley, Laurel, Miss.; Ernest Delahaye, Maringouin, La., and O. Gaude, Port Allen, La. . . . Earl Warner visited. . . . Pascal Caruso, National Theatre Supply salesman, was bedded with the flu.

Mrs. Paul Shallcross returned to New Orleans from Temple, Tex., to be hospital-



Charlie Lewis, manager, Center, Durham, N. C., recently presented the annual Center trophies to Louis Tepe, left, Duke University, and Buddy Bass, right, Durham High School, voted by their teammates as the most valuable members of the football teams last fall.

Meet Your Neighbor

NEW ORLEANS — Mrs. Henry Lazarus, pioneer exhibitor, who, by perseverance, prowess, and progressive showmanship, has attained the rank of executive head of a circuit of local theatres, is the only woman in the south to lay claim to such a position. Her debut in the business dates back to 1914 when she acquired the neighborhood Happyland. After four years, she sold it to United Theatres. After a three-year period, she rented the shuttered Trymore for \$60 a month, and changed the name to the Crown, operating it until 1925 when United Theatres added it. Meantime, her brother, Alex Schulman, joined her. Together, they started construction on a theatre which they proposed to operate as the Cosmopolitan, but before the building was completed they again sold to United.

In 1926 the dual team made ingress on Canal Street, and leased the Wonderland. Henry Lazarus, who, up until then, was occupied in commercial enterprises, together with Mrs. Lazarus, purchased the Newcomb, a few doors away from the Wonderland, which was operating under the title of the Best, since the former owner of the Wonderland installed a theatre in the building next to Newcomb, using his title, Wonderland. In 1929 the Lazarus-Schulman interests were mutually dissolved, Schulman obtaining the Best, the Lazarus family acquiring the Newcomb. Mr. and Mrs. Lazarus purchased the Wonderland, operating the two theatres until 1936, when they sold the Newcomb building to outside interests to be converted to mercantile business. They then remodeled the Wonderland, and rechristened it the Center, which still is in operation as a first-run situation.

Meantime, Schulman sold the Best, and acquired the Coliseum, an uptown theatre. Mr. and Mrs. Lazarus purchased

ized for surgery at Sara Mayo's. . . . H. S. Ballam, Hodges service representative, stopped off between extended treks. . . . Nick Lamantia, owner-operator, Ritz, Bogalusa, La., is now associated with Joel Bluestone's buying and booking exchange. He will continue to operate his theatre. Bluestone said that he has inaugurated a plan of special services to be rendered. One department will give attention to purchase of concession and booth supplies and sunday theatre requirements.

Tom Claroix has taken over operations of the Isis, which he will operate exclusively for negro patronage. Bluestone and Lamantia will buy and book.

RKO's southeastern and southwestern division sales meeting was held with Charles Boasberg, general sales manager, and Dave Prince, division sales manager, in charge.

M. A. Connett, associate with Fred T. McLendon in the Algiers Drive-In, was here for the final arrangements of its sale to Sidney Otis, Warner salesman, who assumed operation of the ozoner the following day. Al Boneno, booking department, Warners, replaced Otis.



MRS. HENRY LAZARUS

it in 1931, which through remodeling has become one of the finest.

In 1938, the Lazaruses, along with Jacques Dicharry, formed the Jadel Theatre Corporation, and built the Circle in the northeast section. In 1940, both Lazarus and Schulman died. The latter was operating the Best and Casino. In 1941, Mrs. Lazarus took over the operations of both theatres, and in conjunction with Schulman heirs operated the Best, which they renamed the Crown, as United had relinquished the title. Since the Casino was a rental proposition, the Schulman children weren't interested in retaining the lease. Consequently, Mrs. Lazarus alone assumed the lease, and closed the theatre for repairs, reopening it as the Cinema.

In 1950, Jadel Theatres, now headed by Mrs. Lazarus and Dicharry, built the new Carver exclusively for Negro patron-at a cost of \$260,000. After nigh 40 years of toil Mrs. Lazarus enjoys her accomplishments.

Limiting her activities to an advisory capacity, she has turned over the physical operations to her son, Isadore, whom she has named general manager, and has placed the buying and booking in the hands of Maurice Joseph.

Otis will do the buying and booking heretofore handled by Sammy Wright.

Sid Fuhrman, Madison, Madisonville, La., and the Lake, Mandeville, La., because of the flu, curtailed his policy until further notice. He may prolong this policy during the Lenten season.

Mr. and Mrs. Ray Watson, Baltimore, Md., were the guests of Mr. and Mrs. Isadore Lazarus. . . . Joe Pentard opened his New Star, all-negro theatre, Lafayette, La. J. G. Broggi will do the buying and booking. Pentard has joined the bandwagon of EXHIBITOR readers.

Locke Bolen, Jackson, Ala., back home after a short stay in Oschner Clinic, said "I am feeling all OK, but the doctors have all agreed that I should undergo surgery in the next month or before warm weather arrives."

Mrs. Clarence Thomasie, Harvey, La., said her husband is feeling better, but doctors say, rest and quiet are in order for several more weeks. . . . Bob Kelly, Jr., back from Camp Chaffee, Ark. . . . T. V. Garraway was in buying and booking for the Prentiss, Miss., theatres and the Pine Hill Drive-In, Pica-

yune, Miss. . . . Warners' W. O. Williamson, Jr., southern district manager, was here. . . . Regulars in were: F. G. Prat, Jr., Vacherie, La., and Harold Dacey, Lockport-Raceland, La.

Newly elected officers of Film Exchange employees, Local F-57, are Louis Dwyer, Paramount, president; Ann Sinopoli, U-I, vice-president; Maxien Ruggiero, 20th-Fox, business agent; Clyde Daigle, Paramount, chairman of the board; Joe Springer, Warners and Armand Portier, MGM, sergeant-at-arms. Re-elected were RKO's Rosalie Lutenbacher, recording secretary, and U-I's Dianne Chatelain, financial secretary.

Pat Downs, formerly with Joy Theatres, Inc., is now secretary to Larry and Barney Woolner in their Liberty office. . . . Exhibitors calling were: William Butterfield, Lake Drive-In, Pascagoula, Miss.; Milton Guidry; Frank DeGrauw, F and R Enterprises, Abbeville, La.; Jack O'Quinn, Kaplan, La.; Warren and Phillips Salles, Covington, La.; B. V. Sheffield, Poplarville, Miss.; M. A. Berrenson, Bogalusa, La.; Fred T. McLendon, Union Springs, Ala.; Ann Molzon, Labadieville, La., and "Pops" Robert, Norco, La.

Ann Molzon stopped to renew her subscription to EXHIBITOR and to introduce her uncle, Michael Molzon, visiting from Waterbury, Conn.

Henrietta Coig, head inspectress, Republic, has been a shut-in for a month. Everyone wishes her a speedy recovery. . . . C. J. Tringas, Pensacola, Fla.; William Sindy, Patio; Frank Smith, Grand Isle, La.; Benton Roy, Mansura, La.; Billy Fox Johnson, Alexandria, La., and Mickey Versen, C-Wall, Morgan City, La., were making the rounds.

Al Redell, Republic salesman, has plenty reasons for that inflated chest. The stork left a boy on Feb. 7. . . . J. Omer Hebert, who reopened the Bayou Sorrelle, La., house, has a drive-in under construction near Plaquemine, La., which should be ready for opening about March 15.

That distinguished big smile spread out by F. F. "Freddie" Goodrow is that he is three times a grandpappy. "The Mighty-Like-A-Rose" lassie was added to the Freddy, Jr., household in Thibodaux, La. . . . Mr. and Mrs. A. L. Royal and sons were among those at Gentilich.

William Hodges, Hodges Theatre Supply, recently presented a check in the amount of \$186 in behalf of many exhibitors to the Variety Club, Memphis, sponsoring construction of a Crippled Children's Hospital. The money was derived from the sale of copper drippings from carbons which the projectionists gather from the lamps, and which Transway, Inc., picks up, and delivers for marketing. All exhibitors are invited to join in.

Seen about were: Mrs. O. Barre, Luling, La.; I. Oberlin, Natchez, Miss.; S. E.



Jack Reville, branch manager, recently awarded a 30-year service pin to Barney Ross, second from left, oldest employee at MGM's Charlotte exchange, as the exchange's newest employees, Imogene White, center, and Betty Gosey, left, looked on.

Mortimore and Lyle Shiell, Skyvus; Bill Shiell, Marrero Drive-In; Paul Brunet, Dixie; S. J. Gulino, Kenner, Kenner, La.; E. Jenner, Ellisville, Miss.; Karl Williams, manager, Tiger, and Teddy Solomon, McComb, Miss.

John Dumestre, president, Southeastern, returned to Atlanta after several days visit with William Murphy, manager, and staff. . . . Jack Auslet will handle the bookings in this area for George Marquis, world famous added stage attraction, in his "Midnight Madness." Marquis will start his trek in Louisiana after Easter. Herb Paul, formerly of Dixie and now with "Bring On The Girls," will assist Auslet.

Drive-In reopenings scheduled were Mrs. E. A. Robinson's Ren, McComb, Miss., and Neil Mixons, Amite, La.

The Twin Drive-In, Lafayette, La., opened. Sammy Wright is handling the buying and booking. . . . Felix Herbert, Grand Hayes, La., is closed during Lent. He will reopen on Easter Sunday. . . . H. E. "Hal" Paisley, special representative, Bon Bon Corporation, Beverly Hills, Cal., was a caller.

"Limelight" was withdrawn at the Orpheum after a four-day showing. Manager McCausland said the New York office gave no reason for ordering the withdrawal. However, a group of American Legion post commanders in the first district, Louisiana department, met in executive session at the Legion Home to draw up a resolution which

pretty well followed that passed by the national executive committee of the Legion. The local resolution requested the film be withdrawn.

L. E. "Jack" Downing, Brookhaven, Miss., avows that community service plays an important role in keeping the theatre in the public spotlight. Downing said it is the best tonic to create good will in a community, thereby reflecting an ever progressive increase in attendance. One of the many causes he sponsors at the Haven is the collection for "The March Of Dimes," supervised by the Business and Professional Women's Club, which this year garnered \$453.95 in a brief period.

Thieves broke into the snack bar at the Lafayette Drive-In, Lafayette, Ala., and made off with a trifling amount of money.

J. C. Broggi, buyer-booker for Alex Gournares Theatres, Mobile, Ala., said that the Roosevelt will be closed for repairs until March 1.

E. V. Richards, Jr., chairman, Louisiana Purchase Anniversary Commission, along with Mayor de Lesseps Morrison and members were in Washington to extend President Eisenhower a formal invitation to come to New Orleans to reenact with the president of France the transfer of the Louisiana territory from France to the United States. This is one of the highlights of the celebration of the 150th anniversary of the historical event.

Charles Boasberg, general sales manager, RKO, held a sales meeting at RKO in preparation for the company's 25th anniversary drive, March 6-June 25. He was accompanied by Sidney Kramer, short subjects sales manager. Among those present were David Prince, southern division manager; Frank Mooney, his assistant; Ben Cammack, southwestern district manager, and branch managers Rogers Lamantia, New Orleans; Sol Sachs, Dallas; Ralph Williams, Oklahoma City; Reg Reagin, Memphis; Ira Stone, Atlanta, and Rovy Brannon, Charlotte.

Alabama Birmingham

Norge Refrigeration Company executives inked contracts for exclusive com-



J. J. Musselman, manager, Rialto, Louisville, Ky., recently had a man costumed as a gorilla drive around town to advertise Paramount's "Road To Bali."

mercial rights on Hallmark's TV beauty program, "The Ern Westmore Show," during its month's schedule of one-hour daily programs emanating from the Thomas Jefferson Hotel. Kroger Babb produces the show, starring Ern Westmore.

Florida Jacksonville

Carl J. Carter, operator, local Air Base, Ribault, and Ritz Drive-Ins, is planning a campaign, with newspaper and police cooperation, to end the expensive loss of drive-in speaker units. . . . Robert Heekin has been advanced by Florida State Theatres to the position of Jacksonville city manager. Nine of the circuit's 70-odd theatres are located here. . . . Jim Cartwright, FST district manager for North Florida, was a visitor. . . . Bill Baskin, FST booker, has a new born son. . . . Dr. Silkini's Hollywood company presented Friday and Saturday midnight shows at the Florida along with "The Vanishing Body" on the screen.

Phil Lentz, manager, Palace, and Roger Langston, ad writer, each collected \$100 United States bonds for their exploitation of Paramount's "Caribbean." Lentz was awarded first prize for theatre fronts, and Langston's newspaper campaign was judged best.

State exhibitors calling included: Joe Thrift, Floyd Theatres, Haines City, and R. E. Beck, Kissimmee. . . . Billy Harper is the new assistant manager, Palace. . . . Clara Bowers, well-known Palace aide, resigned. . . . Mrs. Mabel Leventhal, San Marco, has a new policy on Saturdays. She plays complete western programs for children from noon until 6 p.m. After the house has emptied, she presents three single-feature programs for adults during the evening. . . . All drive-in operators now admit children under 12 free. . . . Jack Fitzwater has become director of the three Tampa, Fla., drive-ins. . . . Helen Heekin and Bender "Dock" Cawthon, projectionist-inventor, announced their marriage. . . . Bobby Farrell has succeeded Al Fourmet as manager, Edgewood.

Miami

A masked man held up the Circle, Miami Springs, Fla., and escaped with more than \$300. Joseph Perez, manager, and Pat Marquis had closed the box-office, and were transferring receipts to the office when the holdup man struck. . . . Wometco's sick list included Mark Chartrand and Phyllis Williams. . . . The Gordon Spradleys are parents of their third child and second son, Mark Alan. The father manages the Lincoln, Miami Beach. . . . Sonny Shepherd hopes to have Ethel Merman down for the world premiere of "Call Me Madam" on March 12 at the Carib, Miami, and Miracle. . . . Richard Jaeckel was on tap

for the opening of "Come Back, Little Sheba" at the Embassy and Roosevelt. Jaeckel was in Eau Gallie, Fla., where MGM's "The Big Leaguer" was being filmed. . . . Tim Tyler, manager, Miami, signed a "peace treaty" for the duration of the run of "Seminole" at the Miami, Carib, and Miracle with a local Seminole chief.

Tampa

Mose L. Waller, Jr., and F. Hugh Thomas, Jr., president and secretary-treasurer, respectively, Waller and Thomas Amusement Company, were indicted before a federal grand jury on 10 counts of failing to remit all admission taxes collected in a 10-month period from April, 1950, through January, 1951. They are already facing federal charges of willful failure to file tax admission returns for the period from September, 1949, through 1950. The indictment charges that a total of \$3,828 in collected admission taxes was never turned over to the government. The company operates the Trail Drive-In, Sarasota, Fla.

Georgia Savannah

The Jewish Educational Alliance completed the first half of its scheduled series of foreign films being shown at the Armstrong College Auditorium, with the exhibition of "Bicycle Thief" and "Quartet."

Mississippi Picayune

The Pine Hill Drive-In changed ownership. Mr. and Mrs. L. M. Hamilton are the new owners, having purchased it from T. V. Garraway, Prentiss, Miss. They plan to turn over its operation to their son, James H. Hamilton, who will receive his discharge from the army next month. Rex Polk, manager for the past 10 months, stated that he has no plans now for the future.

North Carolina Canton

J. V. Caudill, Jr., for the past 18 months manager, Motor Park Drive-In, Pink Hill, N. C., is now manager, Colonial and Strand. L. R. "Buck" Johnson has succeeded him as manager, Motor Park Drive-In.



Tim Tyler, Miami; Tom Rayfield, Carib, and Frank Maury, Miracle, all of Miami, Fla., are shown signing a "peace treaty" with a family of Seminole Indians to publicize the recent showing at the three theatres of U-I's "Seminole."

Durham

The Board of Education denied a request of Charlie Lewis, manager, Center, that the theatre be allowed to furnish school children with identification cards which would permit them to purchase theatre tickets at a reduced price. The board said to do this probably would "open the door" to further requests and would be promoting a commercial enterprise. They said Raleigh and Winston-Salem have approved similar requests, but that Greensboro has rejected it.

Fayetteville

Leon Gibson, manager, Broadway, has been appointed general chairman, membership campaign, Chamber of Commerce, for 1953.

Sanford

Wilrik Theatres, Inc., has obtained a certificate of incorporation from the Secretary of State to operate one or more motion picture theatres with authorized capital stock of \$100,000. Incorporators are W. B. Wilkins, W. N. Womble, and L. P. Cox, all of Sanford, and others.

South Carolina Columbia

Sunday movies for Florence County would be legalized by a bill the county delegation has introduced in the House. The operation of Sunday movies would be conditioned on approval by county and municipal governing boards. To get around the general state law against commercial Sunday amusements, the bill would not exempt Florence County by name from its provisions, but would exempt a county having a city with 22,513 population under the 1950 census. That was the exact Florence population count. Sunday amusements previously have been legalized in this manner in Richland, Charleston, Aiken and Kershaw Counties, and at Myrtle Beach.

Tennessee Chattanooga

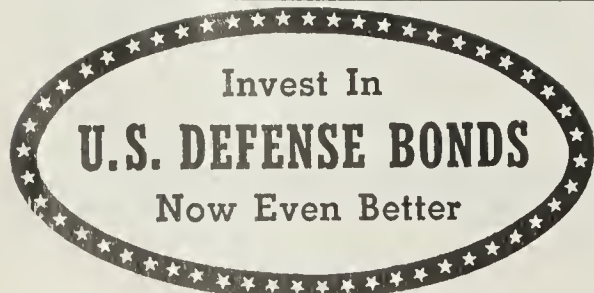
The Jaycees are seeking the world premiere of Warners' "The Grace Moore Story" for this city.

Knoxville

This city has been tentatively selected for the world premiere of "So This Is Love," formerly "The Grace Moore Story." Audrey Couch, city manager, Wilby-Kincey Theatres, announced that Warners had made the selection. Chattanooga and Jellico, Tenn., organizations had made an effort to land the premiere of the film of the life of the late Tennessee opera star. Couch asked Warners for the premiere with the proviso that all proceeds would go to the Grace Moore Memorial Scholarship in music at the University of Tennessee.

Nashville

U. S. District Court Judge Elmer Davies denied a request of the Crescent Amusement Company for permission to build a drive-in near Hopkinsville, Ky. The company had asked permission to build a drive-in at Hopkinsville and another in the suburbs of Nashville. The Justice Department opposed both projects.



NEWS OF THE

Territory

Chicago

Jim Gorman, who was dividing his managerial duties between the Carnegie and Telenews, is now giving his full time to the latter, with John Baumgartner and Gene De Grazia as assistants. Dave Barnett, formerly of New Hampshire, was named Carnegie manager. . . . The Brown, Brownburg, Ind., and the Community, Greenwood, Ind., closed temporarily. . . . The Melody Drive-In, near Tamaroa, Ill., awarded an all-expense tour to Los Angeles to a woman patron.

The Towne, United Artists suit, involving a stock transfer, was concluded. Hearings were heard for several months by Master-in-Chancery. . . . A \$20,000 fire, originating in an organ motor, closed the Palace, South Bend, Ind., until a new screen was installed, and repairs made.

The Embassy, Fort Wayne, Ind., is using trailers to portray local leaders and civic organizations in a public relations move.

The Auditorium, Connersville, Ind., was rechristened the Fayette.

Following the announcement that the way had been cleared for the installation of Cinerama at the Palace, a last-minute hitch occurred to stall the deal at least for the time being. As a result, Otto K. Eitel reopened the house with "The Stars Are Singing." Eitel said the union had rejected an offer of \$140 for a 35-hour week, and insisted on \$200 for 28 hours. He has not closed the door on Cinerama.

In an amended action filed in federal court, attorney Thomas McConnell asked \$900,000 additional in the \$1,500,000 treble damage anti-trust suit of the Congress building against Balaban and Katz. . . . Norman Lougee, 20th-Fox country salesman, was transferred here from Detroit.

Eddie Seguin, publicist, Chicago, and his wife vacationed in Florida. . . . The mother, 85, of Jerome Daly, projectionist, passed on.

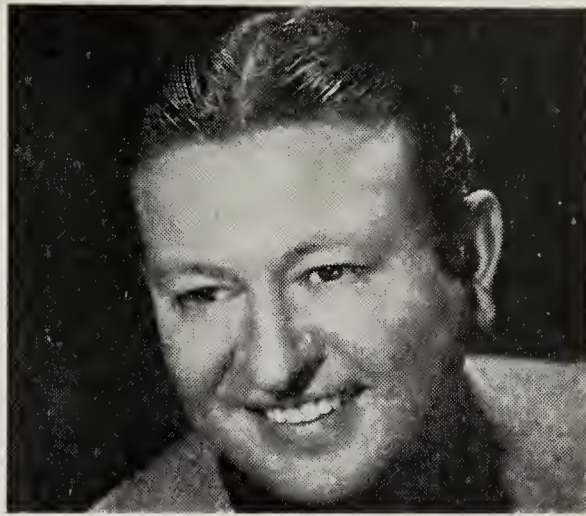
George Paul 66, Rockford, Ill., exhibitor, passed on.

Arthur M. Van Dyke, veteran 20th-Fox circuit salesman, was home again from the hospital following another slight heart attack. With the firm for 30 years, he has been directed by his office to rest at home for at least a month before returning to his duties.

Dallas

Carl Garner, southern general agent for Hallmark, returned to active duty after illness.

The sudden death of Mrs. J. B. Underwood shocked everyone. The husband is branch manager for Columbia. The two were planning to leave for Europe next



Charles Weisenburg, 36, head, Weisenburg Drive-In Theatres, was recently elected president, Texas Drive-In Theatre Owners Association.

month on the trip he won in a recent sales contest. . . . Dorothy Harrison has been seen on the Row again helping out at Rowley United Theatres, where she previously had worked. . . . Film Row learned with regret that Jack Groves was seriously ill in the Memorial Hospital, Houston, Tex. He has the Post Oak Drive-In. . . . W. J. Chesher, Littlefield, Tex., was in wearing a sun tan acquired in Havana, Cuba. . . . Columbia's Harry Colburn was spending a few weeks here on business. . . . A brief visit to the Allied office by Charles Niles, Anamosa, Ia., was a pleasant surprise. Niles is a national director of Allied. . . . Horace Falls, Falls Theatre Service, was in Oklahoma City taking care of his theatre interests at Lawton, Okla. He was scheduled for a minor operation at Gaston Avenue Hospital.

Colonel H. A. Cole was in Washington, D. C., in connection with the admissions tax campaign. . . . Cuernavaca, Mexico, still claims the attention of Mr. and Mrs. Ed Rowley on their usual winter trip. They plan to return on March 1. . . . Jack Bryant, directing manager, Variety Club, reports a lot of interest in the gin tournament. The final evening of play saw free buffet dinner served and awarding of prizes.

Three state talks given recently by members of the Texas COMPO speaker's bureau were well received. Kyle Rorex, executive director, Texas COMPO, spoke to the Rotary Club, Greenville. General William McCraw, chairman, Texas COMPO speakers bureau, addressed the McGregor Chamber of Commerce, and Duke Clark, working with Colonel H. A. Cole on the tax campaign, spoke twice at Graham. Clark addressed women of the Chatauqua Club and also spoke to about 100 members of the Lion's Club.

PETTICOAT PRATTLE — Stormy Meadows, formerly of Blevins Popcorn Company, was made Texas representative for Filmack. One of the busiest and most popular gals on the Row, she also has started buying and booking and will be at the same address, 2023 Jackson Street.

Mrs. Joseph Noble, hubby manages the Big "D" Drive-In, was guest at an informal stork shower given in her honor by Mrs. T. N. Childress, Crest, at the Childress home. About a dozen of the

wives and employees of the Phil Isley and Leon Theatre Circuits were present. Mrs. C. O. Wise, co-hostess, was unable to be present due to the sudden illness of her brother, Grady Landrom. The brother is also a brother of Charles Landrom, manager, Riverside Drive-In, Fort Worth, Tex.

Lloyd Bridges and Marie Windsor, stars of "The Tall Texan," rode in the Southwestern Championship Rodeo parade, and appeared in person with the showing of the film at the Ellanay, El Paso, Tex. John Paxton, manager, Interstate Theatres, was host.

Thomas E. Griffing, president, Allstate Theatres, announced the opening of the Duke City Drive-In, Albuquerque, N. M. The opening was delayed by the cool weather. It will hold 600 cars, and has equipment for the projection of television programs. Equipment for the showing of three-dimensional movies will be installed later.

Denver

Ward Scott, 67, who retired in 1948 as 20th-Fox district manager at Kansas City for 20th-Fox, died after a long illness. Scott started in the film business in 1913 with the old Mutual Film Company. He returned to Denver to live following his retirement. He is survived by his wife, Daisy, two sons, and a sister.

Fox Intermountain Theatres are making a survey of all "A" houses in seven states in order to determine which to convert first to third-dimension.

Gordon Pearce, assistant booker, Warners, quit to become office manager and booker, Allied Artists, where he succeeds Dick Ivy, who left to take a similar job at Intermountain Film Exchange. . . . Robbers got \$1,030.30 out of the Santa Fe safe.

Seen on Film Row were: Sally and John Sawaya, Trinidad, Colo.; Fred Anderson, Eaton, Colo.; Kenneth Powell, Wray, Colo.; Mr. and Mrs. Bernard Newman, Walsh, Colo.; C. E. McLaughlin, Las Animas, Colo.; Mrs. Marie Goodhand, Kimball, Neb.; John Murray, Springfield, Colo.; Merle Gwinn, Benkelman, Neb., and Frank Roberts, comptroller, Cooper Foundation Theatres, Lincoln, Neb.

Fred Brown, booker-buyer, Black Hills Amusement Company, was surprised with a birthday party, cake, and all the trimmings at the regular Monday noon luncheon at the Variety Club.

Des Moines

Four stars made personal appearances in connection with "Gunsmoke" at the Des Moines. Making up the group were Audie Murphy, Susan Cabot, Jesse White, and Renate Hoy. . . . Don Loftus resigned as manager, Grand, Estherville, La., to join The Estherville Daily News. . . . Floyd Street, RKO booker, joined Warners as a booker. . . . Martha McDowell has also joined Warners, and will be in the billing department. . . . Paul Leatherby, salesman, Columbia, has a new daughter.

Los Angeles

Sam and Bill Russo assumed operation of the Victory, San Diego, Cal., from the former owner, Harry Ussery. . . . Ralph Carmichaels, Paramount sales manager, resigned. . . . Alex Cooperman, Lux, checked in from San Francisco. . . . Dick Barth resigned from Goodman and Kaufmann to head his own distribution organization, Western Releasing Company. . . . Navy booker John Evans was back from a meeting in Washington, D. C. . . . Bea Green, Sero secretary, and her husband are both in Cedars of Lebanon Hospital after suffering serious injuries in an automobile accident. . . . The National Screen Service organization has a two day sales-meeting, viceprexy George Dembow presiding. . . . Lela Kunze, U-I secretary, resigned to become a bride. . . . Back from Arizona was Irving Levin, Realart franchise holder. . . . The operation of the Egyptian has been taken over by J. R. McDonough, who also has the Eureka, Brawley, Cal., and the Obispo, San Luis Obispo, Cal. . . . Out-of-towners seen on the Row were Fred Siegel, Ernie Harper, and Sam Russo.

Damages aggregating \$5,163,000 are claimed in anti-trust actions filed in U. S. District Court by operators or former owners of the Lennox, Lennox; Bell, Bell; Valukskis, Willowbrook; Park and Huntington, Huntington Park; and Elite, now the Beverly Music Hall, Beverly Hills, all in California. The defendants include National Theatres, Warners, Loew's, Paramount, UA, Columbia, U-I, RKO, and 20th-Fox.

Addressing more than 1,200 Catholics at the second annual communion breakfast of the Hollywood film industry James Francis Cardinal McIntyre said, "There is too much glamorizing of that which is wrong and sometimes it is deliberately done. Glamorizing evil over virtue never succeeds. When an individual of evil repute is glamorized the effect is the same. In your industry we see signs of recognition of these facts. May the influence of your work continue."

Milwaukee

Miss Estelle Steinbach, manager, Fox-Wisconsin Downer, was appointed to a four-year term on the Milwaukee Motion Picture Commission. . . . Mrs. Ethel Wilson, former manager, Standard's Bay, is now assistant to Elmer J. Clumb, Riverside.

Minneapolis

"Bwana Devil" set an attendance record at the State. . . . Members of the Minnesota Rabbinical Association assumed a new role when they were guests of Warners to act as critics for "The Jazz Singer." . . . Federal revenue from admission taxes in Minnesota dropped to \$393,000 in January, compared with \$430,000 in January, 1952.

Recent exhibitors were: Mrs. Alfred Van Tassell, Watertown, Minn.; Clarence Kaake, Duluth, Minn.; David Deutsch, Virginia, Minn.; Mel Edelstein, Hibbing, Minn.; Ken Pepper, St. Croix Falls, Wis.;

Bill Brezezinski, Greenwood, Wis.; L. L. Garnant, LeRoy, Minn.; Al Smith, Rochester and Winona, Minn., and Robert Hobighorst, Owen, Wis. . . . Herb Greenblatt, RKO district manager, was in, as was Don Conley, RKO branch manager, Des Moines. . . . Bob Conn, 20th-Fox branch manager, Des Moines, was in.

Virginia Townsend is a new stenographer at Warners replacing Joan Peura, resigned. . . . Perry Smoot, head booker, Warners, handed out cigars for new daughter Pamela. . . . Ben Berger, president, North Central Allied and Berger Amusement Company, was back from a cruise. . . . The Variety Club of the Northwest inaugurated "exchange nights" when MGM presented seven acts of vaudeville. The policy will prevail every other Friday night at the club rooms. . . . Chick Evans, 20th-Fox Midwest exploiter, was in.

Radio City is using a "Magnarama" screen for "Niagara," . . . E. E. Moyer, field representative, film laboratories, Eastman Kodak Company, Rochester, N. Y., and his assistant, Paul Preo, were in checking on the condition of film at the exchanges. . . . MGM will have all its trade screenings in the afternoons in the future. . . . Larry Callahan, MGM auditor, was in. . . . W. H. Workman, MGM branch manager, was ill.

Three members of Local 356, St. Paul, Minn., divided \$172.22 as the result of a motion for summary judgment brought in county court against Wilfred Perper, Oxford, St. Paul neighborhood house, which closed a year ago. The action, not contested by Perper, grew out of the closing of the house and the alleged failure to give the necessary two weeks notice to the projectionists as provided in the union contract. . . . E. R. Ruben, president, Welworth Circuit; his son-in-law, Larry Bentson; Emanuel Sgutt, Fargo, N. D., and Joe Floyd, Sioux Falls, S. D., exhibitor, filed articles of incorporation for a broadcasting station at Grand Forks, N. D.

Oklahoma City

Mr. and Mrs. Carl Taggart, Rick, Southwest City, Mo., advised that their account has been transferred from Kansas City to Oklahoma City. . . . Bernard J. McKenna, Jr., Allied Theatres, Inc., Tulsa, Okla., announced that there will no longer be a midweek change in the Royal, Tulsa. . . . Irwin Tucker, Sun, Pauls Valley, Okla., lost a print by a booth fire.

R. Lewis Barton, Barton Theatres, assumed charge of his Redskin and Agnew, and they will no longer be handled by Video Theatres. . . . R. E. Sterbenz, Follett, Follett, Tex., has sold his theatre to E. J. Tarbox. . . . Henry Simpson, manager, Princess and Walmur, Bristow, Okla., recently purchased these two theatres from Mrs. Kathryn Hendricks.

Visitors were: Herb Boehm, Rook and Ann, Watonga, Okla.; Mr. and Mrs. Frank Gillespie, Spring, Roaring Springs, Tex.; Ruby Jones, Ritz, Jake, Shawnee and Crest, Stillwater, Okla.; Claud

Thorp, Dorothy, Royal, and Rietta Drive-In, Henrietta, Tex., and Gem, Ryan, Okla., and George Pomeroy, Frontier.

Omaha

Four ambassadors from Hollywood were on the list of Omaha visitors, Audie Murphy, Jesse White, Susan Cabot, and Renate Huy, to promote "Gunsmoke" at the Orpheum under direction of U-I publicist Jim Boyle.

The presentation of "Bwana Devil" at the Omaha has been delayed until late in March, following about a month the stereo-techniques offering at the State.

M. Biemond, Nebraska exhibitor 30 years and owner-operator of theatres in Ord, Neb., for 25 years, sold the Ord to Alvin and Ed Christensen. Alvin Christensen, who became manager for Biemond last year, previously was in the business in Missouri and Texas 14 years. . . . At Broken Bow, Neb., Howard Kennedy announced grading for his drive-in will be finished by the end of the month.

Howard Brookings, Oakland, Ia., theatre owner, has closed his holdings at Walnut and Carson, Ia., and Charles Lathrop closed his theatre at Neola, Ia. . . . Lynn Pitts, Paramount salesman, suffered a bruised leg.

Mrs. Rosalie Epstein, wife of Jack Epstein, Epstein Theatres Corporation, died. . . . The 20th-Fox staff received word from Roy Casey, who left after 20 years to join the Seattle exchange, that he was met on his arrival by S. A. Woodson, veteran Omaha Film Row member now in Seattle. . . . Visitors at Republic were Paul Webster, division chief, New York, and Ben Elrod, in charge of the Hollywood television pictures, Chicago.

A. G. Miller, who runs the theatre at Atkinson, Neb., has been running a memory contest on his screen, showing photos of residents taken 20 years ago. Patrons identifying the 15 slides receive prizes. His son, Pat, is en route from Korea after receiving wounds in action.

St. Louis

In Clayton, Mo., a suit for an injunction to halt picketing of the LaCosa, St. Ann, St. Louis County, was filed in the Circuit Court, against 12 officers and members of Local 143, by Hugh Graham, owner. The petition by Graham, who operates the theatre under a sublease from the building owner, the Charles F. Vatterott Construction Company, charged that the union and the individual defendants named tried to enforce "feather-bedding and makework practices" on the theatre management. He stated that he tried to hire a member of Local 143 to serve as projectionist at the theatre before it was opened for business on Nov. 5, 1952, but the union demanded that he employ two projectionists. The petition further contended that there is only one hour's work for a single man.

The strictly confidential and executive inaugural session of the grievance committee of the Motion Picture Theatre

Owners of St. Louis, Eastern Missouri, and Southern Illinois, was held in the offices of the MPTO regional. Three cases were heard by the grievance panel, presided over by Lester Kropp, secretary, regional organization. Other committee members in attendance were Tom Edwards, Farmington, Mo.; Bill Williams, Union, Mo., and John Meinardi and Tom Bloomer, Belleville, Ill., Bloomer is president and ex officio member of all its committees, as is Tom Edwards, immediate past president. Neither chairman Kropp nor the other members of the panel could talk about the three cases. It had been reported that one of the cases to come up would involve the question of motion picture shows under church auspices.

With the Missouri General Assembly in session, Jefferson City has been discarded as the place for the joint meeting to be held by the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois and the Kansas-Missouri Theatre Association, Inc., during April. This was announced at the meeting of the officers and directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois. A special feature of the meeting was a special screening of "The Hoaxsters." The gathering was saddened by the news of the tragic death of Homer Strowig, Abilene, Kans., exhibitor. The officers and directors voted unanimously to name Dean Bill Davis as a member of the board to fill the vacancy caused by the death of his father, Dean W. Davis, veteran West Plains, Mo., exhibitor.

Ground-breaking ceremonies are to be held shortly for the new South Side Day Nursery for which Tent 4, Variety Club, has pledged itself to raise \$50,000 or more to finance. Edward B. Arthur, Fanchon and Marco-St. Louis Amusement Company circuit, is the Chief Barker.

In Waynesville, Mo., grading work was started for the new drive-in to be constructed about one-quarter of a mile south of the junction of Highways 66 and 17 at the Fort Leonard Wood entrance, according to an announcement by Ralph Pullen, manager, Fort Wood, Commonwealth Amusement Company Circuit. This drive-in is one of 19 to be constructed by the Commonwealth Circuit, which has its headquarters in Kansas City.

In Ava, Ill., the Ava was closed by its owner, Paul Burt Butts, due to the ill health of his wife. Butts, who also owns and operates the Grand Tower, Grand Tower, Ill., has offered to sell the Ava theatre.

In Elsberry, Mo., the Orpheum was sold by Mrs. Cecil Cannon Gledney to State Senator Ed V. Long, Bowling Green, Mo., who also owns the Trojan, Troy, Mo. Senator Long is closing the Orpheum so that it can be modernized.

In Carbondale, Ill., The Rodgers, Rodgers Theatres Circuit, suffered nominal damage from a fire.

The Lewton Film Service, Inc., has been incorporated to engage in the trans-

portation by motor vehicle of motion picture films and merchandise, etc. Incorporators are listed as M. Lewton, S. Lewton, and L. Lewton.

Don Griffin, manager, Charleston Theatre Company, Charleston, Ill., Lincoln and Will Rogers, resigned, and Rino Bianchie, one of the partners in the Charleston and Mattoon, Ill., theatres companies, returned as Charleston resident manager after a two-year leave of absence.

Out-of-town exhibitors seen included: Tom Bloomer, Belleville, Ill.; Tom Edwards and Frank Plumlee, Farmington, Mo.; Bill Waring, Jr., Cobden, Ill.; Bill Williams, Union, Mo.; Loren Cluster, Salem, Ill.; A. B. Magarian, East St. Louis, Ill.; Mrs. Regina Steinberg, Madison, Ill.; Eddie Clark, Metropolis, Ill.; Russell Armentrout, Louisiana, Mo.; Howard Bates, Cape Drive-In, Illmo, Mo.; Rowe Carney, Rolla, Mo.; Johnny Giachetto, Frisina Amusement Company, Springfield, Ill.; Bill Collins, DeSoto, Mo.; Charles Beninati, Carlyle, Ill.; Elmer Rhoden, Jr., and Walt Kirkham, Commonwealth Amusement Company, Kansas City; Wayne Lindsey, Carroll, Kevil, Ky.; Pete Dawson, American Drive-In Service Company, Louisville, Ky., which books for the Broadview Drive-In, Morganfield, Ky., and the 95-Drive-In, Murray, Ky.; Judge Frank X. Reller, Wentzville, Mo.; Otto Ingwersen, Montgomery City, Mo.; Joe Goldfarb, Alton, Ill.; Izzy Wienshienk, district manager, Publix, Alton, Ill.; George W. Sisson, State, Centralia, Ill.; Mrs. Margaret Sherman, Bloomfield, Mo., and Ed Campbell, Louisville, Ky.

The Nu, Kane, Ill., is reported to have been sold. . . . Dave Arthur, head booker, Fanchon and Marco-St. Louis Amusement Company, and family are vacationing in California. . . . Bill Griffin, book-buyer, Rodgers Theatres, Cairo, Ill., has been hospitalized.

Mr. and Mrs. Eddie Rosecan, Hannibal, Mo., returned from a vacation trip to Florida. . . . Joe Lyman, Whitehall, Ill., returned home after an extended stay in a hospital at Jacksonville, Ill.

Andy Dietz, through his Co-operative Theatres, now books and buys for the Carroll Theatre, Kevil, Ky. Dietz checked into St. John's Hospital for some extensive checking. . . . Henry Wendt, Osage, Kirkwood, Mo., returned home from the hospital.

John Dugan has taken over the southeastern territory for 20th Century-Fox. Maury Edgan resigned. Dugan recently left 20th-Fox for a short stay on the Warner sales staff out of Pittsburgh. . . . Southern Illinois police are looking for the armed bandit who obtained \$100 plus in a stickup of Mrs. Mary Vaughn, Rodgers, Carbondale, Ill. . . . The Ritz, Carlyle, Ill., has a new high intensity fibre screen, Charley Beninati, owner, reports.

Paul McCarty, head, McCarty Theatre Supply Company, returned from a trip to Kansas City and Omaha. . . . Mrs. Bill Guinan, whose husband works for the McCarty Theatre Supply Company,

was elected secretary, St. Louis chapter, Muscular Dystrophy Association of America. The chapter raised \$13,350 in a drive for funds.

Many of the drive-ins plan to open for the 1953 season on Easter Sunday, April 5. . . . National Theatre Supply sold Perma-screen facing for use in Frisina Amusement Company drive-ins, including the Frisina, Taylorville, Ill.; Skyway, Mattoon, Ill., and the Car-Breeze, Carlyle, Ill., in which Charley Beninati, Carlyle, Ill., is coowner.

National Theatre Supply sold a third-dimensional Walker Hi-intensity screen to the Ambassador, where "Bwana Devil" is to open a run, and also the first Walker panoramic screen to the American, Wentzville, Mo., owned by Judge Frank X. Reller.

Salt Lake City

Salt Lake theatregoers responded to "The March of Dimes" appeals to the amount of \$6,226 in theatre collection boxes to help the 1953 campaign. Herbert Schoehardt, manager, Capitol, representing Intermountain Theatres' collections made at the Capitol, Utah, Center, and Studio, presented a check for \$3112.98. J. Lawrence Theatres' Uptown, State, Villa, Rialto, Southeast, and Murray, collected \$2974.21; J. A. Christensen, owner, Arcade, \$105.00, and \$24.72 was received from Dan Kostopulos, Broadway.

Two police officers sat through a double feature, and then arrested an armed man in the lobby of the Rialto. He was wanted for passing bad checks. . . . Hearts and flowers set the romantic theme for the annual Valentine party given by the Ladies of Variety in the Hotel Utah. The elaborately planned dinner-dance was climaxed by a spotlight played on the oldest married couple, Mr. and Mrs. Charles W. Peck, Jr., and the most recently married, Mr. and Mrs. Ralph Trathen (Helen Ostler), who returned from a Sun Valley honeymoon to attend the affair. Mrs. Dan Kostopulos was general chairman, and Mrs. Jordan M. Friedman was ticket chairman. Mrs. Robert Braby is president of the auxiliary.

San Antonio

Police were investigating theft of \$57.37 from the safe of the Sunset. . . . Bobby O'Donnell has been named manager, Josephine, according to an announcement by Tom Sumner, owner.

Antonio Badu, Mexican star, was making a personal appearance at the Alameda. New representative for RKO, Dallas, is Jimmy Sippey. . . . Jack Williams has taken over duties as new manager, Varsity Drive-In.

A chiliburger and hot dog stand has been opened at the Guadalupe by the Zaragoza Amusement Company.

The Tremont Theatre Corporation, headed by Ben Clark, purchased the Tremont, Galveston, Tex. The Tremont has been closed since 1951. The sales price was reported to be \$19,474.28. . . . Eddie

Fadal, Coronet, returned from a visit to the Coronet, Dallas. . . . The Surf Drive-In was opened at Corpus Christi, Tex. . . . The Plano Wildcat Band sponsored a film and stage show at the Palace, Plano, Tex. Funds gained will be used to raise funds to pay for the insurance fee for the band's many expensive instruments.

At the Kirby, Houston, Tex., a man walked up to the glass enclosed ticket booth handed the aide an envelope and a note, and ordered her to hand over the money. She put in \$19, and the man fled.

Gary L. Pedderson was handed a 20-year sentence in prison at Houston, Tex., for the robbery of the Alabama, there. . . . James Neely has taken over duties as assistant manager to Jack Dickerson, who operate the Rialto and Trot, Cuero, Tex. . . . Mrs. R. T. Hooks, Select, Mineola, Tex., died. She was 80.

The Goodfellow Air Force Base at San Angelo, Tex., went all out in cooperation with John D. Jones, city manager, Rowley United Theatres at San Angelo, Tex. During the showing of "Above and Beyond," Texas, the air base sent its orchestra for a special concert. A jet engine was placed on display in front of the Texas on a special trailer, and an employee was outfitted with the latest flying suit, and handed out special pamphlets.

Joseph Botello, 16, Ritz, Corpus Christi, Tex., was knocked down from a ladder while he was changing the marquee sign and broke both arms. A motorist backed into the ladder. . . . H. E. Gum, Amusu, Corpus Christi, Tex., caught a 16-year-old youngster who threw a smoke bomb into the theatre. The boy admitted the deed to local police.

San Francisco

Mr. and Mrs. H. Bradley Fish, owners and operators, Clovis, Clovis, Cal., sold the theatre to E. A. Giannaros, who has traveled extensively throughout the world in private engineering practice. The transaction was handled by J. D. Arakelian, theatre broker.

In were Dan Terrell, head, publicity and advertising, MGM, visiting manager Boyd Sparrow, Loew's Warfield; "Doc" Henning and Ed Stokes, Lippert Theatres; Bill Peters, Manteca, Cal.; C. J. Remington, Fair Oaks, Cal., and Al Lourice, Palo Alto, Cal. . . . Away from the city were: Guy Meek, president, Guy Meek Theatres, recalled to the navy, now in Korea; manager Jack Marpole and salesmen Isadore Wolfe and Ray Richman, in Los Angeles Service Pacific Coast branch managers for sales meeting of National Screen and salesmen under chairmanship of George Dembow, vice-president.

Fox West Coast Theatres Peninsula district manager C. E. MacDonald resigned to join a brother in the restaurant business in Oregon, replaced by Fay Reeder, former advertising-publicity chief and San Francisco district manager. Reeder will continue to head the San Francisco district, and Herman Kersken, resident manager, Fox, takes over the advertising-publicity desk. . . .

Teddy Gelber, 20th-Fox branch office, takes over management of Guy Meek's new 500-car Studio Drive-In, San Mateo, Cal., when he resigns his present position on March 1. . . . Gerda Mueller, former secretary to Fox West Coast Theatres Northern California manager Spence Leve, resigned. She was replaced by Dorothy Dragon, new to the industry. . . . Janis Welch, biller, Columbia, resigned to be with her husband, stationed with the navy in San Diego, Cal. . . . LaRayne McQuillan, formerly of U-I, replaced Verla Manning at the Columbia switchboard. . . . Margaret Bowyer, formerly of Canada, replaced Mary Orr, secretary, in the northwestern district office of Columbia. . . . Juanita Cook, who left NSS two years ago to work for the company in Chicago, is returning to the city. . . . Catherine Daubert was away from NSS because of illness. . . . Emma Whitten, clerk-typist, Blumenfeld Theatres, resigned. . . . Harry Seipel, formerly with FWC and now with Hoyt's Theatres, Australia, is visiting. . . . Theatre news includes the Clovis, Clovis, Cal., going from H. Bradley Fish to Emmanuel A. Giannaros. . . . Blumenfeld Theatres reopened the Cerrito, El Cerrito, Cal. . . . Golden State's Irving went over to a one-change a week policy. . . . Rotus Harvey returned from a trip to Los Angeles and Las Vegas, Nev.

The Northern California Theatre Owners decided on a definite policy for future meetings following abolishment of the office of president of the association. A rotating chairman will have charge of the monthly exhibitor meetings in addition to the monthly board meetings. Chairmen will be named in alphabetical order, the first under this new system to be Dave Bolton, Trans-California Theatres. It was also decided that the day-to-day work of the association will be carried on by the executive secretary, Hannah Oppie, under direction of the entire board.

It was a prestige opening for "Anna" at the St. Francis, with 250 social leaders invited as guests of the theatre and IFE. A deal was closed whereby Judy Deane-KNBC, interviewed guests upon arrival at the theatre, and this program was re-broadcast in a 15-minute presentation promoted free of charge. Kleig lights, in addition to the lobby radio interviews and a miniature sidewalk screen with continuous projection of a trailer in front of the theatre, added up. Other media used were car cards, heavy newspaper schedule, records planted with all disc jockeys, radio announcements, and an outstanding lobby. Assisting district manager Earl Long was west coast manager Alx Cooperman, IFE; Edward Penn, IFE; St. Francis manager Hargis L. Arnett, and publicist Jimmy Lyons.

Mark Alling, manager, and Bill Blake, publicist, Golden Gate, for "Androcles and The Lion," advertised in college newspapers, and found that it paid off. A special screening was also held for English and drama teachers and professors of the schools and colleges. The local school board was very cooperative, and had the film plugged in English and

drama classes. A special TV broadcast was arranged, RKO buying a half hour on KGO-TV on a Sunday afternoon prior to opening, and Alling and Blake put together a forum discussion on George Bernard Shaw and the picture. Drama editors, professors, and ministers, were members of the panel. Stills from the picture were shown on this TV program.

Seattle

Several state drive-ins were slated for opening, the Starlight, Sunnyside, operated by Lloyd Honey; the Starlight and Fife, Tacoma, and the Duwamish, Aurora, and Midway, here. Already reopened is the Highland, Kennewick.

State Film Row visitors included Harry Ulsh, Anacortes, and Eddie Snow, Mount Vernon.

Zollie Volchok, former general manager, Sterling Theatres, joined forces with Jack J. Engerman in a reorganization of Engerman's Lippert Pictures of the Northwest as Northwest Releasing Corporation. Volchok has spent 19 years as a theatre executive with major circuits in the Northwest, and Engerman has been nine years in the advertising and distribution phase of the industry. Fully staffed offices will be maintained in both Portland and Seattle.

Sterling Theatres took over the operation of three theatres in neighboring communities, the Lake City, Bel Vue, and Gateway, Kirkland, leased to Sterling by Pete Higgins.

Articles of incorporation were filed with the Secretary of State at Olympia by Riverview Theatre Corporation, Walla Walla, Wash., capital \$1,000, by James Levey, E. T. Churchman, both of Pasco, Wash., and Lewis Harris, Chicago.

Korean veteran Corporal William Zupon, bearer of the Purple Heart for injuries experienced in front line combat with the 45th infantry division, has been named assistant manager, Evergreen Theatres' State, Spokane, Wash.

J. J. Rosenfield was in from Spokane, Wash., where he operates the Post, Granada, and East Sprague Drive-In. . . . Also in town was Corbin Ball, Columbia Basin Theatres. . . . Jack Tartin, Republic branch manager, Portland, visited Fred Danz, Sterling. . . . Peter Barnes, who has offices in Toronto, Ontario, and who operates the Ruby, Spokane, Wash., was in on a buying and booking junket, accompanied by his manager, Martin Falletto, Chelan, Wash. . . . C. G. Manley, Manley Corporation, was here from Kansas City with W. H. Turpie, Los Angeles, to handle some local changes. L. O. Seley, former district manager, was promoted to the east, including New England, New York, New Jersey, and Pennsylvania. He replaces Sam Horenstein, retiring after being with the company since 1932. Phil Blake, formerly with Northwest Automatic Candy Company, takes over Seley's spot in the Northwest. Seley will head-quarter in Boston.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Conclusive evidence that the honeymoon of television is ending in this city was noted in the annual report of the Public Library, which showed a seven per cent increase in book circulation and a 27 per cent gain in reference questions last year over 1951.

Appointed to the Heart Committee of the Variety Club for this year are Edward Salzberg, Screen Classics, chairman; Rex Carr, TOC general manager; Saul Greenberg, attorney; Vance Schwartz, Distinguished president, and Herman Hunt, exhibitor and Chief Barker.

Film Row has been buzzing over the numerous types of three-dimensional films. . . . Business trips were made by George H. Kirby, Republic branch manager, to Charleston, W. Va.; Edward Salzberg, Screen Classics, and Selma Blachschleger, Realart executive, to New York City; Robert McNab, 20th-Fox branch manager; Milton Gurian, Allied Artists branch manager; Gene Tunick, Tunick Releasing Company president, and William Blum, U-I branch manager, to Springfield, O.; Jay Goldberg, Realart branch manager, to Pittsburgh, and Frank W. Huss, Associate Theatres president, to a ITOO board meeting in Columbus, O.

Exhibitors in were: Frank Mandros, Cabin Creek, W. Va.; Joe Joseph, Salem, W. Va.; Al and Bill Thalheimer, Logan, W. Va.; Roy Letsinger, Amherstdale, W. Va.; Frank Allara, Matawan, W. Va.; Don Reda, Pineville, Ky.; Nelson Ward, Lexington, Ky.; Charles Bowles, Beattysville, Ky.; Ralph McClanahan, Irwin, Ky.; Mrs. Gilbert L. Ogden, Warsaw, Ky.; Guy Greathouse, Aurora, Ind.; Charles Scott, Vevay, Ind.; Frank Nollan, Athens, O.; Dewey Van Scoy and Mrs. Brent McCoy, Wilmington, O.; Harry Wheeler, Gallipolis, O.; Jack Needham, Columbus, O.; John R. Poe, Aberdeen, O.; Fred Donahue, New Boston, O.; William Gillum, Newark, O.; Mrs. Robert Epps and Allen Warth, Dayton, O.; Carl Pfister, Troy, O., and Barton Cook, Chillicothe, O.

Variety Wives will stage a donor luncheon on April 15 in the Pavilion Caprice, Netherland Plaza Hotel, with proceeds going to the Variety Foundation for Retarded Children. Mrs. Sam Weiss, president, has appointed Mrs. Herman Hunt, Mrs. Robert Jacobs, and Mrs. Arthur Van Gelder as co-chairmen of reservations and entertainment; Mrs. Milton Gurian, hostesses; Mrs. Max Marcus, tax stamps; Mrs. Mary Pollins, favors and prizes, and Mrs. Manuel Weiss, food and decorations.

Despite withdrawal of the controversial "Limelight" at the Palace, Columbus, O., UA officials said the film would be run



In connection with the recent premiere of U-I's "Meet Me At The Fair," Loew's Ohio, Columbus, O., manager Walter Kessler developed an unusual street display featuring a mechanical orchestra. He is seen here with Chet Allen, young singing star, who makes his debut in the picture.

in accordance with advance bookings in Dayton, O., and this city.

Sam Haber, former Republic salesman, is now traveling for Realart in southern Ohio and West Virginia territory. On Film Row for 25 years, Haber is an active Shriner and soloist in the Shrine Band.

John Rugg has been named manager, Uptown, Columbus, O., owned by Herman Hunt. Former manager Lou Holleb is interested in a new drive-in. . . . Roy Letsinger, Amherstdale, W. Va.; Frank Allara, and Al and Bill Thalheimer, Logan, W. Va., are readying a new drive-in at Jenkins, Ky. . . . TOC is booking and buying for the Auburn Drive-In, Cumberland, Ky., A. P. Corder, owner, and for the Harlan Drive-In, Harlan, Ky., George W. Combs, owner.

William A. Meier, Paramount branch manager, and Nat Kaplan, exhibitor, have been appointed to head a Variety Club membership committee. The goal is 100 new members by June 1.

Roy Williams, art director, Walt Disney Studios, made numerous appearances on television and before live audiences to promote "Peter Pan," Palace. . . . Also here was starlet Ruth Hampton



Rock Hudson, star of U-I's "The Lawless Breed," was in Cleveland recently to help promote the film. Seen, left to right, are Jack Silverthorne, manager, Hippodrome; Eddie Bergman, acting U-I Cleveland branch manager; Frank Murphy, Loew's Ohio, State, and Stillman; Hudson; Max Mink, RKO Palace manager; Howard Higley, Warner Theatres, and Leonard Greenberger, Fairmont and Lower Mall.

to bally "Mississippi Gambler," Keith. . . . A photo contest was staged by the Palace and The Post in connection with "Angel Face."

Two proud fathers of baby girls are Jack Kaufman, sales manager, and Tony Knollman, booker, both of 20th-Fox. . . . J. C. Shanklin, Roncevert, W. Va., exhibitor, is on an extended vacation. . . . Exchange negotiators in to discuss new union contracts were F. T. Murray, U-I; M. R. Rosen, MGM, and J. McMahon, Republic.

Jean Reuhrwein, MGM receptionist, was in a hospital for observation. . . . William Bein, National Screen Service district manager, and Charles Goodwin, Columbia booker, were recovering from the flu. . . . Jacob J. Ziegler, former owner, Hey-Hay Tavern, popular eating place for Film Row workers, died.

The Chakeres Circuit is installing a new screen in the Regent, Springfield, O., for the showing of "Bwana Devil."

Dick Haymes in Columbia's Technicolor musical "All Ashore," joined the exploitation troupe touring for the film at the Capitol.

Cleveland

3-D with "Bwana Devil," closed a successful three-week run at the Allen, and the stereo-techniques had a big week at Loew's Canton, O., with the result that theatre owners are clamoring for installations. Frank Masek, National Theatre Supply manager, reports 35 signed contracts on his desk including seven for Shea houses and four for Skirball houses. Orders will be fulfilled in order of receipt.

Vaughn O'Neil, with the Loew Circuit as manager for his entire 25 years in the business, tendered his resignation as manager Loew's State, to take a flyer in another line of business, having accepted an offer to be sales representative for the Davis Plywood Company.

Meyer Fine, president, Associated Circuit, left for a vacation in Florida. About the same time, another Associated Circuit official, Abe Kramer, returned.

Bob Bial, Luthi Studios, has once again been named Red Cross chairman in charge of the Film Building. . . . I. J. Schmertz, 20th-Fox branch manager, was in Florida. . . . Loew's Valentine, Toledo, O., opens on March 21 with "Bwana Devil," and five Ohio Warner houses have March opening dates, the Strand, Akron; Paramount, Youngstown; Ohio, Mansfield; Ohio, Canton, and Ohio, Lima.

Over in Canton, O., Ralph Russell, manager, Palace, is chairman of a committee working with the Canton Repository to learn what pictures Canton patrons liked best in 1952, and who are their favorite leading woman and man. On Russell's committee are Harry Klotz, Loews; Ted Hooper, Ohio; Nick Condello, Park; Jerome Reinhart, Mozart; Joe Calla, Strand, and Bill Sheehan, South.

United Artists branch has a new salesman covering the Toledo, O., territory, Ward Besanson from Washington, D. C., where he formerly was with Eagle Lion.

"Lights-Camera-Questions," said to be the only weekly, industry-sponsored TV show in the country, completed its initial 13-week contract with WXEL, and started its second 13-week period. In addition to the regular quiz panel consisting of Dick Wright, Warner Theatres' district manager; Max Mink, RKO city manager; Frank Murphy, Loew's Theatres division manager; Jack Silverthorne, manager, Hippodrome, and Leonard Greenberger, representing the Lower Mall and Fairmount, there is generally also some visiting movie personality.

Roy Williams spent four days promoting "Peter Pan," RKO Palace. He appeared on radio, TV, and in the Higbee lounge, where he demonstrated the art of Disney cartooning.

Peter Wellman, owner of theatres in Girard, O., had a birthday. His son took note of the event by presenting him with a Homberg. . . . Herbert Ochs, who owns drive-ins in Canada and in the States, is calling a managers' meeting for March 8 here. This seriously interferes with his original plans to join Mrs. Ochs in Florida for a vacation.

Nat Marcus, well-known in film circles as sales representative for beverages dispensed in theatres, died suddenly of a heart attack while on a business trip to New York.

Ted Barker, Loew's Theatres publicity director, was mapping out an extensive TV campaign for "Jeopardy," State. . . . Mark Goldman, IFE division manager, announced the appointment of two sales representatives. Al Glaubinger, formerly with Eagle Lion in Cleveland and Cincinnati, will be in charge of the southern Ohio territory including Cincinnati, Indianapolis, and Kentucky. Dave Leff, erstwhile United Artists branch manager, will represent IFE in Buffalo and Pittsburgh.

Bernard Rubin, head, Imperial Pictures, spent the week in New York. . . . Twelve Ohio cities have repealed their local amusement tax as result of exhibitor activity. Relieved of this burden are Perrysburg, Bucyrus, Fostoria, Forest, Defiance, Bellefontaine, Plymouth, Shelby, Medina, Hamilton, Bluffton, and St. Bernard.

Indianapolis

Allied Theatre Owners of Indiana announced that a dutch treat luncheon will be held on March 18, followed by an informal meeting of drive-in operators.

After being closed, the Sunshine, operated by Charles Marshall, reopened. . . . Julie Chapman, United Artists supervisor, was in. . . . Leo Adler, United Artists auditor, was checking UA. . . . Clyde McKean, Warner manager, recovered from the flu, and is back at his desk. . . . Ralph Kettering is working on "Bwana Devil," Indiana.



Milton J. Shaffer and John T. Flannigan, winners of U-I's WNBK-RKO Palace "treasure hunt" contest, one of the features of the recent Cleveland gala premiere campaign on "City Beneath The Sea," are seen receiving congratulations from Suzan Ball and Frank Westmore, while Philip Gerard, U-I eastern publicity manager, and Max Fink, RKO Palace manager, look on.

The Dana, Dana, Ind., will close on Tuesdays and Wednesdays until business improves. . . . Manager Russell Brentlinger, RKO, attended a sales convention in Cleveland. . . . Leonard Smith, head shipper, RKO, was at home after suffering a heart spasm.

Al Borkenstein, Wells, Fort Wayne, Ind., and wife, were vacationing in Florida. . . . Robert "Bob" Scherer, Palace, Clinton, Ind., was vacationing in Florida. . . . Jack Safer, Lippert, attended a sales meeting in Chicago. . . . Charles Acton, Paramount salesman, resigned to go into the lumber business. . . . Howard Rutherford, manager, Loew's, is back after absence due to the flu.

The Skyline Drive-In, Shelbyville, Ind., will be operated by Ted L. Mendelssohn. The property still is owned by Worland and Walts. . . . Bennett Goldstein started as salesman at 20th-Fox.

C. A. Hill, 20th-Fox home office, was with union committees on business, accompanied by Herbert Kaufman, Columbia, and Jules Chapman, United Artists.

Exhibitors on Film Row were: Ed Campbell, Louisville, Ky.; W. P. McGovern, Ritz, Loogootee, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind.; T. J. Arrington, Arrington, New Haven, Ind.; William T. Studebaker, Logan, Logansport, Ind.; John Micu, Indiana, Fort Wayne, Ind.; Oscar Fine, Fine Circuit, Evansville, Ind.; R. L. Hudson, Hudson Circuit, Richmond, Ind., and Walter Weil, Weil, Greenfield, Ind.

Pittsburgh

M. A. Silver, zone manager, Warner Theatres, announced the promotions of Henry Burger, district manager; Robert Bowman, manager, Warner, Erie, Pa., and Phil Katz, assistant advertising director. Effective on March 1, Burger will become director of advertising for all Warner Theatres in the tri-state area, and at the same time, supervise the Erie district theatres, with Bowman moving up to become district manager for the

theatres in Northern Pennsylvania and lower New York State. Katz will assume greater responsibilities as publicity and exploitation chief. In Erie, Henry Rastetter, manager, Columbia, will move up to manage the Warner.

A bill to increase salaries of the chairman and members of the Pennsylvania Board of Motion Picture Censors was introduced by Senator Francis P. McCusker, Republican, Philadelphia, in the State Legislature in Harrisburg, Pa. The chairman would go from \$5,500 to \$7,500 and the vice-chairman and secretary from \$4,000 to \$7,000 a year. Mrs. Edna R. Carroll, Philadelphia, is the present chairman, while John C. Fisher, Sharon, Pa., is vice-chairman and Beatrice Z. Miller, Philadelphia, secretary.

Sidney Sugarman, a Columbia employee since 1927, who worked in Philadelphia and Washington as well as here, died. He was a member of the Motion Picture Associates of Philadelphia.

Sol Bragin, Warner Circuit chief booker-buyer, was in Florida for a vacation.

WENS, new television station, which will go on the air in August or September on Channel 16, has affiliated with the new ABC-Paramount network.

John Dugan resigned his sales post with Warners after coming here from St. Louis. He replaced Bob Lynch.

Irwin Ziner, Boston, is the Columbia salesman for the West Virginia territory. . . . Frank Braden, well known press agent, was in on behalf of "Hans Christian Andersen," Fulton.

WCAE and Chief Barker Carl Dozer were hosts at the regular Variety Club "Family Night." . . . Bob Finkel, son of Arcade owner William Finkel, is directing the Dennis Day TV shows from Hollywood. NBC obtained a leave of absence for Finkel from ABC. . . . Dinty Moore signed the Metropolitan and Morgan, Morgantown, W. Va., to his growing list of accounts. Moore will do the buying and booking. . . . John Walsh, Fulton manager, is able to spend a couple of hours at the theatre now. He's looking and feeling better following a back operation. . . . Joseph Martin, Loew's Penn, retired after working 63 of his 73 years.

City Council cut the 10 per cent amusement tax to nine per cent in New Kensington, Pa. Roaring Spring, Pa., Borough Council repealed the tax, but the Springdale, Pa., council refused a plea by exhibitors. However, it promised to repeal it in 1954.

Among State exhibitors seen on Film Row were: Jim Christy, Tidioute; Bud Rosenberg, West Park; Gil Gelman, Washington, Swissvale; Fred Serrao, Circle, New Kensington; Doc Wadkins, booker, Manos Circuit; Bill Wheat, Scwickley and Coraopolis; Morris Finkel, owner of five neighborhood houses; Howard Minsky, Paramount district manager; Vic Notopolous, Capital, Altoona,



BASIC 300 CAR DRIVE-INS

Built for \$35,000! (*)

We will now accept contracts for drive-ins in Ohio and bordering states, with each drive-in "personalized" to owner's taste and surrounding terrain and locale.

Each job is complete including plans, engineering, screen tower with built-in tilt screen feature, ticket booth, grading of ramps, surfacing, roads, projection booth, plumbing, concession stand and moonlite pole. Several types of approved steel towers are available, all of which exceed required strength ratings.

This service is backed by six years of experience in constructing, designing and equipping "Personalized Packaged Drive-Ins." This experience makes it possible for us to furnish you with **more** theatre . . . a **better** looking theatre . . . and to **save** you money. You will also have the protection of "Extra" insurance. We have built over 150 drive-in thea-

tres, and can furnish over 150 excellent references. We have several jobs started, and many under contract for the coming season. Let us take you to a few, or, let us show you some colored photographs.

The concessions stand pictured, was originated by us. It is the most beautiful, practical and utilitarian design ever brought forth. It has double the counter space of other buildings of the same size.

We can arrange excellent and comprehensive financing for responsible people, plus advance money for construction. Equipment and tower financing can also be arranged!

Whatever you want in the way of equipment, we have the BEST! Strong Lamps, Century Projectors, Century Sound, Altec Amplifiers, Wagner Sign Boards and Eprad, "the Voice of the Drive-In," Speakers.

LARGER DRIVE-INS ARE PROPORTIONATELY PRICED

YOU ARE INVITED TO CONTRACT NOW FOR SPRING OPENINGS

We are Engineering and will have ready Drive-In Towers and Screens suitable for 3-DIMENSION and CINEMASCOPE



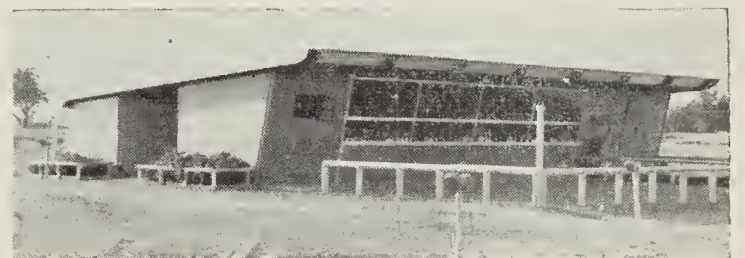
Aerial View of Completed Drive-In.



Note: Tilted Screen Face.



Quick Service from Attractive Ticket Booth. MANY OTHER STYLES, TOO!



Combination Concession Stand and Projection Booth.



Interior of Concession Stand. Note: Roominess.



Completed Drive-In, Rear View.

Theatre Equipment Co. of Toledo and Cincinnati

Address all Inquiries to Toledo Office

1206 CHERRY STREET

Phone Adams 8107

TOLEDO 4, OHIO

(*) CONSTRUCTION MATERIAL, LABOR AND ENGINEERING. This price does not include equipment, landscaping, neon and attraction board.

**Cancer
strikes
one in
five**

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

**Give
to conquer
cancer**

**American
Cancer Society**



J. J. Musselman, manager, Rialto, Louisville, Ky., recently established a tieup with a men's store to promote Paramount's "Road to Bali."

Bert Redfoot, Winbur and Bedford; Gabe Rubin, Art Cinema, William Fox, Carnegie; Bob Lieber, Paramount, Brad-dock, and Archie Fineman, McKee, and Amos Brothers, Wilerton, W. Va.

Jimmy Nash, Jr., is now selling film for Screen Guild. He managed the Wexford Drive-In last year, and probably will return there again when the drive-in season starts.

Ohio Bellefontaine

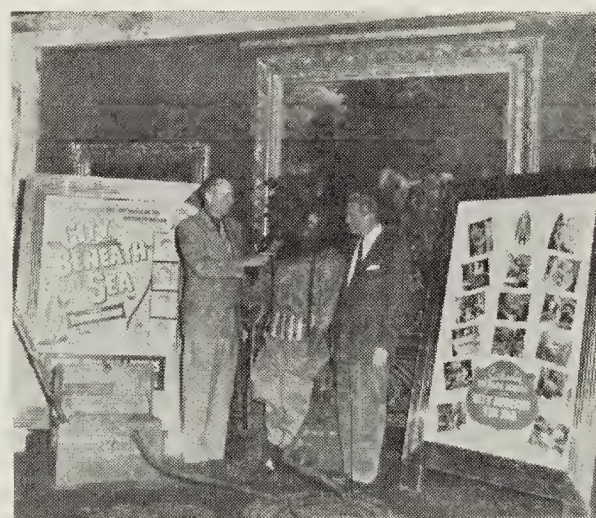
Lewis Thompson, Schine's Holland, tied up the High Point Air Force Base to put on a big show, "At Ease," a musical comedy, on March 17-18. The outfit is handling all details of staging the show, ballyhooing it, selling the tickets, etc.

Columbus

Lou Holleb, manager, Uptown, has applied for a permit on behalf of a client to erect a drive-in in suburban Whitehall. This would be the 11th drive-in in Franklin County.

Frank B. Burns is the new manager, Linden. The house has been remodeled. The theatre formerly was operated by the Pullin family.

August Gottlieb Schaffner, 90, former engineer and fireman, Grand building, died. . . . Charles Baron, Columbia, was in for an advance campaign on "Invasion, U. S. A.," Grand.



Lieutenant Harry E. Riesberg, left, treasure hunter, recently gave Max Mink, manager, RKO Palace, Cleveland, some pointers about diving equipment. The display shown was set up in the grand hall of the theatre in advance of U-I's "City Beneath The Sea."

Bob Wile, ITOO secretary, announced that Wilbur Snaper, president, National Allied, and Abram F. Myers, Allied general counsel, will speak at the ITOO convention on April 7 and 8.

Wilmington

A four-story office erected by Hallmark Productions, Inc., in 1947, will soon become a 32-apartment hotel. Hallmark's executive offices and world headquarters were moved out of here to Hollywood. Hallmark is retaining five storage warehouses here, and will continue to use Wilmington as its printing, storage, and shipping base for its roadshow operations.

Pennsylvania Altoona

The widow of L. G. Hauser, former owner, Sun, has taken a position at the State, Fabian house. . . . Jack Day, State manager, was planning a big campaign for "Bwana Devil." . . . Ray Allison, Rivoli owner, left for his annual Florida vacation.

Carnegie

John Stanton, projectionist, Louisa, was honored for the heroic part he played when the theatre had a fire last December. The Kiwanis Club took the occasion of the annual dinner-dance of the Carnegie Chamber of Commerce to pay tribute to him in the Chartiers Country Club. The Kiwanis Club plaque was inscribed, "For your heroic efforts in leading a great number of people to safety during a fire at the Louisa Theatre on Dec. 21, 1952."

Gallitzin

The only remaining coal mine in this town closed down, permanently throwing 112 miners out of work. Ken Dawson, Victoria owner, says business is sure to be tough from now on.

Greensburg

Sam Gould, city manager, three Warner houses, announced his resignation, to take over the supervision of the Penn and Victor, Newcastle, Pa. Gould had been a Warner employee for over 20 years. The Stern interests, who operate seven drive-ins, took over the two Newcastle houses from Harold Mirisch. Lou Lutz was city manager in Newcastle for Mirisch until recently.

Johnstown

Miss Cuba Walker, Ideal Amusement Company, is out of the hospital following a serious illness.

Mel Katz, Embassy manager, staged a midnight horror show. He also held a sneak preview of "Niagara."

Robertsdale

Gene Yanni, owner of the town's only theatre, and his brother-in-law also own the telephone company at Satilla, Pa.

Saxton

Tom Hiches, Jr.'s wife was ailing in the Roaring Springs, Pa., hospital.

Salisbury

Jesse Crowblatt, Village owner, purchased the State, Meyersdale, Pa., from Lawrence Lowstutter.

NEWS OF THE

Territory

Boston
Crosstown

"Moulin Rouge" is set for a Feb. 26 opening at Loew's Orpheum. Loew's State, which ordinarily plays day-and-date with the Orpheum, will bring back "Ivanhoe." A schedule set for Zsa Zsa Gabor in connection with "Moulin Rouge" had to be postponed because she flew to Italy to visit her ill husband.

Samuel Pinanski, president, American Theatres Corporation, was laid up at home with a cold, and was out of his office for nearly a week. Martin J. Mullin, president, New England Theatres, was laid up at the same time with a bad cold.

The Brattle, Cambridge, Mass., for many years a legitimate theatre, renovated for films, reopened with a new policy of foreign films, starting with "The Captain From Kopenick." Cyrus Harvey, Jr., and Bryant Haliday are the new owners and managers handling their own buying and booking. A new projection booth was necessary, and the new owners put in rear projection equipment, installed by Massachusetts Theatre Supply, the first in New England with the exception of a summer situation in the Mount Washington Hotel, Bretton Woods, N. H. The theatre has been re-seated. To introduce the new policy, Harvey and Haliday threw a press party, when the guests inspected the renovations and new decorations.

Bob Holland has been signed by the Redstone Drive-In Theatres for a managerial position when the season starts. He is the son of Eddie Holland, city editor, The Boston Record, and has done promotional work for Metro under Floyd Fitzsimmons, New England publicist.

Henry Kamuda, Grand, Indian Orchard, Me., made one of his rare visits to town, . . . Russell Martin building a new drive-in in Cornish, Me., after selling his Sanford, Me., Drive-In to E. M. Loew, was in with Mrs. Martin. . . . Another visitor was Lucien B. Phillips, at the Weymouth, Weymouth, Me., for the past 10 years.

Irving Ludwig, Walt Disney Productions, arrived for the opening of "Peter Pan" at the Keith Memorial, and will visit other key cities in advance of the film.

E. M. Loew, New England exhibitor, has been elected a member of the board and vice-president, Les Hafner and Company, which has rights to the Mark Hellinger story properties.

Film District

Mori Krushner, head of national exploitation, United Artists, was being taken around town by Joe Mansfield UA publicist, and introduced to newspaper

Banner Attendance
At IE One-Day Meet

BOSTON — Approximately 50 members were present at the annual luncheon meeting and election of officers of Independent Exhibitors, Inc., New England Allied unit, at the Town House.

Ray Feeley, executive secretary, read his annual report.

Eddie Comi, head, Massachusetts Theatre Equipment Company, spoke on third-dimension, saying that "exhibitors should have in readiness a complete survey on the physical properties of their theatres, in the event they are considering equipping any of the various new systems of projection. These surveys should be made by qualified and unbiased engineers so that the changeover can be made quickly, efficiently, and at a minimum of expense."

Norman C. Glassman, out-going president, spoke on the National Allied convention to be held at the Sheraton Plaza Hotel from Oct. 3-7. He was recently appointed general chairman.

Irving A. Isaacs, new president, addressed the group following the election. He first praised the accomplishments of the out-going administration, and then said, "Sound added a new stimulant which gave us a great boost. Theatre TV and third-dimension won't give it the same kind of boost because the great attraction in our business is the program, not the system by which it is presented." He further added that the wise showman should cash in on the three-dimensional opportunities, but he must make certain that he can recapture his investment plus a profit in a reasonably short time.

Before the luncheon, a meeting of the Drive-In Theatre Association of New England was called by Ted Rosenblatt, president. Among the business brought up was further discussions on the plan for cooperative highway billboard advertising on the heavily traveled main routes. The committee appointed on this matter, Edward Redstone, Julian Rifkin, and Donald Sweeney, made plans for a concentrative get-together with Ray Feeley, executive secretary, to work out the details.

editors, feature writers, and drama editors on forthcoming UA product, particularly "Moulin Rouge."

Eddie Klein, head, Bay State Films, was vacationing in Miami, Fla., but his salesman, Louis Josephs, was forced to a hospital with a bad cold while he was basking in the sun.

Markell Sanitary Products is moving to 183 Commercial Street, Malden, Mass., where it will continue to service theatres, hospitals, schools and allied fields with its extensive lines of janitor supplies. The company has reorganized, and a new corporation has been formed, Butcher-Markell Sales Company of Malden. Phil Markell, a well-known and beloved figure on Film Row, has been in the industry 35 years, the first man in New England to specialize in cleaning supplies for theatres. He and his son, Joseph Markell,

New England Bowling
Theatrical Bowling League

Third Week's Bowling (Second Half)
STANDINGS

	Won	Lost
United Artists	9	3
All Stars	7	5
Harry's Snack Bar	6	6
Affiliated	6	6
MGM	5	7
Independents	3	9
All Stars	3	Harry's Snack Bar . 1
Independents	1	United Artists 2
MGM	3	Affiliated

High single: J. Freeman—131. High team single: MGM—514. High three single: J. Freeman—334. High team three: MGM—1446.

INDIVIDUAL AVERAGES

J. Freeman	106.0	Rahilly	90.8
Jennings	100.8	Feinstein	90.7
J. Young	96.6	Trainor	89.5
Bradley	94.8	Asdot	89.4
Owens	94.3	Clements	88.8
Segal	94.1	Hill	87.8
Sandler	93.4	Hy Young	86.6
Prager	93.3	Larson	85.2
Burlone	93.3	McCarthy	84.1
Gates	92.7	Pugh	83.6
Farrington	92.5	Glazier	82.4
Smith	92.3	Lynde	81.5
Serra	92.2	L. Freeman ...	81.3
Field	92.0	Cohan	78.2
		Rowe	72.6

Alternates

Kapitt	112.6	McDonough	84.3
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associated with him for the past five years, are officers in the new corporation with Charles Butcher, also an officer in Butcher Polish Company, maker of waxes and polish for all uses. March 1 is the date set for the Markells to move to Malden.

Francis Mason entered the air force, and resigned his shipper's position at Warners. He is replaced by Stanley Trask, formerly a counter man at Harry's Snack Bar.

New Haven
Crosstown

When it looked like the Davey vs. Gavillan bout would interfere with patronage, the three "W" houses advertised TV showings in their lobbies.

Boy Scouts and Explorers of the Quinnipiac Council attended a Camp Sequassen rally at Loew Poli College, through cooperation of division manager Harry F. Shaw and manager Sidney Kleper. . . . Morris Rosenthal, manager, Loew's Poli, and managing editor Roger A. Connolly, The Register, arranged for a special showing of "Hans Cristian Andersen" for orphanages at Loew's Poli. . . . For "Thunderbirds," a New Haven unit of the National Guard manned the recruiting booth in Jim Darby's Paramount. . . . Walt Griffith, formerly with Poli and now in Charlotte, received story in The News of that city. His wife has been secretary, Theatre Owners of North and South Carolina, over 24 years. . . . Irving Hillman, Roger Sherman, for "The Jazz Singer," received music store tieup and window arrangements on the album. . . . The Register gave an editorial on MGM's "The Hoaxsters." . . . The Loew Poli College had new Peerless Magnarc arc lamps, sold by National Theatre Supply, installed.

Henry Cleveland, superintendent, Loew's Poli building, won first prize in oils and second prize in overall art competition at the 105th Boston Poultry Show.

Meadow Street

First showing of the stereo techniques shown at the Poli, Bridgeport, brought comment. . . . National Theatre Supply sold the 3-D equipment to the Poli, Bridgeport. . . . The Lord, Norwich, was installing a new Walker screen. . . . The Capitol, Meriden, also was getting a new Walker screen as were the Hamilton and Lido, Waterbury. . . . Preliminary stages of construction for the new Manchester Drive-in, Bolton, were in evidence.

Detective Edward Hubbell took into custody a 13-year-old Milford boy who stole a polio container from the Capitol, Milford. . . . John Melley, Klein Memorial, Bridgeport, and his wife returned from a Florida vacation.

The Webb, Wethersfield, had a benefit showing.

Circuits Loew Poli

The Poli, Norwich, had the stereo-techniques film booked in. . . . Harry Bernard, RKO exploitation department, was in Hartford, New Haven, Bridgeport, and Waterbury for "Peter Pan." . . . Irving Shiffrin, RKO, was in on "Hans Christian Andersen." . . . Division manager Harry F. Shaw, publicity director Lou Brown, MGM branch manager Phil Gravitz, Floyd Fitzsimmons, MGM exploitation representative, and Lou Cohen, Poli, Hartford, represented the industry when "The Hoaxsters" was screened for legislature members in Hartford. . . . Wedding anniversary congratulations were in order to Bob Carney, Waterbury Poli manager, and his wife, Anne. . . . Tony Masella, Palace, Meriden, planted a color laughing clown contest with guest tickets given.

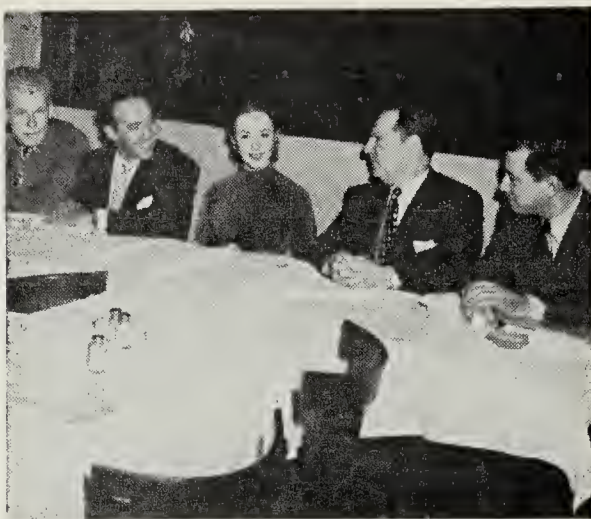
Variety Clubs Tent 31, New Haven

Monthly meetings are seeing a gradual increase in attendance. . . . The women's auxiliary is expected to begin its social activity when the weekly "Family Night" plan is instituted.

Connecticut Bridgeport

Jim Tobin, after seven months "on the road," has come back as manager, Warners.

Pending approval of the Federal Communications Commission, Harry Liftig, owner, WSJL, the local UHF television station to be launched this summer on Channel 49 will be taken over by Matthew Fox, president, Motion Pictures for Television Corporation; Lewis F. Blumberg, son of U-I's Nate J. Blumberg, and Basil Estreich, formerly with the Department of Justice and for the past eight years associated with Fox in a legal and executive capacity. Liftig says he plans to remain a dominant figure in the operation of WSJL, retaining a large financial interest and as a member of the board of directors. Blumberg will be in charge of all production, Estreich will become resident manager, and Fox will be chairman of the board and available for advice in operations.



Piper Laurie, U-I star, recently visited New Haven to aid in the campaign on "The Mississippi Gambler," Paramount, and is here seen at a luncheon reception with, left to right, Matt Saunders, Loew's Poli, Bridgeport, Conn.; Carl Reardon, U-I New Haven branch manager; Harry Feinstein, New England manager, Warner Theatres, and Allen Widen, The Hartford, Conn., Times.

Hartford

Joe Giobbi, Crown, ran a Saturday matinee pie-eating contest. . . . Doug Amos, Lockwood-Gordon-Rosen Theatres, is back from a vacation.

Members of the governor's staff, state legislature, State Police department and the Hartford press attended a screening of "The Hoaxsters" at the Bushnell Memorial as guests of Harry F. Shaw, Loew-Poli division manager, and Lou Cohen, Loew Poli manager.

William G. Howard, manager, Plaza, Windsor, reports that high school students who attend preformances at the suburban theatre on two consecutive Fridays now get free admission on the third Friday. Premium cards have been issued to all high school pupils. The cards, non-transferable, must bear the signature of the holder.

Cigarettes were stolen in a break at the Star. . . . Walter T. Murphy, Capitol, New London, gave away 1,000 Valentines. . . . Mickey Daly, Blue Hills Drive-In, is home from Florida. . . . Hugh J. Campbell, Central, West Hartford, now has three sons in service, Hugh, Jr., air force; Jack, army; and Ray, marines.

New Britain

In an unusual action, a minor is suing another for injuries allegedly received in a local theatre accident on Feb. 3, 1952.



Ray McNamara, left, Allyn, Hartford, Conn., had National Guard cooperation for the recent opening of Republic's "Thunderbirds," with Guard representatives delivering the print to the theatre.

Linda Pinto, through her mother, Celia Tamarit, brought a \$5,000 Court of Common Pleas suit against Ronald Rund, also of New Britain, on the charges that she was seriously cut about the face by falling glass in the State. According to the writ, Linda and Ronald were among a group of patrons asked to leave the theatre by the policeman on duty there because it was overcrowded. The patrons, mostly youngsters, were asked to stand behind glass doors at the entrance until there was seating room in the theatre. The writ further states that Linda obeyed the officer, but Ronald resisted, and a scuffle ensued during which the glass door was shattered. The plaintiff claimed she was cut on the face by the falling glass.

Manchester

The 26th annual Manchester Police Mutual Aid Association stage show was presented at the State.

Torrington

Albert Schleicher, formerly manager, Warner, Bridgeport, has been named manager, Palace, Torrington, replacing Robert Hills.

West Hartford

The Central is marking its seventh year of offering Saturday morning children's shows.

Windsor

Henry Kuchunos, chief projectionist, Plaza, tripped to Florida on vacation. . . . James Vassallo, ex-Strand, Winsted, projectionist, is new boothman at the Plaza. He succeeds Dick Mahoney, now at the Webb, Wethersfield.

Massachusetts Brockton

Harold F. Kayes, 52, who died, was formerly manager, Capitol, Pittsfield, Mass., and the Paramount, North Adams, Mass.

Holyoke

James H. Baker and New England Theatres Corporation, holders on an assignment from the Western Massachusetts Theatres, Inc., extended the lease on the Strand to April 2, 1972. New seats are to be installed.

Lynn

The weekend policy adopted two months ago at the Modern, Lawrence, Mass., is being tried out at the Waldorf, which, after a long closing, reopened with shows on Friday, Saturday, and Sunday. Stephen Barbett, manager, Warner, Lawrence, is acting manager until manager Royce Beckman, local Warner, takes over.

Waterbury

Mrs. Julia Smith Zoeller, manager, State, withdrew her \$5,000 action against the city of New Haven. She had claimed she tripped on a defective part of a sidewalk on College Street, New Haven, on July 26, 1950, and suffered injuries. The case was partially tried before a jury when settlement between the parties was effected, and the case taken off the docket.



Recent highlights of the twin openings of 20th-Fox's "Niagara" at the Cataract, Niagara Falls, and the Seneca, Niagara Falls, Ontario, Canada., were the presence of Dale Robertson, 20th-Fox star, seen on the left presenting prints of the film to the



mayors of both cities as Peter Meyers, 20th-Fox Canadian division manager, and Mrs. Meyers, looker on; Robertson with the press, and Robertson receiving an autograph album from the head of the Robertson Fan Club on the right.



NEWS OF THE

Territory

New York City Crosstown

Edward A. Sargoy, of the law firm of Sargoy and Stein, became a grandfather for the first time when Mrs. Richard H. Rosenberg, his daughter, gave birth to a son, John Edward Rosenberg, at the Bethesda Hospital, Cincinnati.

A daughter, Crystal, has been born to Mrs. J. Raymond Bell, wife of the Columbia executive. This is the Bell's fourth child. . . . Mr. and Mrs. Harry Foster announced the engagement of their daughter, Renee, to Jack Young, president, Jack Knit Company, and a first lieutenant in the Army Reserve counter-intelligence division. Mrs. Foster's father is a production executive with Columbia.

Emil Friedlander, Dazian's, Inc., has been reelected a trustee, National Jewish Hospital.

Two of 20th Century-Fox's newest candidates for stardom, Anne Bancroft and Byron Palmer, both in "Tonight We Sing," met representatives of the nation's fan magazines in a special breakfast interview.

Eugene Picker, in charge of Loew's New York theatre operations, announced the promotion of two Loew assistants. Charles Levinson, assistant manager, Loew's Grand, becomes manager, Loew's 116th Street. James Napoli, assistant, Loew's Valencia, Jamaica, manages Loew's Grand, Bronx. Other managerial transfers bring Sig Schwartz from Loew's 175th Street to Loew's Gates; Nate Bernstock from Loew's National to Loew's 175th Street, and Joe McCoy from Loew's 116th Street, to the National.

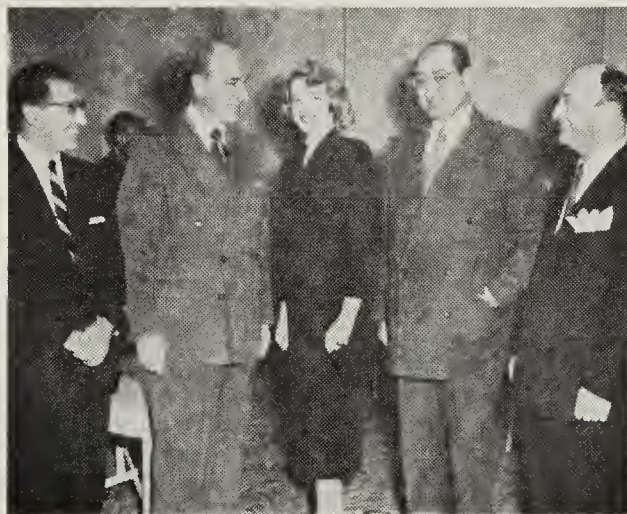
"Bwana Devil," Loew's State, was promoted at the National Photographic Show in Grand Central Palace. Six tri-dimensional viewers showing scenes from "Bwana Devil," a series of large signs and displays, and a contest offering free tickets to the film to the writers of the

best letters were some of the promotional features.

Leaders of the motion picture industry, radio, government, the military, publishing, and other walks of life will gather at the Waldorf-Astoria Hotel on Feb. 27 to pay tribute to Paramount's Bob Hope for his achievements as an entertainment figure and humanitarian. The comedian will be honor guest at the Friars annual testimonial banquet.

One of the most intensive interview schedules ever set up for a pair of visiting Hollywood stars was arranged by RKO for Jan Sterling and Paul Douglas. . . . Ethel Merman, who stars for 20th Century-Fox in "Call Me Madam," will act as the "Hostess with the Mostest" on the evening of March 2, when the Technicolor production will be shown before a glittering assemblage. The swank preview, which will be followed by a festive party at the home offices of 20th Century-Fox, will see Miss Merman handling duties similar to those she performs as a lady ambassador in the picture.

Burton E. Robbins, National Screen Service executive and its representative in many industry charitable drives, was elected president, Cinema Lodge, B'nai



Paramount recently held a luncheon at New York's Hotel Astor for 60 leading theatremen of the metropolitan area, at which they were introduced to Rosemary Clooney, star of "The Stars Are Singing." Shown with Miss Clooney are, left to right, Harold Rinzler, Randforce Amusement Company; Russell V. Downing, managing director, Radio City Music Hall; Emanuel Frisch, president, Metropolitan Motion Picture Theatres Association, and David Katz, managing director, Roxy.

B'rith, succeeding Martin Levine, Brandt Theatres executive. Others elected were vice-presidents: Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde, and Lou Wolff, all incumbents; treasurer, Jack L. Hoffberg; secretary, David Kelton, and chaplain, Levine. Trustees are Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novins, and Arthur H. Schwartz. Dr. Arthur Lelyveld, national director, B'nai B'rith's Hillel Foundations, was the principal speaker at the meeting.

Mr. and Mrs. Sidney Unger, Forest Hills, announced the arrival of a baby girl, Frieda Sara, their second daughter. Mrs. Unger is the daughter of Harry Mandel, RKO Theatres executive in charge of national advertising and publicity. . . . A daughter, Julie, was born to Mrs. Dick Pitts, wife of the public relations director, Theatre Owners of America.

J. Milton Salzburg, president, Pictorial Films, Inc., received a personal presentation from the Italian Council General of the award given at the Venice Film Festival to the film "F. D. R. - Hyde Park," produced by Pictorial.

Paul N. Lazarus, Jr., Columbia home office executive and former president, AMPA, will pay AMPA's tribute to Ed Sullivan when the advertising organization fetes the popular television master of ceremonies for his outstanding cooperation with the industry. The tribute will be presented on March 19 in the Hotel Piccadilly at 12:30 p.m., according to Harry K. McWilliams, Screen Gems, AMPA president. George Ettinger, Columbia radio and TV contact, is chairman of the meeting.

His many industry friends were saddened to learn of the death of the mother of 20th-Fox publicist Charles Cohen. Mrs. Millie Cohen, 64, passed away after a long illness. Services were held in Rockville Center, L. I.

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Governor Thomas E. Dewey is seen recently signing a proclamation in Albany designating February as "Heart Month" as, left to right, Charles A. Smakwitz, Warner Theatres zone manager and president, Albany County Heart Association; Dr. Harold Wiggers, dean, Albany Medical College and vice-president, AHA, and Dr. H. F. Hilleboe, State Commissioner of Health, look on. A number of theatres cooperated in the drive to raise \$50,000.

New Jersey Morristown

The Stanley Company of America, owner, Baker, Dover, N. J., won a jury verdict of \$40,000 in County Court for damage suffered by an explosion on June 21, 1948, at the Hercules Powder Company, Kenil, N. J. The plaintiff charged that concussion from the explosion broke wooden trusses in the roof of the theatre, about four miles away.

Newark

J. Stavron replaced H. Owens as manager, Central. . . . Ginger Kole, performer at clubs, hospitals, and army camps, made a personal appearance at the Royal, Bloomfield, N. J., with her vaudeville troupe in a lively variety show.

Thomas Cantillo, manager, Hollywood, East Orange, N. J., had a unique stunt in conjunction with "Million Dollar Mermaid." Several miniature automatic mermaids were on display diving in and out among the fishes in an aquarium stationed in the lobby. . . . On Washington's Birthday, A. Finkenstein, manager, Embassy, Orange, N. J., had the pupils from the Lydia Dean Dancing School in a revue on the stage.

Shapiro, Plashette Upped At Paramount

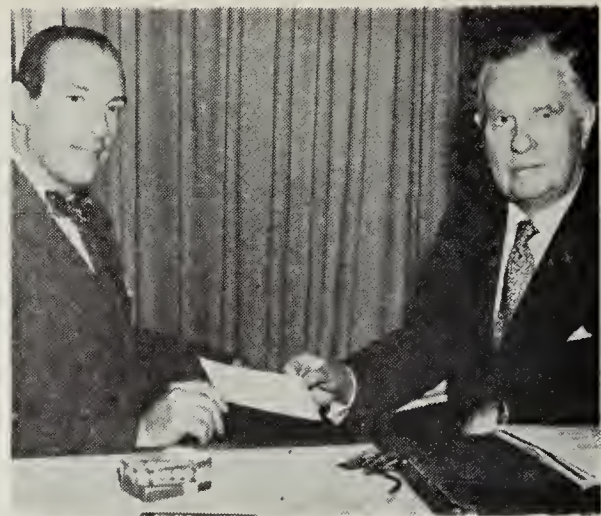
NEW YORK—Leonard H. Goldenson, president, AB-PT, announced the promotion of Robert K. Shapiro to the executive managership of the Paramount. Shapiro will have complete authority over stage and screen programs in addition to the physical operation of the theatre, a position he has held since 1941.

Goldenson also announced that Eugene Plashette, manager, Brooklyn Paramount, has been made executive manager, with full control over all phases of the operation, including the engagement of attractions.

New York State Albany

Mrs. Jennie C. Rosenthal, 70, owner, State, Troy, and widow of Jacob C. Rosenthal, pioneer exhibitor, died at Memorial Hospital after an illness of several weeks. Mrs. Rosenthal, well-known and well liked, had not been in top health for the past year. Funeral services were held in Temple Beth El, Troy. John Capano, booker for U-I and operator of the State since 1947, was among those attending. Capano had been employed by the Rosenthals in his youth, when he and his parents lived on the same street as the couple. A native of Poland, Mrs. Rosenthal had lived in Troy about a half century. She was a member of Temple Beth El, Congregation Shaaray Tephilah, and the Hadassah of Troy. Survivors are four sons: Leonard L. Rosenthal, counsel and adviser on film buying, Upstate Theatres, Inc.; Monroe Rosenthal, Kansas City; Dr. Ellis A. Rosenthal, Auburn-Cranston, R. I., and Robert J. Rosenthal, Silver Springs, Md.; a daughter, Mrs. Jack Green, Kansas City; a brother, Dr. Philip Dorenbaum, Providence, R. I., and six grandchildren.

Gerry Atkin, former Warner Theatres zone director of advertising and exploitation, moved to New York City. . . . The American, Troy, closed the books on full-time operation, and reopened on a weekend schedule. . . . The Lincoln, second-run, climbed back to first-run with the transfer of the American to a Friday through Sunday plan.



Edward J. Noble, right, chairman of the board, American Broadcasting Company, and general chairman, 1953 Greater New York \$4,000,000 Campaign of the National Foundation for Infantile Paralysis, and Leonard Goldenson, president, United Paramount Theatres, Inc., and chairman, motion picture industry, for the drive of the Greater New York "March of Dimes," examine a check for \$49,328.67 raised by the industry recently to fight polio.

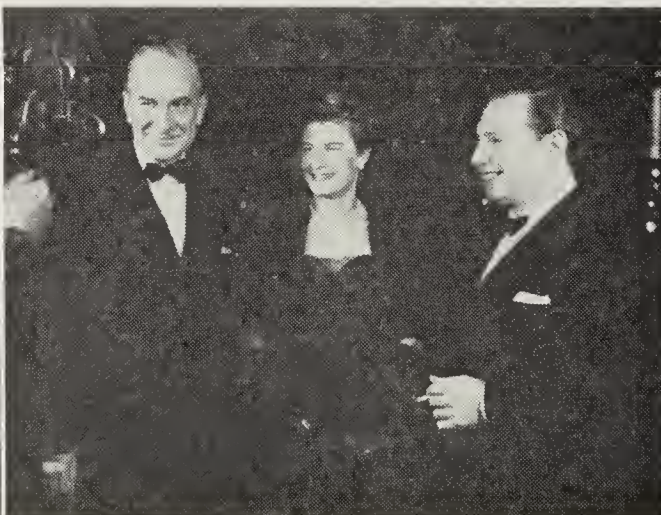
Lewis A. Sumberg, executive director, Albany TOAA, and Mrs. Sumberg went to Miami, Fla. . . . Harry Lamont, president, TOAA and owner, Lamont Theatres, arrived from Key West, Fla. He and Mrs. Lamont spent approximately seven weeks in the fishing town. Bob Case, manager, Lamont's Sunset Drive-In, Kingston, and Mrs. Case, who drove to Florida with the Lamonts, returned to Woodstock ahead of the latter. Gerald Schwartz, partner of Lamont in several drive-ins, transferred his base to Poughkeepsie, where he will direct the Overlook. The Schwartzs are living in a new, large trailer.

Theatres and other places of amusement, entertainment, and sports in New York State would be required to post, in a conspicuous location, a diagram showing the exact location of every reserved seat under terms of a bill introduced by Senator Julius A. Archibald and Assemblyman Daniel M. Kelly, Democrats.

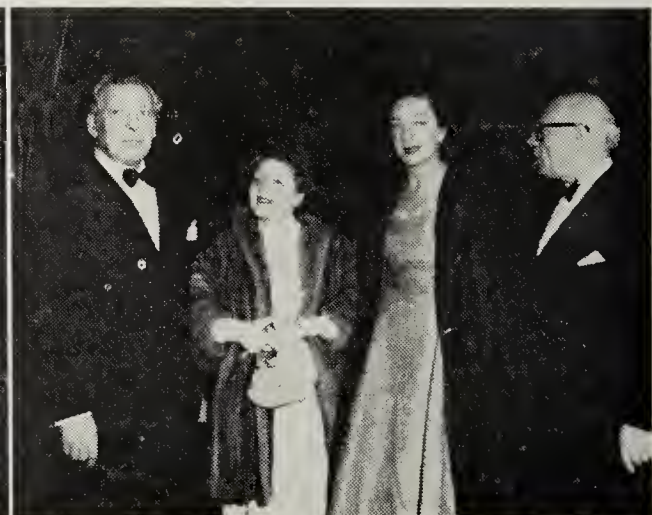
New York City could adopt, by local ordinance, a series of taxes, including one of 10 cents on admissions of \$1 or more to theatres, for the benefit of the municipally owned and operated transportation system, if a bill by Senator Fred G. Moritt, Brooklyn Democrat is adopted by the legislature.



Russell V. Downing, executive director, Radio City Music Hall, New York, was host at a champagne party at the theatre following the recent bow of 20th-Fox's "Tonight We Sing." Seen, left to right, are Ezio Pinza, starring in the film, and



George Jessel, producer; Downing and Mr. and Mrs. Isaac Stern, and Pinza, Mrs. Sol Hurok, Mrs. Pinza and Sol Hurok, whose career as an impresario makes up the story of the Technicolor film.



Earl Rooney, assistant manager, Strand, lost his mother, who died in Utica at the age of 55. . . . Joseph Saperstein, booker, Fabian Theatres, division offices, vacationed in the south. . . . Jack Goldberg, MGM resident manager, and Mrs. Goldberg left for a cruise to South America. . . . D. John Phillips, executive director, Metropolitan Motion Picture Theatres Association, spent two days on Capitol Hill checking bills affecting film houses, and renewing acquaintances with legislators.

The 40-year-old Colonial Playhouse will revert to the camphor-ball status on March 28 when Mr. and Mrs. Malcolm Atterbury and Ellen Hardies ring down the curtain on an abbreviated season of stock. The acting-managing couple came to the reluctant conclusion that it would be wise to shear off two plays from the production schedule, and wind up six years of courageous legitimate stage production here in a blaze of glory.

A certificate of consolidation of American Broadcasting Company, Inc., and United Paramount Theatres, Inc., into American Broadcasting-Paramount Theatres, Inc., has been filed here with the Secretary of State by R. E. Kintner, president, and Geraldine Zorbaugh, secretary, for the former, and Leonard H. Goldenson, president, and Robert H. O'Brien, secretary, for the latter.

Buffalo

Marian Gueth has resigned as secretary, Motion Picture Theatre Owners of New York State, Inc., to join the Veterans Administration, Rehabilitation Division. However, she expects to keep her contacts with her industry friends. Miss Gueth has been associated with the trade for 29 years. Everyone wishes her the best.

George Secord, Schine's Granada, tied up a store for rental of both the Granada and Riverside for a 15-cartoon show on Lincoln's Birthday. The store requested that each youngster purchase canned goods from them for an admission, with the canned goods given to the Red Cross. For "Flat Top," Secord tied up with a hobby shop for an airplane building contest, with the shop donating \$50 worth of prizes in modeling supplies.



Maurice Maurer, managing director, Astor, New York, exploited the recent showing of Paramount's "Road to Bali" with a display of tropical fish, parakeets, etc., arranged through a tieup with Gimbels Department Store.



Garret Voorman, manager, Fabian, Paterson, N. J., arranged this recent lobby display furnished by Wright Aeronautical Corporation, in connection with UA's "Breaking The Sound Barrier."

John Amendola, Niagara Falls, is instituting an art policy, effective on April 14. After the showing of each program, a forum will be held at which time the patrons will discuss the picture shown, and also recommend programs desired. He has worked arduously, and expects this to achieve good results.

Milton Harris, was in town working on the Century engagement of "Hans Christian Anderson." WEBR ran a contest on "Why Do You Want to see the Picture," WKBW a contest "guessing the tunes," and the Polish Everbodies Daily a coloring contest for children.

MPTO and RKO are working in conjunction with the Catholic Charities Appeal. RKO is handling the physical distribution of trailers to theatres. . . . Emerson Dickman, 20th-Fox, laid plans for his trip to Bermuda over the Easter holidays. . . . The George Gammels, Gammel Circuit, and president, MPTO of New York State, Inc., were packing their bags for a southern trek. . . . L. M. Bleackley, president, Perkins Theatre Supply, and vice-president, Perkins Electric, Montreal, was in for a conference with Carl Bell, branch manager.

Dave Leff, former United Artists branch manager here and in Cleveland, is now with IFE. . . . Mayor Joseph Mruk was enrolled for "Brotherhood Week" as he signed a proclamation calling for city-wide observance. Enrolling the mayor were Arthur Krolick, exhibitor chairman; Manny A. Brown, distributor chairman;



Claire Taylor, winner of a savings bond in a letter-writing contest recently sponsored by the Baronet, New York City, in connection with U-I's "The Importance Of Being Earnest," is seen receiving her prize from star Michael Redgrave.



Piper Laurie, U-I star of "The Mississippi Gambler," recently aided the promotion of the film at Loew's State, New York, by taking over the ticket booth, with attendant publicity.

Edward F. Meade, publicity director, all members of the industry division of the National Conference of Christians and Jews, and Daniel W. Streeter, senior co-chairman, Buffalo Round Table of the Conference.

Felicitations go to Jack Chinell, RKO branch manager, who celebrated a birthday. . . . Mrs. E. K. O'Shea, wife of Paramount's vice-president, was in. . . . Lillian Rosen, RKO contract clerk, was home from the hospital recuperating after her operation. . . . Bud McDonough, Monogram booker, is the proud father of a new baby boy. . . . Ed Suisse, MGM salesman, bought an Oldsmobile. . . . Frances Ruback, RKO head inspectress, is back after an absence for illness. . . . Sara Weil, RKO booker, and Ruth Rapoport, Warner office manager, continue to enthuse about their new grandnephew, Brian Alan, born to the Morton Siegels.

William Gehring, manager, Dipsons Amherst, and booker, RKO, is happy over the birth of their new baby, Gale. So is Bill, Jr., 2, who now has a playmate. . . . An impromptu party of the Columbia personnel was held to celebrate the occasion of the marriage of Barbara Hartman, office manager, to Frank Quinlivan, manager, Gammel's Columbia. The combined staff of Columbia presented the bride with a bridge set consisting of table and four chairs. . . . Margaret Crean, secretary to Manny Brown, United Artists branch manager, leaves on March 6 for Fort Lauderdale, Fla., on her annual vacation.



In connection with the recent promotional campaign for U-I's "Girls In The Night," Loew's State, New York City, the company developed a special street float which will also be used for subsequent dates in the Greater New York area, including a series of New Jersey openings.



Burton E. Robbins, National Screen Service executive, was recently elected president, New York's Cinema Lodge, B'nai B'rith, succeeding Martin Levine, Brandt Theatres executive.

... George Gammel, president, Motion Picture Theatre Owners of New York State, Inc., called a board meeting.

—M. G.

Corning

Toby Ross made arrangements with a local dairy for an Easter kiddie show rental at both the Fox and the Palace on April 7.

Lockport

Harry Goldsmith, manager, Palace, took advantage of the appearance of Dale Robertson, 20th-Fox star, in Buffalo on behalf of "Niagara," to publicize the premiere at his theatre. Traveling to Buffalo, he presented Robertson with a special Lockport card table. He promoted a full page from merchants, and got good newspaper breaks.

Oneonta

Norm Prager, Schine's Oneonta, set a "Miss Valentine" contest with the high school with the cooperation of a newspaper and 14 merchants. Selection of the winner was by ballots printed in each of the sponsors' newspaper ads, with the winner announced at the theatre with her "court of honor" on Valentine's Day. Prizes were promoted from the cooperating merchants, and presented to the winning contestants.

Oswego

Harry Wiener, manager, Oswego, included in his publicity campaign for Friday the 13th admitting free the first 13 persons sending proof of a Friday the 13th birthday. This meant 14 free spots on the radio for the theatre. Disc jockeys collaborated, and the newspaper ran a contest based on superstition, with the winners receiving free theatre tickets. Couples presenting proof of a Friday the 13th marriage were also admitted free. The lobby was decorated with black cats, an open umbrella, and other debunkers of superstition.

Syracuse

Beginning on Feb. 12, Loew's State celebrated its 25th anniversary. To commemorate the occasion, manager Sam Gilman promoted an appropriate anniversary campaign. A huge birthday cake received much attention. Disc jockeys helped to play 1928 vintage song hits. The display in the lobby also listed all

EYEING THE

Exchanges

NEW YORK — Officers of the Motion Picture Bookers Club were officially installed in the Hotel Taft. Brandt's Lou Wolff is president; Sam Einhorn and Lou Solkoff assist as vice-presidents, and Myron Starr holds the purse strings as treasurer.

WARNERS — Night shipper Harry Cohen welcomed his son-in-law back after a hitch with the army in Korea. ... Julia Rodrigues, contract department, said her "I do." She and her husband Arthur will postpone their honeymoon to await the warmer weather.

PARAMOUNT — The industry's only lady shipper, Rose McConnell, celebrated her birthday. ... Inspectress Lorretta Bachman was back after illness. ... Marilyn Haas has the date set for June 6. ... Essie Epstein, cashier's department, was having her vacation fun at Grossingers.

20TH-FOX — Inspectress Margaret had a birthday cake for her husband. ... Martin Moskowitz's secretary, Frances Singer, has the embossed invitations ready for the wedding of her daughter, Marny, to Harry Schiffman on Feb. 28. ... Lilian Gordon, office manager's secretary, was ill. ... New faces include: typist Ethel Flisser and Mildred Guiet, bookkeeping machine operator. ... Roberta Zuckerman left. ... Sales manager Alex Arnsvalder added another year. ... News booker Henry Unger was on the sick list.

MGM — Office manager Sidney Stockton was recovering. ... Inspector Kitty Schwartz was grieved by the loss of her brother, Tom Rickert. ... Shipper Barney Mannion, out of the hospital, was resting at home. ... Bookkeeping machine operator Mary Mayham was back after being ill. ... Flu made inroads with night shipper Vince Delgaudio, inspector Fay Reiss, and inspector Moe Burke, ill.

COLUMBIA — Vacationing were Dave Jacobs, booker and Moe Fraum, salesman. ... Contract clerk Mattia Lynch, returning after illness, thanked the office club for that book. ... Wedding bells are ringing in the ears of typist Gloria Goodwin.

RKO — Sonia Robbins, boxoffice clerk, was lounging at Triple Lake Dude Ranch.

big pictures brought to Syracuse since that year, and coffee and doughnuts were distributed to all patrons on anniversary day. During the anniversary week, cigars and perfume were given to the first 25 men and women each morning, while the first 25 women coming to the boxoffice each morning were admitted free. The only member of the original staff on the payroll since Feb. 18, 1928, is George Steves, business agent, stagehands, and an electrician.

When "Bwana Devil" played at Keith's Mayor Thomas Corcoran proclaimed third-dimensional week. ... Agnes

... Ann Levy, secretary to the district manager, and Angie Mazzei, cashier's department, were recovering. ... Contract clerk Philis Friedman and statistician Bud Giles were returnees after illness.

REALART — A cruise to Nassau in the offing for Frances Kingsley, bookkeeper. ... Al Broder was polishing up on his skiing. ... Dave Burkan and Ben Levine expressed their thanks to exhibitors for help in the booking drive. ... Boston franchise owner Joe Levine was in. ... Republic's Buffalo branch manager, Leon Herman, was in too.

UNITED ARTIST — After illness, Janet Moses was back billing. ... The booking department is busy on the "Bernie Krantz Drive." ... Frances Harris, secretary to the district manager, recovered. ... Saddened by the loss of her aunt was Joyce Gallione, secretary to the branch manager. ... Telephone operator Merle McKinna was sick.

BONDED — Shipper Johnny Hogan had a cake with two candles to celebrate son John's birthday. ... On the sick list were night examiner Johnny Buvalik, inspectress Mae McGee, and night examiner Lou Jacobs. ... Shipper Johnny Hogan was well enough to return to work. ... Projectionist Sid Prager was in the hospital for a minor operation.

FAVORITE — With the film room moved down the hall, exchange offices were enlarged and remodeled. ... Lenore Cohen, formerly with Prudential Playhouses, took up her new duties as secretary. ... Vacationing was President Moe Kerman. ... "Hellgate" was set for the RKO Circuit. ... Irving Wernick helped daughter Arlene blow out the seven candles on her birthday cake.

RAMBLIN' 'ROUND — If you're a typist or an office boy, apply to U-I. ... Harvey Reinstein, U-I booker, skied away at Manchester, Vt. ... People at Republic were waiting anxiously for the Oscar returns on "The Quiet Man." ... Ethel Israel, secretary to Etta Segall, Monogram, was back after illness. ... United Artist booker Tony Agolia became a year older. ... Last call for the Motion Picture Bookers Club's theatre party of "Hazel Flagg." Contact any exchange booker. ... Bell acquired "Dancing With Crime" and "Daughters of Darkness" for the Buffalo and Albany territory. ... Mrs. Fritz Sonnenfeld, Sun Films, Israel, left after a visit.

—J. A. D.

Archambo, Sam Gilman's secretary at Loew's State, found a new apartment. Her hobby, incidentally, is collecting china angels. She has 50 or 60 in all. ... Gene Melnicki, assistant manager, Loew's State, spends all his spare time at the movies. ... Margie Ranalli replaced Beatrice Delnario at Loew's State. ... Barry Ghezzi, former assistant manager, Schine's Eckel, last stationed at Indian-town Gap, Pa., sounded a clarion call for correspondence from his buddies. ... Dick LaFountain, assistant manager, Schine's Eckel, reports that his three-year old son hit his head against a chair, and received three stitches.

NEWS OF THE

Territory

Philadelphia
Crosstown

A masked gunman held up five employees in the office of the Fox, and made off with \$6,724. None of the patrons had an inkling of the incident. Those held up were manager Harold Brason, assistant Maurice Goldberg, and aides Mrs. Dorothy Levin, Hannah Browne, and Mary Rocco. After cutting the telephone wire with a pair of wire cutters, the gunman put the money in a pillow case he carried, and escaped through an exit door. He was described as youthful with blond hair.

"Mom and Dad" will open at the S-W Earle on Feb. 27. The last stage show is playing the house this week. The theatre will be dismantled after the engagement of the sex education film, for which it has been sub-leased.

Extensive alterations will be made before the new offices of Stanley-Warner are opened on the seventh and eighth floors of the Frankel building, southwest corner of 13th and Arch Streets.

It is believed certain that City Council will soon eliminate that portion of the Fire Code which calls for local theatres to run diagrams on their screens showing the various exits from the auditoriums. Fire Commissioner Frank L. McNamee expressed the opinion that such a move was to be expected.

Vine Street

Nat Levy, RKO eastern division manager, and his assistant, Milton Platt, held a sales meeting at RKO in preparation for the company's 25th anniversary drive, March 6-June 25. Among those present were Bob Folliard, eastern district manager; and branch managers Charles Zagrans, Philadelphia; Hatton Taylor, Boston; Barney Pitkin, New Haven; Dave Silverman, Pittsburgh, and Joe Brecheen, Washington. Also on hand were sales managers Ely Epstein, Philadelphia; William Gardiner, Boston, and Alphonsus Folliard, Washington.



Julia Adams, starred in U-I's "The Mississippi Gambler," recently visited Philadelphia, and is seen here with, left to right, Joseph Leon, U-I branch manager; Neil Traugh, assistant manager, Engel Theatres, Wilkes Barre, Pa.; Ronald Emkey, son of William Emkey, general manager, Engel Theatres; William Emkey; Harold Saltz, U-I sales manager, and Ed Potash, U-I office manager.

The Motion Picture Associates will hold a dinner meeting in the Broadwood on March 2. The welfare drive will be discussed.

Sam Diamond, veteran 20th-Fox branch head, is all set for his forthcoming Miami, Fla., vacation, on March 25.

Charlie Stiefel was welcomed back at his office following hospitalization and recuperation at his home. He was happy over the announcement of his daughter's engagement.

The trade was saddened by the death of Sidney Sugarman, a Columbia employee since 1927, who worked in Pittsburgh and Washington as well as here. He was a member of the Motion Picture Associates of Philadelphia. Funeral services were held at Morris Rosenberg's.

David E. Brodsky, decorator, has been elected president, Downtown Jewish Orphan Home, for the third consecutive time. . . . RKO office manager Joseph Farrow was on the sick list. . . . Kathleen Devlin, UA biller, announced her engagement to James Gannon on Valentine's Day. . . . Francis X. Kelly, 20th-Fox booker, made the Scranton, Pa., trip. . . . Mike Levinson, in from the west coast, conferred with Dave Rosen.



In Philadelphia recently for a night club engagement, Peter Lind Hayes and Mary Healy, starred in the Columbia-Stanley Kramer production, "The 5,000 Fingers of Dr. T.," stopped in at the Columbia exchange to meet Lester Wurtele, branch manager, and some of the employees.

Norman Lewis, still collecting calendars of all types, said he would appreciate everyone sending him old calendars as he is an avid collector.

Dave Rosen is distributing "Miracle on Skis," a 16-minute subject showing the manner in which two veterans overcame the handicap of amputations, and two 10-minute General Electric reels, "A Is For Atom," in color, and "Jet Power." The latter two are free to all theatres. Rosen is now taking bookings on all of the three subjects.

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Catholic Newspaper Publishes "Dishonor Roll"

PHILADELPHIA—The entrance of many houses into the sex film field was highlighted by the publication in The Catholic Standard and Times of a "Roll Of Dishonor," reading as follows:

"The following theatres merit inclusion on a Roll of Dishonor. Each of them has scheduled a motion picture known to be condemned by the National Legion of Decency and other religious and civic bodies.

"The condemned picture, 'Street Corner,' is advertised by the following movie houses: Admiral, Castor, Crest, Dante, Dixie, Fine Arts or Eureka, Jackson, New Mayfair, Rialto, Wynne, and World.

"The condemned picture, 'Because Of Eve,' is advertised by the following movie houses: Belmont, Bromley, Byrd, Lawndale, and Riviera.

"The condemned picture, 'Mom and Dad,' is scheduled to play at the Earle."

The addresses of the theatres were also given.

The Catholic Standard and Times, in a later editorial, said that five theatres had cancelled bookings of sex pictures, and that two more theatres, unnamed, were being added to the "Roll of Dishonor."

District of Columbia Washington

President and Mrs. Eisenhower were the guests of honor at a diplomatic preview of "Mahatma Ghandi-Twentieth Century Prophet," presented by the American Academy of Asian Studies in the DuPont. Members of Congress and the diplomatic corps and other Washington officials attended the special showing under the auspices of D. L. Mehta, ambassador of India, in cooperation with



Ruth Hampton, featured in U-I's "The Mississippi Gambler," recently visited Philadelphia, and is seen with, left to right, Joseph Leon, U-I branch manager; George Schwartz, Beach, Atlantic City, N. J.; Jack Shreck, Majestic, Tamaqua, Pa., and Al Moffa, Sauconia, Hellertown, Pa. Miss Hampton was "Miss New Jersey" in U-I's "Miss Universe" contest.

Louis P. Gainsborough, founder and president, American Academy of Asian Studies.

Washington showmen played an important role in the observance of "Brotherhood Week." With the Attorney General as chairman, the following theatremen served on committees: George Crouch, zone manager, and Frank La Falce, director of advertising and publicity, Warner Theatres, and Orville Crouch, eastern division manager, Loew's Theatres. A special meeting was held at the Circle with men and women from all the exchanges and theatres attending. Arrangements were made by Joseph Rosen, branch manager, 20th-Fox. . . . Special credit goes to Jerry Baker, manager, RKO Keith, for the "Brotherhood Week" pix he took at his house.

Converting the Warner Metropolitan into a first-run with "Hans Christian Andersen" had all the Warner boys working harder than ever. It opened with diplomatic representatives attending.

Penna. Bill Would Raise Censors' Salaries

HARRISBURG, PA. — A bill to increase salaries of the chairman and members of the Pennsylvania Board of Motion Picture Censors was introduced by Senator Francis P. McCusker, Republican, Philadelphia, in the legislature. The chairman would go from \$5,500 to \$7,500, and the vice-chairman and secretary from \$4,000 to \$7,000 a year. Mrs. Edna R. Carroll, Philadelphia, is the present chairman, and, John C. Fisher, Sharon, vice-chairman, and Beatrice Z. Miller, Philadelphia, secretary.

Washington was sorry to hear that Jerome A. Adams, branch manager, MGM, was pulling up stakes, taking the wife and three kids to San Francisco. A nicer guy one won't find.

Five shorts were shown to members of the Motion Picture and Television Council at the Motion Picture Association to depict the industry's scope in educational pictures. . . . President Eisenhower made his first appearance at a D. C. theatre since his election when he attended the Dupont premiere of the film on Mahatma Gandhi as guest of the Indian ambassador.

Sidney Lust broke ground at Marlboro Pike for a new open-airer. Third ozoner in the Lust group, it is in Maryland, a half mile from the District line. Plans are by Theodore Rogvoy.

Ground was broken for the new Branch Drive-In. Don King, manager, E. M. Loew Mount Vernon, just south of Washington, is the owner of the new ozoner, which will have a car capacity of better than 700. The theatre was designed by, and will be constructed by, Elmer H. Brient and Sons, and will be equipped with the latest RCA equipment and be ready for RCA large screen television. Opening is expected about May 1.

Sidney Lust has purchased RCA equipment for his new Marlboro Drive-In now under construction one-half mile east of the Washington city limits. New RCA bright arc lamps with the new water cooled carbon jaws are included in the equipment. April 15 has been set for the opening. All of the equipment is being supplied by Elmer H. Brient and Sons, RCA Washington dealer.

Elmer H. Brient and Sons was appointed distributor for the Electric-Aire hand driers. The line includes hand driers, hair driers, and hospital and school driers. Toilet door latches and locks are included in the line, and the distribution covers all lines of outlets.

At MGM, Anna Ridgely, cashier, celebrated the 30th anniversary of her marriage and her 25th year at the exchange. . . . MGM's Hazel McCarthy had only good words to report about the Minnesota winter carnival. . . . Henry Ajello, MGM booker, returned after an operation, but he'll have to take it easy for a while.

—RICK LA FALCE

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Delaware Wilmington

Stanley-Warner Corporation has been chartered at the corporation department of the office of Secretary of State John N. McDowell, Dover, Del. Its capital is five million shares with a par value of \$5, and the resident agent is Corporation Trust Company. The new production-distribution company to be known as Warner Brothers Pictures, Inc., was chartered a few days earlier, also capitalized at \$25 million, to take over those phases of the present corporation of the same name.

RCA's sound man in this territory now is Charles H. Rush, Jr., 121 Alameda Avenue, Absecon, N. J., succeeding Robert E. Coble, Richardson Park, Del., transferred to Harrisburg, Pa. . . . Ben Shindler, manager, Ace, who had been on the sick list in Florida, was improved.

Milt Young, Columbia exploiter, was in working with G. Earl Smith, manager, Queen and Arcadia, on "Invasion, U.S.A." . . . Lewis S. Black, manager, S-W Warner, was using 10-second "split" announcements on WDEL-TV for "The Jazz Singer," and furnished tickets given away on the same station's quiz show, "The Eyes Have It." . . . Elizabeth G. Sholly, manager, Rialto, was using 20th-Fox's transcribed spot announcements for "Ruby Gentry" on WILM.

On the 3-D front, Edgar J. Doob, manager, Loew's Aldine, reported good results from his ad campaign on "Stereo-Techniques Show No. 1," and Louis S. Black, manager, S-W Warner, was preparing to play "Bwana Devil."

—H. L. S.

Maryland Baltimore

Manager Arthur Hallock, Paramount, observed "Boy Scout Week" with scout members on the stage pledging allegiance during a special performance. . . . Projectionist Charles Conner returned to the Paramount following illness. . . . Jack Levin, owner, Irvington, was vacationing in Florida. . . . Frank Gibson, Sr., chief projectionist, Loew's Century, is back from St. Agnes Hospital. . . . Richard Dizon resigned as assistant manager, Loew's Century, to become manager of a Kansas City drive-in.

Following an illness of about six weeks, Henry "Gus" Fey, Eureka projectionist, suddenly succumbed to a heart attack. . . . A visitor to the Allied Motion Picture Theatres Owners of Maryland was D. DeLauney, owner, State and the Carroll, Westminster, Md. . . . Leon Back, head, Rome Enterprises, traveled to New York to see Cinerama. . . . Rodney Collier, Stanley manager, extended the "Bwana Devil" engagement for a third week.

Les Coulter moved from the Town to manage the reopened Hippodrome. His assistant is Kenneth Most. . . . Stanley Stern is the Town's new manager, and Herbert Rollison is Stern's new assistant. . . . John Voltz, Northwood publicity director, appeared on TV to plug the Variety Club's charity wrestling show. . . . Walter Gettinger, owner, Howard,

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) Feb. 27, 2, "The Girl Who Had Everything" (Elizabeth Taylor, Fernando Lamas, William Powell); March 5, 2, "Code Two" (Ralph Meeker, Sally Forrest, Keenan Wynn); 6, 2, "Dream Wife" (Cary Grant, Deborah Kerr, Walter Pidgeon); 9, 2, "Cry Of The Hunted" (Vittorio Gassman, Barry Sullivan, Polly Bergen).

PARAMOUNT—(248 North 12th) Feb. 26, 2:30, "The War Of The Worlds" (Gene Barry, Ann Robinson, Lee Tremayne) (Technicolor); Feb. 25, 2:30, "Pony Express" (Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling) (Technicolor).

WARNERS—(230 North 13th) March 11, 2, "The Blue Gardenia" (Anne Baxter, Richard Conte, Ann Sothorn); 13, 2, "Trouble Along The Way" (John Wayne, Donna Reed, Charles Coburn); 18, 2, "The System" (Frank Lovejoy, Joan Weldon, Dan Seymour).

spent a weekend in New York. . . . Ted Kirwan, assistant, New, returned from a brief Manhattan visit. . . . George Payette, manager, Maryland, Hagerstown, Md., put up a new front for "Bwana Devil" at his theatre.

—G.B.

Cambridge

Sam Newman, Schine's Arcade, and his assistant, Paul Wise, for "Stars And Stripes Forever," got the junior section of the American Legion Drum and Bugle Corps to march from the Legion home to the theatre, and then play both inside and outside the theatre.

Cumberland

Jack Pardes, Schine's Strand, used an effective bally on "Something For The Birds." He had an aide walk through town with a sign on his back and bird cages in his hand. The local radio station went for a contest whereby listeners were to submit bird names, one for each letter of the title. Passes were awarded winners. In conjunction with "My Pal Gus," Pardes again used the radio station in a dog giveaway to the boy or girl submitting the best letter on "Why I Want Gus For My Dog."

Federalburg

Pearl Bryant held a "Miss Valentine" idea at Schine's Federal, a county-wide affair with one of the area newspapers cooperating. Two girls were selected from each high school in the county, and merchants all over the county gave prizes. The young ladies wearing evening dresses, and the selected "queen" were selected by the mayor, and reigned on Valentine's Day.

Leonardtwn

St. Mary's was rented by William D. Mattingly and son for the annual spring show on farm life and the showing of films of the John Deer farming equipment. . . . To promote "Torpedo Alley," Park, Lexington Park, Md., the theatre had a lobby display loaned by the Patuxent River U. S. Naval Air Station.

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Zsa Zsa Gabor, starring in United Artists' "Moulin Rouge," recently visited Philadelphia on behalf of the film, scheduled to open on March 4 at the Trans Lux, and is shown, left to right, being met at the station by William Turner, Allied Florists; at the Philadelphia Art Museum, admiring a Toulouse Lautrec print of Jane Avril, the character portrayed by Miss

Gabor in the picture, with Carl Zigrosser, left, curator of prints, and Henri Marceau, assistant director of the museum; with Jerry Gaghan, The Daily News columnist; defying superstition with Phil Klein at a Friday the 13th fete, and with Charles Judge, manager, Trans Lux. Max Miller, UA exploiter, set the schedule for Miss Gabor, with Judge cooperating.

... Manager T. L. Harrison, Jr., reports that the Park and Plaza, Lexington Park, Md., raised \$1,000 for "The March of Dimes." ... Mrs. Ruth Thumbstein has been made head concessionist, Park and Plaza, Lexington Park, Md. ... The Park, Lexington Park, Md., now has its kiddies' birthday club broadcast each Saturday direct from the theatre. The theatre is also tied in with a radio program of the Park Pharmacy, emanating from the lobby each morning, with people interviewed while they are given prizes and served coffee. The two radio shows go out over WPTX. ... George Morgan Knight, Jr., EXHIBITOR area correspondent, has published another new book, "How To Write History And Make It Pay."



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society

Pennsylvania Chambersburg

Harold Kagan announced that his Sunset Drive-In is to have its buying and booking handled by Tri-State Buying and Booking Service, Philadelphia.

Reading

In statements released to various newspapers by George M. Rhodes, Congressman from this district, Rhodes declares himself in favor of abolishing the 20 per cent federal tax on the price of theatre tickets. It is expected that Rhodes will support any or all of the bills providing tax relief for theatres.

A squad of Boy Scouts enlisted the interest of Astor patrons in "Heart Week," setting up a table in the lobby. ... Jim Haughney, for 28 years a stage carpenter with the Victoria, Mahanoy City, Pa., joined the staff of Loew's.

"Bwana Devil" will be shown in the Warner, Birk Binnard, manager, on March 4.

Paul E. Glase, manager, Fabian's Embassy, issued his 16th edition of "Lest We Forget," a record of notable players and celebrities in the theatrical world upon whom "the final curtain" dropped during 1952. Glase's annual offering has brought him national attention throughout the entertainment industry.

Summit Hill

Elias Couri closed the Capitol.

Virginia Richmond

A Frank O'Brien, city manager, Fabian Circuit, announced that the Park had been sold for commercial purposes. ... Mrs. Ruth Saindon is new at the Grand. ... The Old Dominion Barn Dance was moved from the WRVA Theatre to the Venus on account of the Joan Bennett show playing at the WRVA. ... Lou Golding, Fabian district manager, was a visitor. ... Tex Ritter was at the Grand.

J. L. Meek will open his new 300-car drive-in near Glade Springs on April 1. ... Carlton Duffus, executive secretary, Virginia Motion Picture Theatre Association, has been reappointed chairman, convention and tourist bureau, Chamber of Commerce. ... Mrs. Doris Jones is new at the State, replacing Mrs. Julia Elliott. ... The State Corporation Commission issued a charter to the Field Theatres Corporation, Abingdon. T. D. Field, Elizabeth W. Field, and Warren B. DeVille, are applicants.

—S. T.

Variety Club Tent 13, Philadelphia

"The Stars Are Singing" was screened through the courtesy of 20th-Fox.

"The Star" was screened through the courtesy of 20th Century-Fox. ... The first dance of the season was held on Feb. 21 in the club rooms. Music was by Joe Singer's orchestra.



Jose Greco, dancing star of MGM's "Sombrero," in Washington recently for an engagement with his dancing and singing show, paid a visit to the MGM exchange, and posed with the staff.

ALLIED ARTISTS

Fangs of the Arctic (5222)

MELODRAMA
63M.

ESTIMATE: Okeh programmer for the duallers.

CAST: Kirby Grant, Chinook, Lorna Hansen, Warren Douglas, Leonard Penn, Richard Avonde, Robert Sherman, John Close, Phil Tead, Roy Gordon, Kit Carson. Produced by Lindsley Parsons; directed by Rex Bailey.

STORY: Corporal Kirby Grant and rookie constable Robert Sherman, Royal Canadian Mounted Police, along with Grant's dog, Chinook, investigate the killing of a trapper as well as illegal dealing in beaver pelts. Sherman gets a chance to see childhood sweetheart Lorna Hansen. Mining engineer Warren Douglas, is romantically inclined toward Hansen. Leonard Penn, John Close, and Richard Avonde, are the illegal trappers. Sherman is killed, and Grant carries on alone. He discovers that Douglas is head of the fur trapping ring as well as the man guilty of several murders, and they are apprehended by Grant and Chinook.

X-RAY: This follows the usual pattern set by these series type offerings. The story is fair, as are the characterizations, direction, and production. The screen play is by Bill Raynor, based on a story by James Oliver Curwood.

AD LINES: "Adventure In The Far North"; "A Pair Of Mounties On A Desperate Trail"; "They Had To Bring The Men In The Hard Way."

COLUMBIA

All Ashore (534)

MUSICAL COMEDY
80M.

(Color by Technicolor)

ESTIMATE: Pleasant programmer.

CAST: Mickey Rooney, Dick Haymes, Peggy Ryan, Ray McDonald, Barbara Bates, Jody Lawrance, Fay Roope, Jean Willes, Rica Owen, Patricia Walker, Edwin Parker, Dick Crockett, Frank Kreig, Ben Welden, Gloria Pall, Joan Shawlee. Produced by Jonie Taps; directed by Richard Quine.

STORY: As their ship docks in a Southern California port and with shore leave in the offing, seamen Dick Haymes and Ray McDonald are broke. They try to put the touch on buddy Mickey Rooney, who has \$300 saved for a spree on Catalina Island but he brushes them off. Plotting to get a share of the money, Haymes and McDonald highjack Rooney for a farewell drink, where they are tossed out into the alley. Repentant, the boys are determined to make it up to their buddy. They manage to get passage on the Catalina-bound boat by getting Rooney a job as candy salesman. On board, they meet Peggy Ryan, an entertainer, set with a booking in a Catalina night club. When they arrive at the island, she suggests that the boys register at the same hotel at which she is staying, but, because of financial problems, only Haymes and McDonald can register, and Rooney must sneak in each night. Rooney meets Jody Lawrance, but his more aggressive friend, Haymes, pushes him out of the picture. With Haymes and McDonald coupled off with Lawrance and Ryan, Rooney is unattached. He plans to go back to the ship before the leave is up, but he meets Barbara Bates, having trouble with her motor boat. When the boat is in good order, they go off for a ride, but a mishap

washes them into the sea, and they swim to shore. When the empty boat is found drifting, Bates' millionaire father sends out a searching party. With Rooney's help, she gets back safely, and the thankful father puts on a big shindig for the boys.

X-RAY: With beautiful color shots of Catalina and songs and dances, this provides pleasant diversion. There is a quantity of laughs and romance that are pleasant enough. Musical numbers include: "All Ashore", "Heave Ho, My Hearties", "Buddy Boy", "Sir Francis The Dragon", "Who Are We To Say", "If You Were An Eskimo", "You'll Love Catalina", "Boy Meets Girl", and "I'm So Unlucky." The screen play was written by Blake Edwards and Richard Quine, from a story by Blake Edwards and Robert Wells. Legion of Decency: "B."

TIP ON BIDDING: Fair program price.

AD LINES: "All Ashore For Fun And Romance"; "Songs And Laughs In Tropical Catalina Island"; "Shore Leave On A Tropical Paradise."

PARAMOUNT

The Girls Of Pleasure Island (5215)

COMEDY
DRAMA
95M.

(Color by Technicolor)

ESTIMATE: Pleasant program.

CAST: Leo Genn, Don Taylor, Gene Barry, Elsa Lanchester, Dorothy Bromiley, Audrey Dalton, Joan Elan, Peter Baldwin, Phillip Ober, Barry Bernard, A. E. Gould-Porter, Richard Shannon, Leon Lontok, Michael Ross, Johnny Downs. Produced by Paul Jones; directed by F. Hugh Herbert and Alvin Ganzer.

STORY: Leo Genn, scholarly English gentleman, lives on a South Pacific atoll, a British possession, with his three youthful daughters, Joan Elan, 21, Audrey Dalton, 18, and Dorothy Bromiley, 16, and housekeeper, Elsa Lanchester. All is serene until the spring of 1945 when 1500 marines come to build an air strip. The girls are excited at seeing white men their own age for the first time. Genn is worried as to what can happen to the three innocents. Dalton is attracted to Lieutenant Don Taylor, and they fall in love. Bromiley goes for a youngster interested in botany, Peter Baldwin, while the oldest girl plays the field. On the night of a big party hosted by Genn, the unit is ordered to move out to attack Jap-held islands. Taylor promises Dalton he will return, while the others resign themselves to the quiet of the island especially since Brom-

iley finds out that Baldwin has a girl back home. Later, Genn prepares to take everyone to visit to England after the war, and Dalton is reluctant to go, still hoping that Taylor will return. He does, and the lovers are reunited.

X-RAY: A pleasing entry, this is well played throughout, and should provide considerable diversion. The story is different, and the newcomers are pleasing to watch. While the cast doesn't have much in the matter of name strength, the film fills the entertainment quota nicely, and the color adds to the attractiveness. The screen play is by F. Hugh Herbert, based on the novel by William Maier.

TIP ON BIDDING: Fair program price.

AD LINES: "The Adventures of 1500 U. S. Marines And The Three Girls Of Pleasure Island"; "Each Of The Gals Had 500 Men To Choose From"; "Romance Under Ideal Conditions—500 Men To A Girl."

RKO

Count The Hours

MELODRAMA
74M.

ESTIMATE: Fair melodrama.

CAST: Teresa Wright, Macdonald Carey, Dolores Moran, Edgar Barrier, William Greene, Jack Elam, Adele Mara, John Craven, Ralph Sanford. Produced by Benedict Bogeaus; directed by Don Siegel.

STORY: When a rancher and his wife are shot to death, John Craven, itinerant worker who lives with his wife, Teresa

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The original Pink Section evaluation of features, short subjects.

SECTION TWO
Vol. 49, No. 17

FEBRUARY 25, 1953

Wright, on the property, is arrested because a gun he owns is of the same calibre as the murder weapon. Lawyer MacDonald Carey takes the case after Craven, to protect his wife from a grilling, confesses. At the trial, things go bad for Craven. Even when the missing gun is found, it is of no help, and Craven is sentenced to death. Carey learns that a former hired hand, Jack Elam, on the batty side, once threatened the dead man. Elam is picked up, and he admits the crime, but district attorney Edgar Barrier proves that Elam is unsound of mind, and Elam is released. Things look bad for Craven until on the night before he is to be executed, a tip from a bartender sends the police looking for Elam again. He confesses, and even Barrier is convinced. Craven is freed, and reunites with Wright and his new baby. Carey makes up with Dolores Moran, his fiancée.

X-RAY: An interesting melodrama, this benefits from tight direction and good performances. It should fit satisfactorily on the top half or where this type of show can be sold to advantage. While the subject matter is familiar, the name strength is a factor. The story was written by Doane R. Hoag.

TIP ON BIDDING: Fair program price.

AD LINES: "A Man's Life At Stake . . . And A Crazy Man Was The Killer"; "One Woman Against The Town . . . To Save Her Husband's Life"; "He Risked His Good Name And His Sweetheart's Love To Save An Innocent Man."

Port Sinister

MELODRAMA
65M.

ESTIMATE: For the lower half.

CAST: James Warren, Lynne Roberts, Paul Cavanagh, William Schallert, House Peters, Marjorie Stapp, Helen Winston, Eric Colmar, Norman Budd, Anne Kimball. Written and produced by Aubrey Wisberg and Jack Pollexfen; directed by Harold Daniels.

STORY: Scientist James Warren enlists the aid of Dr. Lynne Roberts in an expedition to rendezvous with the long submerged pirate island of Port Royal, which he expects to emerge from the sea for the fourth time in 200 years. Paul Cavanagh learns of the project. With the aid of other hoodlums, he takes over the boat, and manages to keep Warren off by force. The latter recovers, and hires pilot House Peters, Jr., to try and find the ship or Port Royal. A storm hits, and their plane is forced down in the area of the risen city, which the schooner has reached. Cavanagh and his men look for the pirate treasure, and several find a chest of valuables. While trying to outwit the others, Roberts, made a prisoner, escapes, and lands on the island as do Warren and Peters. The latter pair locate Roberts, and succeed in taking off in the plane as the pirates go to their doom by either killing each other off or succumbing to the volcanic dangers on the island. The treasure remains buried in the sea when the mass sinks once again.

X-RAY: This lower-half entry has action as well as several different angles and the story is fairly interesting. The cast is adequate as are the direction and production values. This should please the less discriminating action and meller fans.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Treasure Rises From The Sea"; "Adventure On The High Sea As A Sunken City Rises From Its Watery Grave"; "They Wanted Treasure, And They Didn't Care How They Got It."

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REPUBLIC

Marshal Of Cedar Rock (5241)

WESTERN
54M.

ESTIMATE: Routine series entry.

CAST: Allan "Rocky" Lane, Eddy Waller, Phyllis Coates, Roy Barcroft, Bill Henry, Robert Shayne, John Crawford, John Hamilton, Kenneth MacDonald, Herbert Lytton. Produced by Rudy Ralston; directed by Harry Keller.

STORY: Escaping from prison, Bill Henry has intentions of proving himself innocent of a bank robbery. The authorities, including marshal Rocky Lane, allow him to escape, hoping to find the brains behind the robbery. Henry hitches a ride with Herbert Lytton, a representative of a railroad anxious to buy ranching properties. Henry goes to banker Roy Barcroft, and accuses him of responsibility for the robbery, while Lane observes the scene. Barcroft has Henry arrested, but he manages to elude the law. While Lane is seeking employment at the ranch of Eddy Waller and his niece, Phyllis Coates, Barcroft makes plans to put Lane and Henry out of the way. Barcroft is really behind the bank robbery, the purpose of which was to impoverish the rancher depositors, and buy their land cheaply. Barcroft also has the railroad agent killed before he can offer the owners a bona fide price. Barcroft has one of his men, disguised as the railroad agent, offer Waller a small price for his property. Disgruntled, Waller is ready to take Barcroft's offer when he learns from Henry that the supposed railroad agent is a phony. Lane reveals himself as marshal, and is set to move in on the swindlers, but they get wind of his plans and a gun battle results. Henry is cleared and reunited with Coates.

X-RAY: With fights and gun battles, this should be of interest to western fans. The screen play was written by Albert DeMond, from a story by M. Coates Webster.

AD LINES: "Rocky Lane In A New Adventure Thriller"; "The Most Vicious Land-Grabbing Gang In Western History"; "A Thrilling Expose Of A Great Swindle."

20TH-FOX

Destination Gobi (313)

ACTION DRAMA
89M.

(Color by Technicolor)

ESTIMATE: Entertaining off-beat war film.

CAST: Richard Widmark, Don Taylor, Casey Adams, Murvyn Vye, Darryl Hickman, Martin Milner, Ross Bagdasarian, Judy Dann, Rodolfo Acosta, Russell Collins, Leonard Strong, Anthony Earl Nimkena, Earl Holliman, Edgar Barrier, Alvy Moore, Stuart Randall, William Forrest, Bert Moorhouse, Jack Raine. Produced by Stanley Rubin; directed by Robert Wise.

STORY: In 1945, navy chief petty officer Richard Widmark is accompanying a group of navy men in the Gobi Desert, serving as a station sending weather observations to the naval forces. Mongols headed by Murvyn Vye become friendly. To gain their aid, Widmark has 60 saddles flown in, and gives them to the Mongols, at the same time training them in case the Japs arrive. Jap planes bomb the post, and the Mongols flee. Widmark and men leave, and later catch up with the Vye band. Vye refuses to help them, so the navy takes back its saddles, which are sold to native trader Edgar Barrier in return for camel transportation to the coast. Barrier attempts to kill Widmark and men, but Vye and the Mongols arrive

in time, and with more Mongols agrees to accompany on their trek to the coast. The men arrive in a Jap-held Chinese village. The navy men are captured, believing Vye responsible. Later, they learn that their capture is part of Vye's plan to help them escape. Vye and the men take over a Chinese junk. The Japs send a patrol boat after it. However, with the aid of an old cannon, the Jap vessel is sunk, but Hickman, one of the naval group is killed. The junk proceeds with Vye on board, and the men are spotted by navy planes. As the planes, thinking junk is operated by Japs, are about to fire, they see a message on the deck of the junk, "U. S. S. Cohen," named after the dead navy man. Later, Widmark returns to the Mongol camp with Vye, who is given a horse and blankets for his band, all with the insignia, First Mongolian Cavalry.

X-RAY: An unusual film, with a different slant on the navy's activity in World War II, this combines laughs with action, and the word-of-mouth should be an important factor. The story is devoid of romance, but for those who like entertainment of a different kind, this has its moments. Overall, boxoffice records may not be broken but the audience satisfaction is there. The story is by Edmund G. Love.

TIP ON BIDDING: Above average price.

AD LINES: "The Navy Takes Over In The Middle Of The Gobi Desert"; "Meet The First Mongolian Army . . . Helping The U. S. Navy"; "The Year's Surprise Screen Sensation."

UNITED ARTISTS

The Magnetic Monster (Tors)

MELODRAMA
79M.

ESTIMATE: Okeh science fiction thriller for the duallers.

CAST: Richard Carlson, King Donovan, Jean Byron, Harry Ellerbe, Jarma Lewis, Leo Britt, Leonard Mudie, Byron Foulger. Produced by Ivan Tors; directed by Curt Siodmak.

STORY: Richard Carlson, attached to the U. S. Office of Scientific Investigation, and his associate King Donovan, are put in charge of tracing down a "monster" element of the atomic age, result of an unauthorized experiment, after it has caused magnetic disturbances in the Los Angeles area. The element is so powerful that it devours energy from its surroundings, turning it into matter and doubling in size every 11 hours. Since there isn't enough electrical force anywhere in the world to feed it more than twice to keep it inactive, Carlson leaves his pregnant wife, Jean Byron, flies it via jet plane to the largest delatron on earth, below the ocean's floor off Nova Scotia, where it finally is exploded. Had he not succeeded, the "monster" would have destroyed the world.

X-RAY: A strange, weird story by producer-director, Robert Siodmak and Ivan Tors, produced in documentary style with good production values and many special effects, this should command attention. The dialogue holds interest, the scientific equipment is photographed clearly, and the happenings are clearly outlined. The tense danger outlined is built upon to mounting suspense. The finale, with the cyclotron matching power with the dangerous magnetic monster, is real excitement. This has angles for exploitation, although lacking in name power, the players give fine performances. It should prove a very strong supporting feature.

TIP ON BIDDING: Program price.

AD LINES: "Science Fiction At Its Best"; "A Dynamic Thriller Of The Atomic Age"; "Will 'The Magnetic Monster' Destroy The World?"

U-International

Seminole (313)

MELODRAMA
87M.

(Color by Technicolor)

ESTIMATE: Good outdoor melodrama.

CAST: Rock Hudson, Barbara Hale, Anthony Quinn, Richard Carlson, Hugh O'Brian, Russell Johnson, Lee Marvin, Ralph Moody, James Best, Dan Poore, Frank Chase. Produced by Howard Christie; directed by Boyd Boetticher.

STORY: In 1835, at a fort in the Florida territory, officer Rock Hudson, on trial, tells his story at his court martial. Arriving at the post, Hudson, who had lived with the Indians, seeks a peaceful settlement, but stern post commander Richard Carlson, intends to use other measures. Hudson tells his childhood friend, Barbara Hale, of his plans for peace and what Carlson intends to do, and Hale relays this information to Anthony Quinn, chief of the Seminoles. Quinn, half white, also seeks peace, and sends Hale to Hudson with that information. Hudson, however, has left with Carlson and a party of men to fight the Seminoles. They are practically wiped out, Carlson escaping and Hudson being captured. Quinn still seeks peace, and goes with Hale and Hudson to see Carlson on Hudson's promise that a flag of truce will be honored. Quinn is beaten and thrown into a dungeon, and Hudson is arrested by Carlson. Then, Quinn drowns in the dungeon after Hudson has a fight with Indian Hugh O'Brian, who has taken over as Seminole chief. His story told, Hudson is found guilty. Just as he is to be shot, O'Brian arrives with his men, overcomes the fort, clears Hudson, and leaves peacefully, with a hope that some day the whites and Indians may live together.

X-RAY: With the usual lure of soldiers and Indians, Technicolor, the star of Hudson on the ascendancy, and action, this should account for itself okeh. While the theme is similar to a degree to that in "Distant Drums", this covers another phase of the Florida-Seminole situation, and action followers are certain to like it. Able performances by Quinn, Hudson, Hale, and the others add to the interest. The romance is rather minor. All in all, this should take care of itself nicely at the boxoffice. The story is by Charles K. Peck, Jr.

TIP ON BIDDING: Better price.

AD LINES: "The Tribe That Never Made Peace . . . The Seminoles"; "One Man Against An Indian Nation . . . Rock Hudson In 'Seminole'"; "Torn Between Her Love For An Indian And A White Man . . . What Did She Decide?"

FOREIGN

Devotion

MELODRAMA
84M.

(IFE)

(Italian-made) English titles)

ESTIMATE: Melodramatic entry may appeal to Italian houses.

CAST: Columba Dominguez, Rolando Lupi, Juan De Landa, Franca Marzi, Gualtiero Tumiatì, Nino Pavese. A Carlo Civallo Production; directed by Augusto Genina.

STORY: An old family of noble birth living in a small Sardinian village is having financial troubles, but pride prompts them to keep up their ancient traditions. They patiently wait for the death of an uncle Juan De Landa to get an inheritance. Though bedridden, he is the only member of the family who knows of the

love affair his nephew, Rolando Lupi, is carrying on with Columba Dominguez, a foundling brought up by the family. Dominguez is grateful to her benefactors, steadfastly standing up for them and hating De Landa. Lupi sends his lover a note saying that he will take his own life if a loan does not come through. In a desperate state of mind, Dominguez smothers the old uncle. Returning, Lupi has the good news that he got the loan, and is now ready to settle down. However, Dominguez, haunted by the guilt of her useless crime, runs away. Gossip spreads that the uncle's death was not natural, and an autopsy is ordered. Unable to conceal her guilt, Dominguez confesses her sin to the village priest, Gualtiero Tumiatì. When she returns to the village, she finds that the autopsy showed the death was from natural causes. However, the priest becomes the mirror of conscience, and advises her to leave town and do penance by giving up the man she loves.

X-RAY: This melodramatic Italian entry provides moments of excitement and passion, but the direction moves slowly, and this consequently has a tendency to become tedious. Both Lupi and Dominguez are competent in their roles. The screen play was written by Vitaliano Brancati and Augusto Genina, from the novel, "L'Edera", by Nobel Prize winner Grazia Deledda.

AD LINES: "'Devotion' . . . From The Nobel Prize Winning Pen Of Grazia Deledda"; "A Story Of Murder And Passion"; "She Murdered For Love Of A Man, And Repented Her Crime."

Mahatma Gandhi— Twentieth Century Prophet

DOCUMENTARY
80M.

(American Academy of Asian Studies)

ESTIMATE: Fascinating glimpse of life of Gandhi may appeal to some art spots.

CAST: Produced for the American Academy of Asian Studies by Stanley Neal Productions, Inc.

STORY: Mahatma Gandhi, educated in Britain, is especially impressed by Christ's Sermon On the Mount. On the completion of his formal education, he takes up the practice of law in South Africa, where he hopes to promote the acceptance of Indians. However, problems in his native country call him back, and he makes a tour. Hoping to alleviate some of India's problems, with Jawaharlal Nehru he becomes prominent in the formation of the Congress Party. For his nationalistic activities Gandhi is sent to jail for the first time in 1922, where he writes his "Experiments in Truth." The most dramatic event of his life is the march to the sea. Gandhi, determined to get the British to relent on their stringent laws against the domestic manufacture of salt from the sea, openly breaks the law and encourages his followers to do the same. The British, tired of attacking and meeting no resistance, finally relent on the salt laws, and Gandhi's doctrine of non violence is proven successful. Gandhi's spiritual and temporal leadership finally brings India to its goal. Gandhi is shot down by an assassin in 1948.

X-RAY: Using newsreel material for the most part, this treatment of Gandhi is an interesting compilation, with its appeal strictly for those interested in Indian problems or in some art spots. It was written by Edith Martin, with narration by Quentin Reynolds. The material was collected by A. K. Chettiar.

AD LINES: "An Inspiring Story Of The Prophet Of The Twentieth Century"; "Reminiscences Of A Little Man Who Shook An Empire . . . Mahatma Gandhi"; "His Kindliness And Wisdom Were Contagious."

Pimpernel Svensson

COMEDY
85½M.

(Scandia)

(Swedish-made) (English titles)

ESTIMATE: Swedish spoof on Communism may appeal to some art spots.

CAST: Edvard Persson, Ivar Wahlgren, Aurore Palmgren, Gunnel Wadner, Arne Wiren, Rodja Persidsky, Signe Wirff, Ove Flodin, John Degerberg, Walter Sarmell, and Maj-Britt Thorn. Produced by A. B. Europa Films; directed by Emil A. Lingheim.

STORY: Dairy farmer Edvard Persson spends his time strumming the guitar, neglecting his chores. When Persson hears that his nephew, Ivar Wahlgren, is being detained in the USSR because of lack of papers, he is urged to do something about it. With his guitar in hand, he signs on a Swedish freighter as a temporary chef. When the ship ties up at a Russian port, Persson attempts to get past the waterfront police to see his nephew. Through a ruse, he is able to get past the guards, but is apprehended, and brought to the commanding general as a supposed spy. His nature captures the fancy of the general, Arne Wiren, and they become good friends. He goes to see his nephew, giving him instructions on the planned escape. Persson, the general, and his aide, loaded down with bottles of liquor and a bit tipsy, plan to finish celebrating on Persson's ship. When his nephew approaches him as planned, Persson gives him the bottles to carry as a pretext for getting him on the boat. With the general's presence, they pass the guards, Persson and the general part as friends. Persson's plans are a success, and he and his nephew head back to a family reunion.

X-RAY: Sweden's top comedian, Persson, contributes his humor to make this escapade behind the Iron Curtain a nice piece of spoofing. The screen play is by Ake Ohlmarks and Margit Beckman. There are some Swedish and Russian drinking songs to add to the fun.

AD LINES: "A Riotous Comedy Behind The Iron Curtain"; "A Barrel Of Laughs When Communist Meets Capitalist"; "An Enchanting Comedy Bubbling With Friendliness And Song."

Undersea Raider

DOCUMENTARY
74M.

(Manor)

(English-made)

ESTIMATE: Interesting documentary of submarine warfare.

CAST: Men of the Royal Navy. Produced by Ian Dalrymple and the Crown Film Unit, directed by Jack Lee.

STORY: Guarding British waters during World War II, the navy's submarine fleet sends out patrols to destroy enemy shipping. Seen is one such submarine on a junket around the Norwegian coast. The expedition is quite uneventful until a small sailing boat is seen on the horizon. The sub takes its men aboard, discovering that they are refugees from Nazism, seeking asylum in Britain. They continue their routine cruise until some enemy ships are sighted. The target is perfect, but the escort ships provide danger. The crew sends out torpedoes, successfully sinking the principal ship. To avoid the depth charges, the submarine dives deeper. Resting on the ocean floor, the men wait anxiously. After waiting, the periscope reveals a safe horizon. Out of danger, the sub sets course for its home base to receive a rest and congratulations.

X-RAY: Interesting for its views of submarine operation, this, however, moves rather tediously with few exciting moments thrown in. The players, made up of a Royal Navy submarine crew, were

competent in their duties, but the uneventfulness of the plot puts this in an average category. The script was written by Jack Lee.

AD LINES: "Excitement On A Submarine Patrol In Enemy Waters"; "Destruction From Under The Sea"; "They Strike Without Being Seen."

Women of Twilight

MELODRAMA
89M.

(Romulus)

(English-made)

ESTIMATE: Exploitation should help sell well-made import.

CAST: Freda Jackson, Rene Ray, Lois Maxwell, Joan Dowling, Dore Bryan, Vida Hope, Mary Germaine, Ingeborg Wells, Dorothy Gordon, Clare James, Laurence Harvey, Betty Henderson, Ben Williams, Marguerite Brennan, Cyril Smith, Katherine Page, Edna Morris. Directed by Gordon Parry.

STORY: Rene Ray, nightclub singer made pregnant by Laurence Harvey, is thrown on her own when her lover is arrested for murder. Searching for a place to live, she eventually finds a room in a house run by Freda Jackson, a ruthless woman, who makes a practice of providing room and board to unmarried mothers with an ulterior motive, selling children for adoption. Ray later resents sharing her room with Lois Maxwell, who arrives with her son. When Ray brawls with another woman, Maxwell intervenes, and the two become friends. Ray is left with Maxwell's child, and, when it becomes sick, turns to Jackson for help, which is refused. The baby dies, and Ray fights with Jackson, who pushes her down a flight of stairs, where she is found almost dead by another of the girls in the place. A doctor and nurse are called in. Ray has a daughter. The police are called by the nurse when the nature of the place is ascertained. Jackson is arrested. Ray gives her child to Maxwell to "replace" her own, since Ray does not want anything to do with the baby since its father has been hanged for murder.

X-RAY: Based on the play of the same name, this is a sordid story. The almost entirely feminine cast captures the grim atmosphere created by the author, and many of the cast are repeating their stage roles. Well-directed, this has good camera shots and editing, and is a taut drama, strong enough to draw tears from the female section. Although it has no marquee names, it has exploitation possibilities. The screen play is by Anatole de Grunwald, from the play by Sylvia Rayman.

AD LINES: "A Powerful Story Of Unwed Mothers"; "The Shame By Shame Story Of 'Women Of Twilight'"; "A Film That Searches Deep Into The Heart Of A Girl's Mistakes."

The Shorts Parade

TWO REEL

Comedy

AND BABY MAKES TWO. RKO—Gil Lamb Comedies. 17m. Gil Lamb, in an attempt to help former girl friend, Claire Carleton, to win \$5,000 offered by a baby food company, agrees to pose as her husband when Frank Nelson comes to deliver the check. However, a baby is needed, too. Carleton forces Lamb to climb across the ledge of the skyscraper apartment house to borrow the nextdoor neighbor's baby. There is a mixup when

Lamb's fiancée, Carol Hughes, discovers him with a "wife and baby." Of course, Lamb gets the bad end of the deal. FAIR. (33603).

GUM SHOES. Columbia—Assorted Favorite Reprints. 20m. When first reviewed in EXHIBITOR in April, 1935, it was said: "This has Tom Kennedy and Monte Collins in familiar type of hoke comedy including a gorilla, with a chase the strongest part of the action. Burglars are also prominent. Where they like hokum, this will satisfy. FAIR." (5424).

HALF-DRESSED FOR DINNER. RKO—Newlywed Comedies. 15m. Elizabeth Fraser and Bob Hutton are in poor financial straights when they get a letter from Fraser's rich uncle, Bob Jellison, who says that he will drop in for dinner. Wishing to impress, Hutton makes Fraser a dress, and plans to take the uncle out to dinner at a fashionable club, using the rent money to cover the tab. While dancing at the club, the dress begins to fall apart. Embarrassed, they tell all to uncle, and he, sympathizing with their situation, goes home, and joins them in a dinner of cold meat loaf. FAIR. (33402).

UP IN DAISY'S PENTHOUSE. Columbia—The Three Stooges. 16½m. When The Stooges discover that their millionaire father is divorcing their mother to marry a young chorus girl, they plan to break up the marriage. The girl is a set-up for gangsters who plan to kill pa after the marriage. Since Shemp looks like his dad, the mobsters force him into the marriage. After the ceremony, the chase is on, with the gangsters aiming to kill Shemp. Fortunately, The Stooges bring pa back to ma. FAIR. (5404).

Documentary

ANTARCTIC WHALE HUNT. BIS. 18m. With an English commentator heard, this shows the process of whale hunting in the Antarctic, the modern methods employed, the scientific approach, and the activity on board ship once the whales are captured. All the action takes place on ship or in the areas where the whales are caught. While the subject matter is hardly new, it is interesting. FAIR.

CANADIAN MOUNTIES. RKO—Specials. 15m. The investigation before selection and the thorough training and discipline necessary for candidates for the Royal Canadian Mounted Police are shown here as Jay Bonafield directs his cameras on the life of the average trainee. Aside from being in top shape physically and mentally, the mounties must be between 18 and 30, and must remain unmarried for five years while in the service. Seen are the hard work and devotion to duty beneath all the glamor. GOOD. (33106).

PORTS OF INDUSTRIAL SCANDINAVIA. Universal-International—The Earth And Its Peoples. 21m. The Swedish ports of the north along the Gulf of Bothnia are closed to normal shipping in the winter, and only icebreakers are able to penetrate the frozen harbors. The first mate of one such ship narrates this excursion through Sweden, telling of the products of his country and the people who make their livelihood in the bitterly cold climates. As his ship travels down the coast picking up cargo, he tells his story. When his ship docks in Stockholm, the first mate visits his family in an attractive co-operative apartment that suggests the generally high standard of living of most Swedes. GOOD. (8364).

Musical

ANDY RUSSELL AND DELLA IN HOUSE PARTY. Universal-International—Musical Featurettes. 20m. Andy and Della Russell try to impress a house guest with the advantages of getting married, and, during the process manage to sing several songs, at the end of which time the lad sees that wedded bliss would be something. This is quite pleasant. The songs are: "Don't Say Hello" "Just The Two Of Us", "Sweet And Lovely", and "You Could Be Replaced." GOOD. (8304).

MEPHISTO WALTZ. Times, 18m. Serge Lifar is responsible for choreography in this short film ballet based on Franz Liszt's music, with Tcherina in the starring role. Built upon the famous Faust legend, Mephisto uses his powers to tempt Marguerite into a sensual dance which culminates in her death, satisfying the fiendish aims of Mephisto. This is best for art and class spots. GOOD.

Novelty

MIRACLE ON SKIS. Kraska, 16m. Filmed in the Austrian Alps, this is a rather remarkable subject showing how two men Sepp Zwicknagle and Herbert Matz, one without legs, and the other with only one leg, are able to ski, overcoming their handicaps. The setting includes a background of mountains and lakes. This is ideal for tieups with organizations aiding in the mental and physical rehabilitation of handicapped people. EXCELLENT.

ONE REEL

Color Cartoons

ANCIENT FISTORY. Paramount—Pop-eye Cartoons. 7m. Popeye, a male Cinderella gets a chance to go to Princess Olive's ball when his fairy godfather turns a can of spinach into a block-long limousine, and dresses him in royal garments. Bluto, his boss, also after Olive, batters Popeye, and has the princess in his clutches when midnight arrives. The limousine turns back into a can of spinach, giving Popeye his usual super strength, and enabling him to clobber Bluto, and claim Princess Olive as his bride. GOOD. (E12-3).

COUNTRY MOUSE. Warners—Blue Ribbon Hit Parade Cartoon Reissues. 7m. When first reviewed in EXHIBITOR of July, 1935, it was said: "The country mouse, aspiring to become a big-time pugilist, goes to the city, and challenges the champ. In the bout, Mother Mouse, disgusted, goes into the ring when her son fails, knocks out the champ, and spansks the son. GOOD." (9307).

DINKY IN FEATHERWEIGHT CHAMP. 20th Century-Fox—Terrytoons. 7m. Teased for being small, Dinky tries stilts, and the hens dunk him in the water. The bad old fox tells the ducks and hens that he'll take them to the county fair to win a prize, but knocks Dinky away with a "Go away boy, you bother me." The false "County Fair" front falls, showing that the ducks and hens are in the fox's prison. Dinky, now glad he's small, climbs in through the stovepipe, and frees his friends. The hens pelt the fox with eggs, and he seeks refuge in the stove, is trapped there. Dinky is acclaimed a hero. GOOD. (5309).

THE LITTLE DUTCH PLATE. Warners—Blue Ribbon Hit Parade Cartoon Reissues. 7m. When first reviewed in EXHIBITOR of November, 1935, it was said: "The girl on the Dutch plate is going to be put out of her house by the villain, the vinegar

bottle, but is saved by the hero, the salt shaker. This also has some gags with a cuckoo clock. GOOD." (9308).

LITTLE ROQUEFORT IN PLAYFUL PUSS. 20th Century-Fox—Terrytoons. 7m. As Percy, the cat, is chasing Little Roquefort, the mouse, a small pussycat appears at the front door, and Percy tries to make it an ally. However, the playful puss likes Roquefort as a playmate, and they team up against Percy. The playful puss resists Percy's efforts to show him how to eat Roquefort. Finally, Percy's mistress gives his bed to the playful puss, which shares it with Roquefort, to Percy's disgust. EXCELLENT. (5301).

PROFESSOR SMALL AND MR. TALL. Columbia—Color Favorites Cartoon Re-releases. 7m. When first reviewed in THE SERVICESECTION of April, 1943, it was said: "A broken mirror takes Professor Small and Mr. Tall on a tour of bad luck through haunted houses, deserts, etc. The mirror is finally pieced together, and they go through a few moments of prosperity and good fortune until the looking glass is shattered once again. FAIR. (5608).

TITO'S GUITAR. Columbia—Color Favorites Cartoon Re-releases. 7m. When first reviewed in THE SERVICESECTION of November 1942, it was said: "Tito attempts to elope with a Mexican lass while her father sleeps. He and his burro make plenty of noise. Finally, he wakes the father up, which results in Tito and burro disappearing from the scene. While the laughs aren't too frequent, general treatment is above the usual average, GOOD." (5607).

Musical

BUDDY MORROW AND ORCHESTRA. Columbia—Thrills Of Music Re-releases. 9½m. When first reviewed in THE SERVICESECTION of April, 1947, it was said: "Buddy Morrow and his orchestra, with Gloria King on the vocals and Ronnie and Rey in a special dance, offer three numbers. Heard are "You Go To My Head", "Not In Front Of All These People" and "Brahm's Lullaby." The band is well presented. GOOD." (5954).

OZZIE NELSON AND ORCHESTRA. Warners—Melody Master Bands. 10m. When first reviewed in THE SERVICESECTION

in June, 1940, it was said of this reissue: "Getting a bit away from the general musical routine by enacting the trials and tribulations of a baton waver, this can be listed among the better band offerings. Nelson starts off with a novelty tune explaining why bandleaders go nuts, and then swings into 'Begin the Beguine', and 'Get Out Your Old Gray Bonnet'. Nelson personally handles the vocals. GOOD." (9804).

Novelty

AQUATIC KIDS. MGM—Pete Smith Specialties. 9m. A school of water skiing for children in Cypress Gardens, Fla., is the scene for some daring stunts on skis. The exuberance of the kids involved, and the usual high grade Pete Smith commentary lift it above much that has been done along similar lines. The photography is excellent, and one of the youngsters even goes so far as to ski barefoot. GOOD. (S-456).

CANDID MICROPHONE No. 3. Columbia—Candid Microphone. 10½m. Allan Funt takes his concealed microphone to the lost and found department of the New York subway system. He tries to give a woman who lost some sox a bugle, but she won't take it. He even meets with obstruction when he tries to give \$20 to a lady who lost \$2. FAIR. (5553).

JUNGLE MONARCHS. Columbia—Animal Cavalcade. 9m. A visit to Hollywood's jungle compound where filmdom's big cats are trained for film appearances is taken by comedian Morey Amsterdam, who narrates with the aid of puns and old animal jokes. The beasts bow gracefully to their masters, who really display skill in handling animals. FAIR. (5652).

THE MOSCONI STORY. MGM—Pete Smith Specialties. 9m. World champion pocket billiards player Willie Mosconi is shown growing up in father's billiard parlor with a real love of the game. From a child prodigy, he grows into a tournament player, but, though he is recognized as one of the best, the championship eludes him. Finally, Mosconi decides to try one more time, and he wins in dramatic fashion just as he is notified he has become a father. There are some remarkable shots shown in this film as Mosconi effortlessly executes the most difficult shots in billiards. GOOD. (S-455).

NEW YORK'S SEA GOING SMOKE EATERS. RKO—Screenliners. 8m. Seen in action is the New York Fire Department's marine division, specialists in combating ship and waterfront blazes. Within one minute, the men and their boat are on their way to another struggle with the flames. The boat is well-equipped, equal to land companies, and the men are especially trained to handle their unique and tough duties. GOOD. (34211).

Color Science

A IS FOR ATOM. Bondy-General Electric. 10m. In color, this gives some background on the development of the atom bomb with a discussion of what research may bring in the future for industry, the farm, medicine, etc. Made in striking color, this occasionally is at a higher intellectual level, but it should have interest for any audience in view of the way atomic energy affects every individual. The General Electric plug is confined to the titles only. EXCELLENT.

Science

JET POWER. Bondy-General Electric—Excursions Into Science. 10m. The contribution of American industry and research to the development of the jet engine is covered, showing the various steps taken during World War II and since that time. This should have general interest. The General Electric plugs in the subject are kept to a minimum. GOOD.

Sports

SPORT CAR RACING. Paramount—Grantland Rice Sportlights. 9m. Covered is the growing interest in sport cars, reborn after the war and which brings amateurs driving their own cars in various races. Competitions in this country and abroad are covered. The windup devotes attention to some General Motors cars of the future, which will have many exceedingly interested. GOOD. (R12-6).

WATER RODEO. Columbia—World Of Sports. 9½m. Florida's Cypress Gardens again provides the backdrop for this excursion in the world of water sports. Some guys and gals display their aquatic abilities as the camera catches some bathing beauties on an exciting water skiing expedition and two hot rod speed boat jockeys demonstrate their acrobatic water skimming feats. FAIR. (5804).

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

(For 1951-52 listing, see page 3442)

5301	Battle Zone	Sept.
5302	Kansas Pacific	Feb.
5303	Fort Vengeance	Mar.
5308	Torpedo Alley	Jan.
5309	Son of Belle Star	May
5310	Cow Country	Apr.
5311	Roar Of The Crowd	June
5316	Tangler Incident	Feb.
5318	Jalopy	Mar.
5322	The Maverick	Dec.
5323	The Homesteaders	Mar.
5326	White Lightning	Mar.
5332	Star Of Texas	Jan.
5333	The Marksman	Apr.

(Monogram)

5201	Fiat Top	Nov. 12
5202	Hiawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Job	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Fangs Of The Arctic	Jan. 4
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Columbia

(For 1951-52 listing, see pages 3558, 3442)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bombay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	Last Of The Comanches	Feb.
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	Jan.
517	Target Hong Kong	Feb.
518	Voodoo Tiger	Nov.
519	The Four Poster	Jan.
520	The Juggler	Jan.
521	The Member Of The Wedding	Mar.
524	Prince of Pirates	Mar.
528	One Girl's Confession	Apr.
534	All Ashore	Mar.
539	Savage Mutiny	Mar.
545	Salome	Mar.
571	Winning Of The West	Jan.
572	On Top Of Old Smoky	Mar.
	Five Angles on Murder	Mar.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tromba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Feb.

(Re-releases)

5209	Great White Hunter	Dec.
5210	Captain Kidd	Dec.

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache Wor Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Feb.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dollar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Jan.
315	The Bad And The Beautiful	Jan.
316	The Clown	Jan.
317	Jeopardy	Feb.
318	The Naked Spur	Feb.
319	The Hoaxters	Jan.
320	Rogue's March	Feb.
321	Battle Circus	Mar.
322	Confidentially Connie	Mar.
323	I Love Melvin	Mar.
324	Sumbrero	Apr.
325	Small Town Girl	Apr.
326	See How They Run	Apr.
327	Never Let Me Go	Apr.
	Lili	

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back, Little Sheba	Feb.
5214	The Stars Are Singing	Mar.
5215	Girls Of Pleasure Island	Apr.
5216	Off Limits	Apr.
5217	Pony Express	May
5218	The War Of The Worlds	May

(Reissue)

5208	Cleopatra	Dec.
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RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Montana Belle	Nov.
309	Face To Face	Nov.
310	The Secret Sharer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
312	Angel Face	Feb.
313	No Time For Flowers	Feb.
314	The Hitch-Hiker	Mar.
315	Sword Of Venus	Feb.
351	Hans Christian Andersen	Dec.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Oct.
371	Never Wave At A Wac	Jan.
391	Story Of Robin Hood	July
392	Peter Pan	Feb.
	Blackbeard, The Pirate	Dec.
	Beautiful But Dangerous	Feb.
	Port Sinister	Mar.

(Re-releases)

381	Look Who's Laughing	Aug.
382	Too Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Dec.
386	Bachelor Mother	Dec.

Republic

(1951-52)

5101	Adventures Of Captain Fablan	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yander	Dec.
5104	Lady Possessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senorita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Karel	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Colorado Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5151	South Of Callente	Oct.

5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Nov.
5202	Ride The Man Down	Jan.
5203	San Antone	Feb.
	The Flying Squadron	Feb.
5241	Marshal Of Cedar Rock	Feb.
	The Lady Wants Mink	Apr.

20th Century-Fox

(For 1952 releases, see page 3427)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Mar.
306	Niagara	Feb.
307	The Farmer Takes A Wife	Feb.
308	Treasure Of The Golden Condor	Feb.
309	The Silver Whip	Feb.
311	Call Me Madam	Apr.
312	The President's Lady	Apr.
313	Destination Gobi	Mar.
314	Invasion From Mars	Apr.
315	Man On A Tightrope	Apr.
316	The Star	Feb.
317	Down Among The Sheltering Palms	Mar.
347	Tonight We Sing	Mar.
	The Desert Rats	Mar.
	The Girl Next Door	Mar.
	Titonic	Mar.
	White Witch Doctor	Mar.
	Powder River	Mar.
	Sailor Of The King	Mar.
	Gentlemen Prefer Blondes	Mar.
	Pickup On South Street	Mar.
	Baptism Of Fire	Mar.
	The Robe	Mar.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.
350	Call Of The Wild	Mar.
351	My Darling Clementine	Mar.

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.
	Limelight (Chaplin)	Feb.
	Monsoon (Film Group)	Dec.
	Outpost In Malaya (Stafford)	Nov.
	Kansas City Confidential (Small)	Dec.
	Babes In Bagdad (Danziger)	Dec.
	Breaking The Sound Barrier (Lean)	Nov.
	Guerilla Girl (Chrotian)	Jan.
	Luxury Girls (Riviera)	Jan.
	A Tale Of Five Women (Paal)	Jan.
	The Magnetic Monster (A-Men)	Feb.
	The Bandits Of Corsica (Small)	Feb.
	Moulin Rouge (Romulus)	Mar.
	Bwana Devil (3D) (Oboier)	Mar.
	Golden Arrow (Renown)	Apr.
	Son Of The Renegade (Schworz)	Apr.

Universal-International

(For 1951-52 releases, see page 3427)

301	The Raiders	Nov.
302	Because Of You	Nov.
303	It Grows On Trees	Nov.
304	The Block Castle	Dec.
305	Against All Flags	Dec.
306	The Lawless Breed	Jan.
307	Meet Me At The Fair	Jan.
308	City Beneath The Sea	Mar.
309	The Redhead From Wyoming	Jan.
310	The Mississippi Gambler	Feb.
311	Girls In The Night	Feb.
312	Gunsmoke	Mar.
313	Seminole	Mar.
314	Ma and Pa Kettle On Vacation	Apr.
315	Desert Legion	Apr.
316	Abbott and Costello Go To Mars	Apr.
380	Something Money Can't Buy	Mar.
381	The Importance Of Being Earnest	Mar.
382	The Penny Princess	Mar.
383	The Story Of Mandy	Mar.

Warners

(For 1951-52 listing, see page 3359)

201	Big Jim McLain	Sept.
202	The Crimson Pirate	Sept.
203	The Miracle Of Our Lady Of Fatima	Oct.
204	Springfield Rifle	Oct.
205	Operation Secret	Nov.
206	The Iron Mistress	Nov.
207	Cattle Town	Dec.
208	Abbott And Costello Meet Captain Kidd	Dec.
209	April In Paris	Jan.
210	Stop, You're Killing Me	Jan.
211	The Man Behind The Gun	Jan.
212	The Jazz Singer	Feb.
213	I Confess	Feb.
214	She's Back On Broadway	Mar.
215	Blue Gardenia	Mar.

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ALPHABETICAL GUIDE

To 272 Features Reviewed

Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALL ASHORE—80m.—Columbia	3469
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FIBRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—Natural Vision	3433
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONFIDENTIALLY CONNIE—71m.—MGM	3454
COUNT THE HOURS—74m.—RKO	3469
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—82m.—Fint Arts	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESPERADOES' OUTPOST—54m.—Republic	3398
DESTINATION GOBI—89m.—20th-Fox	3470
DESPERATE SEARCH—71m.—MGM	3421
DEVIL MAKES THREE, THE—90m.—MGM	3367
DEVOTION—84m.—IFE	3471
E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389
F	
FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FANGS OF THE ARCTIC—63m.—Allied Artists	3469
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401

FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G	
GAMBLER AND THE LADY—71m.—Lippert	3429
GIRLS IN THE NIGHT—82m.—U-I	3446
GIRLS OF PLEASURE ISLAND, THE—95m.—Paramount	3469
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462

H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCH HIKER, THE—71m.—RKO	3445
HOAXSTERS, THE—36m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381

I	
I BELIEVE IN YOU—96m.—Rank	3385
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454

J	
JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369

K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415

L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWSLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—UA	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LUSTY MEN, THE—113m.—RKO	3390
LOVE ISLAND—66m.—Astor	3458

M	
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAGNETIC MONSTER, THE—76m.—UA	3470
MAHATMA GHANDI—TWENTIETH CENTURY PROPHECY—80m.—AAAS	3471
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MARSHAL OF CEDAR ROCK—54m.—Republic	3470
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—110m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373

MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—82m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N	
NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O	
OF LOVE AND BADNITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P	
PATHFINDER, THE—78m.—Columbia	3437
PETER PAN—76½m.—RKO	3455
PIMPERNEL SVENSSON—85½m.—Scandia	3471
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY SOLDIER—83m.—20th-Fox	3408
PORT SINISTER—65m.—RKO	3470
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROMOTER, THE—88m.—U-I	3385

R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S	
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SEMINOLE—87m.—U-I	3471
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser	3464
STOOGES, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455

T	
TANGIER INCIDENT—78m.—Allied Artists	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TORUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades	3464
TREASURE OF THE GOLDEN CONDOR—93m.—20th-Fox	3456
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U	
UNDER THE RED SEA—67m.—RKO	3390
UNDERSEA RAIDER—74m.—Manor	3471

V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

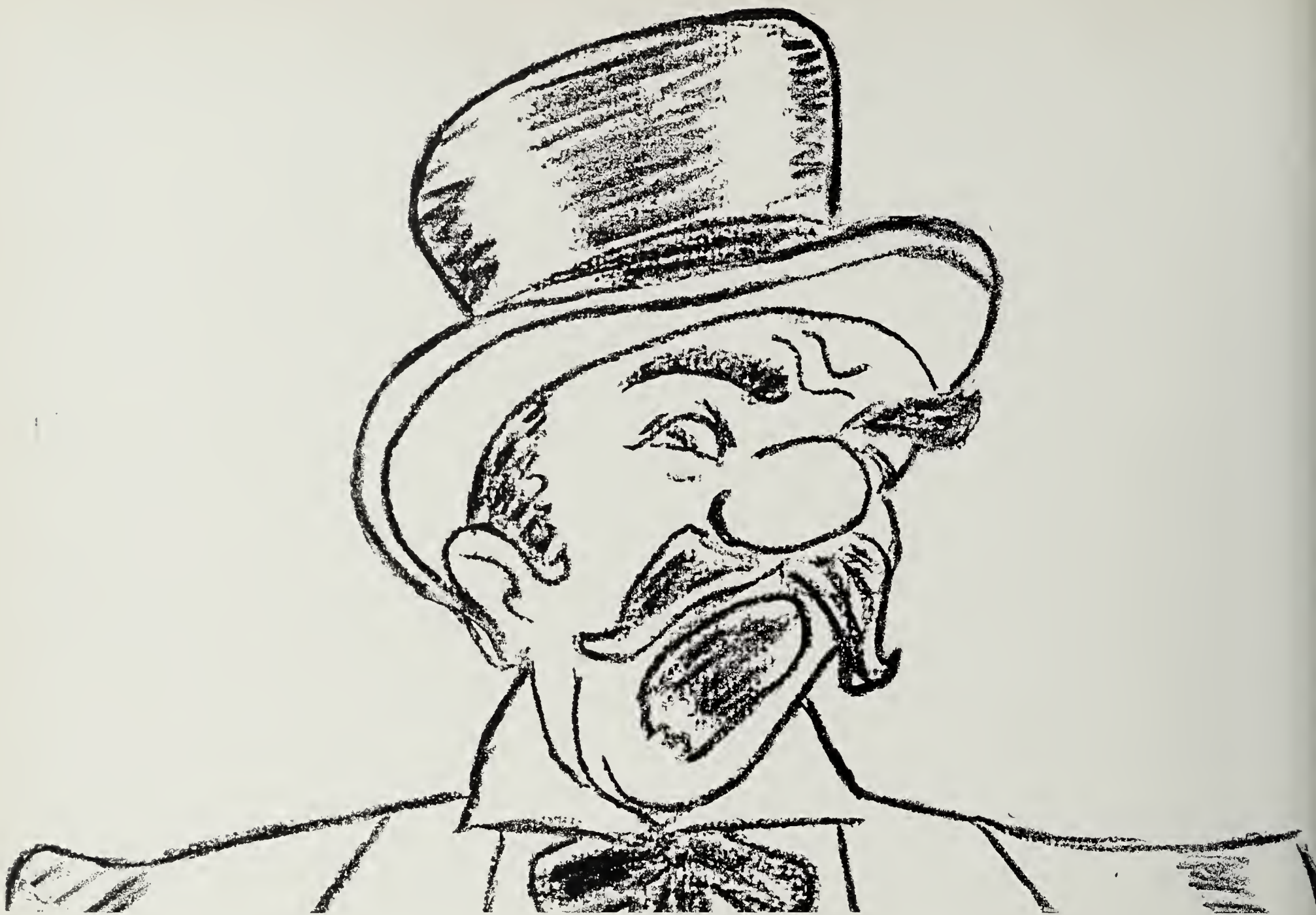
W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441
WHITE LINE, THE—74m.—Lux	3441
WIDE BOY—67m.—Realart	3457
WILLIE AND JOE IN BACK AT THE FRONT—87m.—U-I	3383
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WOMEN OF TWILIGHT—89m.—Romulus	3472
WINNING OF THE WEST—57m.—Columbia	3454
WORLD FESTIVAL OF SONG AND DANCE—78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421

Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of this page. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY	JANUARY
Torpedo Alley M. Stevens, D. Malone, B. Williams	The Four Poster R. Harrison, L. Palmer	I'll Get You G. Raft, S. Grav (Made in England)	Above And Beyond R. Taylor, E. Parker, J. Whitmore	Road To Bali B. Crosby, B. Hope, D. Lamour (Technicolor)	Androcles And The Lion J. Simmons, A. Young, V. Mature, R. Newton	Ride The Man Down B. Donlevy, R. Cameron, E. Raines, F. Tucker (Tricolor)	The Thief Of Venice M. Montez, P. Christian (European-made)	Guerilla Girl H. Dantine, Marionno (Foreign-made) (Christian)	The Lawless Breed R. Hudson, J. Adams, M. Castle (Technicolor)	April In Paris D. Doy, R. Bolger C. Dauphin (Technicolor)
Fangs of the Arctic K. Grant, I. Borg, Chinook	The Pathfinder G. Montgomery, H. Carter, E. Verdugo (Technicolor)	The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	The Bad And The Beautiful L. Turner, K. Douglas, W. Pidgeon, B. Sullivan	Thunder In The East A. Ladd, D. Kerr, C. Boyer, C. Calvet	Never Wave At A WAC R. Russell, M. Wilson, P. Douglas	My Cousin Rachel O. DeHavilland, R. Burton	The I Don't Care Girl M. Gaynor, D. Wayne, O. Levant (Technicolor)	Luxury Girls S. Stephen, A. M. Ferrero, R. Podesta (Italian-made) (Riviera)	The Redhead From Wyoming M. O'Hara, A. Nicol, H. O'Brien (Technicolor)	Stop, You're Killing Me B. Crawford, C. Trevor (WarnerColor)
Star of Texas W. Morris, R. L. Bice, S. Jolley	Winning Of The West G. Autry, S. Burnette, G. Davis	The Clown R. Skelton, J. Greer	The Clown R. Skelton, J. Greer	Tropic Zone R. Reagan, R. Fleming, Estelita (Technicolor)	No Time For Flowers V. Lindfors, P. Christian (Made in Austria)	The Gunfighter Yellow Sky (Re-releases)	The Gunfighter Yellow Sky (Re-releases)	Meet Me At The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	The Fair D. Dailey, D. Lynn, C. Allen (Technicolor)	the Man Behind The Gun R. Scott, P. Wymore, P. Carey (Technicolor)
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY-MARCH	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor)	Last Of The Comanches B. Crawford, B. Hale, (Technicolor)	The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	Jeopardy B. Stanwyck, B. Sullivan, R. Meeker	The Stogge D. Martin, J. Lewis, P. Bergen, E. Mayehoff	Peter Pan Disney cartoon feature (Technicolor)	Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	Niagara M. Monroe, J. Coffin, J. Peters (Technicolor)	Limelight C. Chaplin, C. Bloom (Chaplin)	The Mississippi Gambler T. Power, P. Lourie, J. Adams (Technicolor)	The Jazz Singer D. Thomas, P. Lee (Technicolor)
Tangier Incident G. Brent, M. Aldon	Target Hong Kong R. Denning, N. Gates, R. Loo		Rogue's March P. Lawford, J. Rule	Come Back, Little Shebo B. Lancaster, S. Booth, T. Moore	Angel Face R. Mitchum, J. Simmons, M. Freeman	The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made)	The Silver Whip R. Calhoun, K. Crowley, D. Robertson	The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men)	Girls In The Night P. Hordy, J. Holden, L. Freeman	I Confess M. Clift, A. Boxter, K. Malden
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Jalopy Bowery Boys	The Member Of The Wedding E. Waters, J. Harris	Perils of the Jungle C. Beatty	Confidentially Connie J. Leigh, V. Johnson, L. Colhern	The Stars Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor)	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Tolman	Old Overland Trail, W R. Allen, V. Hall, S. Pickens	Taxi D. Dailey, C. Smith (Technicolor)	Moulin Rouge J. Ferrer, C. Morchond, (Technicolor)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor)	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color)
White Lightning S. Clements, B. Bestar, S. Brodie	Prince of Pirates J. Derek. B. Rush (Technicolor)	Chu Chin Chow A. M. Wong (English-made) (Re-issue)	I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor)	Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor)	Port Sinister J. Worren, L. Roberts	Destination Gobi R. Widmark. D. Taylor, (Technicolor)	Destination Gobi R. Widmark. D. Taylor, (Technicolor)	Bwana Devil (Pre-release en- gagements only)	Seminole R. Hudson, B. Hale, A. Quinn (Technicolor)	The Blue Gardenia A. Boxter, R. Conte, A. Sothorn
Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made)	Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England)	Battle Circus H. Bogart, J. Allyson, K. Wynn	The Stars Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor)		Down Among The Sheltering Palms W. Lundigan, J. Greer, D. Wayne (Technicolor)	Down Among The Sheltering Palms W. Lundigan, J. Greer, D. Wayne (Technicolor)	Gunsake A. Murphy, S. Cabot, (Technicolor)	The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	
The Homesteaders B. Elliott, B. Allen, R. Lowry	On Top Of Old Smoky G. Autry, All Ashore M. Rooney, P. Ryan (Technicolor)					My Darling Clementine H. Fonda, L. Dornell, V. Mature (Re-release)	My Darling Clementine H. Fonda, L. Dornell, V. Mature (Re-release)	Golden Arrow J. P. Aumont, (Foreign-made) (Renown)	The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	



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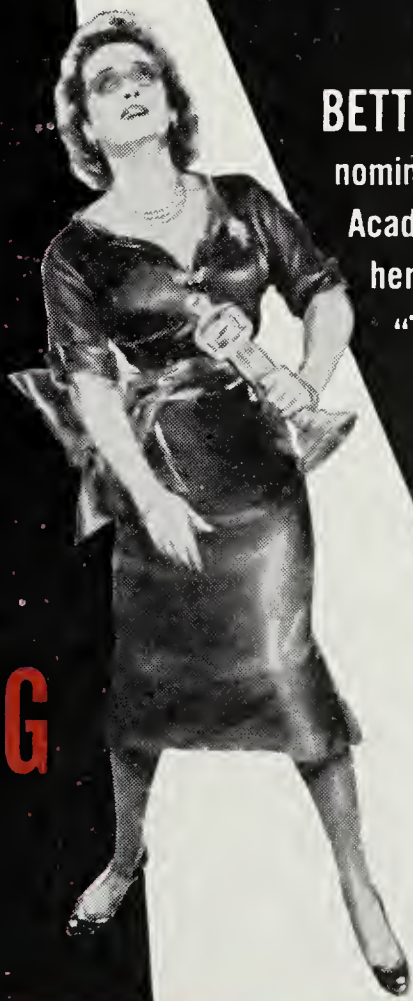
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Academy Award for
her performance in
"THE STAR"
IS READY
TO BREAK
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Number 18
Sections: Section One

MARCH 4, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
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Bachelor And The
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M-G-M's "DREAM WIFE" - TRADE SHOWS MARCH 6th

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PIDGEON** in **"DREAM WIFE"** with **BETTA ST. JOHN · BUDDY BAER**

EDUARD FRANZ • Screen Play by **SIDNEY SHELDON, HERBERT BAKER and ALFRED LEWIS LEVITT**

Directed by **SIDNEY SHELDON** • Produced by **DORE SCHARY**



AN EASTERN theatre has a deal whereby high school students who attend performances on two consecutive Friday matinees get in free on the third Friday.

★

A WOMEN'S COMMITTEE in a southern city intends to do something about the practice of some parents who leave their children in neighborhood houses from five to seven hours instead of hiring baby sitters.

★

EFFICIENCY in England has reached the point where usherettes working in British theatres have evolved this flashlight code, or so it says here:

Dot-dash-dot-dash-dot-dash—red hot neckers.

Dot-dash-dot-dash—man being difficult.

Dash—woman being difficult.

Dash-dash-dash-dash—urgent, the manager is watching you!

★

THE PROBLEM of a referendum in a southern state which is loath to allow a vote on Sunday movies on a state-wide basis was solved by introducing a measure which would make Sunday movies "applicable to any county in the state having a city with a population of exactly 22,513, according to the 1950 United States Census." This applies to only one situation.

—H. M. M.

I N D E X

VOL. 49, No. 18

MARCH 4, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"AN EXCHANGE OF IDEAS HELPS EVERYONE"	5, 6
NEW YORK NEWS LETTER	12
THE INTERNATIONAL SCENE	13
THIS WAS THE WEEK WHEN	14
THE SCORE BOARD	14
WHAT'S NEW IN 3-D	15
PEOPLE	15
IN THE NEWSREELS	16
PHYSICAL THEATRE	PT-1—PT-24

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

John J. Fitzgibbons, president, Famous Players Canadian Corporation, and Rube W. Bolstad, vice-president, are seen attending the Niagara Falls, Ontario, meeting of company managers.

EXHIBITOR

VOL. 49, No. 18



MARCH 4, 1953

Profit-Taking; Immediate Concern

THE PAST few weeks have seen some notes of caution being sounded regarding the 3-D field, not the least of which has been the suggestion TOA President Alfred Starr made: "Perhaps the best advice at this time is to make no investment in equipment which cannot be paid off entirely by playing just one or two pictures."

WHILE the TOA president undoubtedly has the interests of exhibitors at heart, his advice hardly provides a solution to the problem which has been vexing exhibitors who want to get in on the 3-D gold rush while the patrons' surge of interest is on.

It may be that in the large cities, it is possible to pay off the cost of the necessary changes and additions in equipment in one or two engagements, but this is not likely to be the case with the smaller houses and those in the small towns.

HEARING what the keys have been doing with 3-D pictures, they, too, would like to get in on the gravy, but because of shortages they are finding that they cannot play the 3-D films as fast as they would like.

IN APRIL, the first of the majors' 3-D films will make its bow, and from then on it can be expected that there will be releases coming through regularly from the distributors. By that time, it is also likely that most shortages will have been taken care of.

No ONE knows how long the 3-D popularity will last, but it appears as if the best bet for exhibitors would be to cash in as long as the cashing in is good. It is true that there is no way of knowing what changes may result in the future, but profit-taking should be immediate, in the opinion of many theatremen.

FORTUNATELY, and unlike the early sound days, there came an immediate cry for standardization, but many exhibitors, probably afraid that if they wait too long for standardization, their profit opportunities will diminish, will probably decide to join the 3-D gold rush as soon as possible.

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Wednesday, January 7, 1953

VARIETY

Top Grossers of 1952

Here are 1952's best, that is, all films which went into release during the calendar year which have, or will have, grossed \$1,000,000 and over in domestic distribution rentals (U. S. and Canada). Estimates are used, based on actual billings and playdates to date. Only pix excluded are those which went into distribution too late in the year or have played too few dates to make any reasonable determination of final gross business. Among these are Allied Artists' "Battle Zone," Columbia's "The Happy Time," United Artists' "Moulin Rouge" and "Limelight," RKO's "Hans Christian Andersen," Little Sheba, 20th-Fox's "My Cousin Rachel," Paramount's "Come Back, Little Sheba," Universal's "Against All Flags" and Metro's "Prisoner of Zenda."

1. Greatest Show on Earth.....	Technicolor... Par	\$12,800,000
2. Quo Vadis.....	Technicolor... M-G	10,500,000
3. Ivanhoe.....	Technicolor... M-G	7,000,000
4. Snows of Kilimanjaro.....	Technicolor... 20th	6,500,000
5. Sailor Beware.....	Technicolor... Par	4,300,000
6. African Queen.....	Technicolor... UA	4,000,000
7. Jumping Jacks.....	Technicolor... Par	4,000,000
8. High Noon.....	Technicolor... UA	3,400,000
9. Son of Paleface.....	Technicolor... Par	3,400,000
10. Singin' in the Rain.....	Technicolor... M-G	3,300,000
11. With a Song in My Heart.....	Technicolor... 20th	3,250,000
12. Quiet Man.....	Technicolor... Rep	3,200,000
13. Bend of the River.....	Technicolor... U	3,000,000
14. Plymouth Adventure.....	Technicolor... M-G	3,000,000
15. Stars & Stripes Forever.....	Technicolor... 20th	3,000,000
16. World in His Arms.....	Technicolor... U	2,900,000
17. I'll See You in My Dreams.....	Technicolor... WB	2,900,000
18. Iron Mistress.....	Technicolor... WB	2,900,000
19. Just for You.....	Technicolor... Par	2,850,000
20. Distant Drums.....	Technicolor... WB	2,750,000
21. Million Dollar Mermaid.....	Technicolor... M-G	2,750,000
22. Room for One More.....	Technicolor... WB	2,750,000
23. Scaramouche.....	Technicolor... M-G	2,750,000

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MANAGERS OF FAMOUS PLAYERS CANADIAN CORPORATION MEET IN CALGARY UNDER A SIGN INDICATING FPCC PROSPERS IN THE ALBERTA AREA.

An Exchange Of Ideas Helps Everyone

Famous Players Canadian Corporation President John J. Fitzgibbons Sounds That Company Keynote



Two new members of the Famous Players organization talk things over with Angus MacCunn, secretary. On the left is Jean Pouliot, head, Telemeter division, and at right is Harold Roberts, who is in charge of the real estate department.

MORE than anything else, John J. Fitzgibbons, president, Famous Players Canadian Corporation, largest circuit in Canada, sought a complete exchange of ideas in the company's recent meetings of managers and other personnel. For this reason, the sessions were informal affairs, and the participants came away with the feeling that Fitzgibbons' goal had been achieved.

Fitzgibbons said at the first session, an eastern division conference in Niagara Falls, Ontario, "This meeting can serve as a post-graduate course in management, as I realize everyone is familiar with the ABC's of the subject." After the session, managers were agreed that they had come away with a wealth of knowledge on such varied subjects as product, confections, promotion, exploitation, proper operation, and Telemeter. The Niagara Falls session's success was repeated at meetings in Vancouver, Calgary, Moose Jaw, and Winni-

peg, and, as Fitzgibbons declared, "You couldn't help but feel a current of enthusiasm and sincerity."

Morris Stein, eastern division manager, was chairman of the Niagara Falls session, and, in the west, Lawrence I. Bearg, western division manager, was chairman. Fitzgibbons was unable to attend the western meetings, but a flying team of R. W. Bolstad, vice-president; Jack Fitzgibbons, Jr., operating head, Theatre Confections Limited; Bearg, and James R. Nairn, director of advertising and public relations, made the trip.

Highlighting the Vancouver session were the presence of Gary Cooper and an address by Senator Farris, a director of the company. Bolstad, acting for Fitzgibbons, explained Telemeter, for which the company has obtained the Canadian franchise.

Some highlights of the various meetings throughout Canada may be found here.



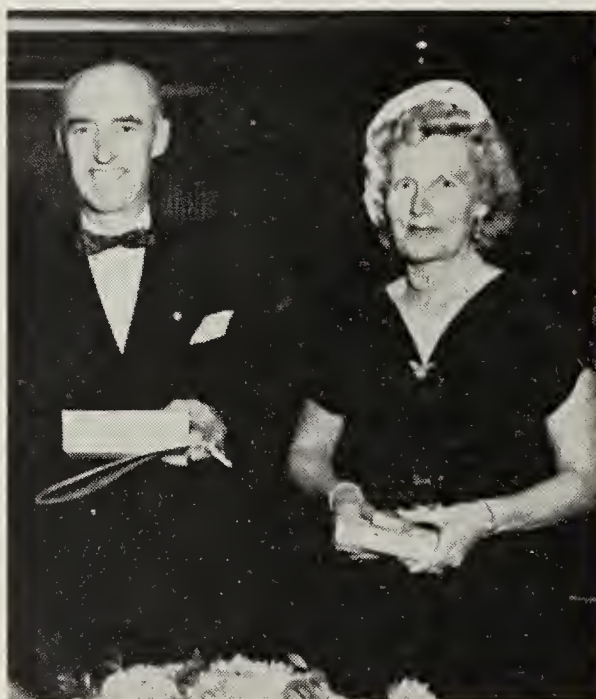
A group of managers pose with Gary Cooper at the Vancouver meeting. Seen, left to right, are: Earl W. Barlow, Alma, Vancouver; Mel Stackhouse, Windsor, Vancouver; Lance Webber, Capitol, Penticton; Bill Baillie, Vancouver FPCC art department; Cooper; Ace Hughes, Civic, Nelson; Claude Smith, Paramount, Chilliwick; Frank McKenzie, Paramount, New Westminster, and McNicol, Columbia, New Westminster, all apparently pleased.



Cooper discusses film affairs with FPCC personnel at the Vancouver meeting, one of many scheduled by the company to afford managers and other officers an opportunity to participate in a free exchange of ideas. Seen, left to right, are: James Nairn, director of public relations and advertising, FPCC; Cooper, and Ivan Ackery, manager, Orpheum, Vancouver. Cooper will soon be seen in "Return to Paradise," for UA release.



Jake Smith, Toronto, and Dick Geering, head office staff, take time out for a business chat.



Martin Cave, manager, Dominion, Victoria, with Mrs. Cave, gets a 25-Year-Club membership.



President John J. Fitzgibbons and Jack Ward, Seneca, Niagara Falls, hand out some popcorn.



Alf Perry, center, president, Empire-Universal Films, discusses the problems of the industry with Harry Mandell, left; and Nat Taylor, right, Twentieth Century Theatres, associates of FPCC, as Dan Krendel, FPCC district supervisor, listens with his hand on Perry's shoulder. All seem quite optimistic about the future of the industry, and especially forthcoming product.



At a dinner for FPCC associates and distributors are, left to right, John Ganetakos, United Amusements Limited, Montreal; Louis Rosenfeld, Columbia Canadian general manager; George Ganetakos, United Amusements president; Ben Geldsaler, FPCC head film buyer; J. Arthur Hirsch, Consolidated Theatres, Montreal, and Ted Gould, MGM Canada sales manager.



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Pre-Releases, Adv. Prices Hit In Okla.

Allied's Myers Repeats His Charges At Exhibitor Convention; Says Nat. Body Will Follow Thru On Program

OKLAHOMA CITY—Abram F. Myers, Allied general counsel, speaking last week at the convention of Allied Theatre Owners of Oklahoma, continued his attack on the practice of pre-releasing pictures at advanced admission prices and "flagrant violations of the consent decree by distributors", declaring that the great majority of people are being deprived of the opportunity to see good pictures while they are still benefitting from word-of-mouth advertising as distributors make these films available to a relatively few theatres in large cities.

Myers also criticized methods used in making 3-D equipment available to theatres.

He estimated that theatres die at the rate of 1,000 for every one per cent drop in receipts.

Columbia's sales policy on "Salome" and the distributors' alleged establishment of a new system of fixed clearances were also hit by Myers.

He declared that while arbitration negotiations were going on, and now that they have broken off, film companies were preleasing and planning to pre-release more films, "courting litigation with a vengeance." Myers said that all Allied warnings have been ignored, and, from now on, the organization intends to follow through on its program.

Myers also told the group that the government's anti-trust decrees against the majors had resulted in only technical divorcement, and had not ended the underlying community of interest between the film companies and their theatres.

Leon Bamberger, RKO sales promotion manager, told the convention that more than 4,000 theatres in the country are now successfully running children's shows. The Children's Film Library print situation, he declared, is receiving attention of all major companies.

Bamberger also outlined a broad public relations program initiated by the Elkins family, Aberdeen, Mass., which operates the town's theatres as community centers, and urged Oklahoma exhibitors to avail themselves of the facilities of the MPAA community relations department to best advantage.

TV First-Runs Favored

NEW YORK—Advertest Research reported last week that according to a survey conducted among 750 TV set owners more people are willing to pay for first-run movies on home TV this year than last. This year, 52 per cent voted yes, as opposed to 34 per cent last year. They were willing to pay an average of 51 cents per show, as opposed to 64 cents last year. Advertest also reported that only 45 per cent of those questioned had seen a movie in the last month, as against 64 per cent last year.

What Bulletin Do You Read?

NEW YORK—In a bulletin last week, Allied Theatres Owners of New Jersey, Inc., declared:

"The RKO deal on 'Peter Pan' at the present time is 60 per cent for distribution and 40 per cent for exhibition."

COLUMBUS, O.—The Independent Theatre Owners of Ohio bulletin last week had this to say:

"To be specific, RKO is demanding 70-30 terms for 'Peter Pan' and 'Hans Christian Andersen'."

Snaper Criticizes "Peter Pan" Policy

NEW YORK—Wilbur Snaper, president, National Allied, in a bulletin to members of Allied Theatre Owners of New Jersey, which he heads, last week said that "it is necessary for the welfare of the industry that as many theatres play 'Peter Pan' as is possible. However, as exhibitors and practical business men, this is an economic impossibility."

"The RKO deal on 'Peter Pan'," he continued, "is at present 60 per cent for distribution and 40 per cent for exhibition. No exhibitor and very few people in distribution would argue the point that a theatre cannot exist if it must pay these sort of terms on a potentially good grossing picture."

He added, "It is asserted that it is RKO's intention to force exhibition to raise its prices for this picture."

Gang Suit Dismissed

HOLLYWOOD—A damage suit filed against Howard Hughes, RKO, and the public relations firm of Carl Byoir and Associates by Martin Gang, attorney, was dismissed last week by Federal District Judge William Byrne. The suit had been brought by Gang because of a statement made last July regarding the settlement of an RKO law suit.

Pimstein Leaves RKO

NEW YORK—Harry M. Pimstein, attorney for the RKO companies for 26 years and a vice-president of RKO Radio Pictures since October, 1952, resigned last week. He specialized in anti-trust legislation.

Allied Units Advised On Rep. 16mm. Policy

NEW YORK—Bulletins to Allied units throughout the country, informing members regarding Republic's alleged policy on 16mm. films, declared last week:

"Be on the alert: Republic is not only hurting the boxoffice by dumping pictures on TV, but is also soliciting schools, churches, tent shows, etc., for 16mm. exhibition. This has taken place in territories where they hope to sell their regular product. Guide yourself accordingly, when and if making deals."

3-D Still Strong Along Broadway

NEW YORK—"Bwana Devil" in 3-D at Loew's State and "Moulin Rouge" at the Capitol along with "Peter Pan" at the Roxy led the grossing parade in the Broadway first-runs last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE STOOGES" (Para.). Paramount, with stage show, claims \$70,000 for the fourth week.

"PETER PAN" (RKO-Disney). Roxy, with ice show, reported \$73,000 for Wednesday through Sunday, with the third week heading toward \$95,000.

"TONIGHT WE SING" (20th-Fox). Radio City Music Hall, with stage show, claimed \$74,000 for Thursday through Sunday, with the third, and last, week expected to tally \$105,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$20,000 for the 14th week.

"THE STAR" (20th-Fox). Rivoli expected the fifth week to reach \$14,000.

"ANNA" (IFE). Globe was headed toward a \$24,000 second week.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated fifth week at \$24,000.

"ROAD TO BALI" (Para.). Astor expected the fifth week to reach \$19,000.

"BWANA DEVIL" (UA). Loew's State, with 3-D feature, was sure to top \$51,000 on the second week.

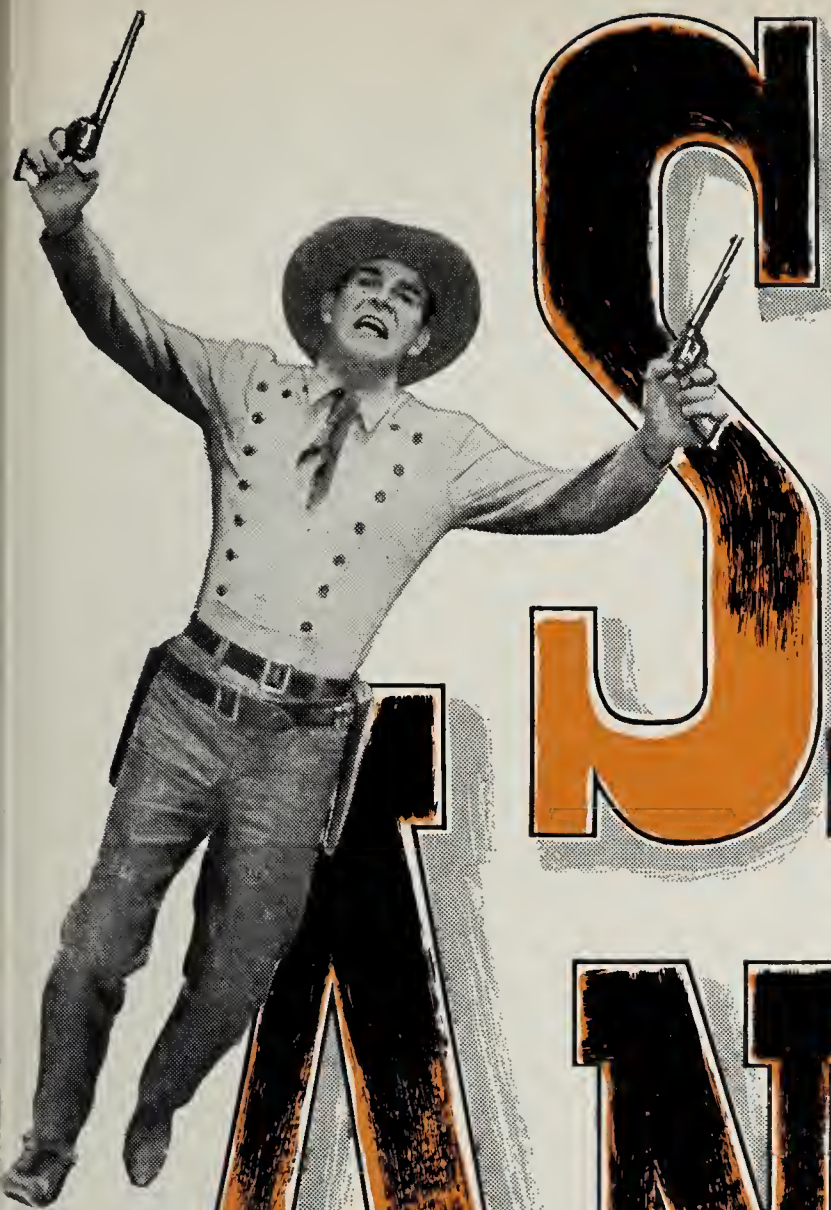
"MOULIN ROUGE" (UA). Capitol was heading toward \$75,000 on third session.

"COME BACK, LITTLE SHEBA" (Para.). Victoria claimed \$17,000 on the 10th week.

TV Showings Rapped In Suit

HOLLYWOOD—Attorney Adele I. Springer, on behalf of the producers of eight motion pictures, last week filed a \$2,000,000 damage suit against distributors in Los Angeles Superior Court. The action also asks a restraining order to prevent further showings of the films on television, contending that it has not become commercial practice to televise recent films. Producers are Jack Schwartz' Equity Pictures, Inc., and Equity Films, Inc.; Orbit Pictures, Inc., and also Orbit Productions, Inc. The pictures are "The Enchanted Valley", "Headin' For Heaven", "Alimony", "Parole, Inc.", "Ride, Ryder, Ride", "Roll, Thunder, Roll", "The Fighting Redhead", and "The Cowboy And The Prizefighter", 1948 and 1949 releases.

The plaintiffs charge that the distributor, Chesapeake Industries, Inc., formerly Pathe Industries, Inc., had no right to assign TV rights to Matty Fox's Motion Pictures for Television, Inc. It is also charged that future TV showings will impair further theatre distribution and reissue rights. In addition to Chesapeake and Motion Pictures for Television, defendants are UA, Eagle-Lion Classics, Eagle-Lion Films, Pictorial Films, and Motion Pictures, Unlimited, all charged with singling out the pictures of these producers for television.



They drove the Golden Herd
a thousand miles
through Apache
ambush!

SAN ANTONIO



HERBERT J. YATES
presents

SAN ANTONIO

starring

ROD CAMERON • ARLEEN WHELAN • FORREST TUCKER • KATY JURADO

with RODOLFO ACOSTA • ROY ROBERTS • BOB STEELE • HARRY CAREY, JR.

Screen Play By STEVE FISHER • Based on the Novel "THE GOLDEN HERD"
By CURT CARROLL • Associate Producer-Director JOSEPH KANE

A REPUBLIC PICTURE

Republic Pictures Corporation



The Bad Girl of
"High Noon"

Trade To Support Mason Anti-Tax Bill

COMPO Committee Heads Think Measure Best; Exhibitors Ask To Lend Complete Aid In Drive For Elimination

NEW YORK—It was revealed last week that Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Repeal Campaign Committee, had selected H. R. 157, introduced on Jan. 3 by representative Noah M. Mason, Illinois, as the measure to be supported by the motion picture industry in its campaign for repeal of the federal 20 per cent admission tax.

The bill provides for immediate elimination of the tax on those film theatres in which the principal form of entertainment is the exhibition of motion pictures. It has been studied by leading industry lawyers, and has been approved as meeting the industry's needs in all respects.

One of 26 bills having to do with admission taxes that have been introduced at this session of Congress, the Mason bill was chosen because it was one of the first offered, and because its sponsor is a high ranking Republican member of the Ways and Means Committee. Fifteen other bills of language identical with the Mason bill also have been introduced.

Carrying the heading, "A bill to provide that the tax on admissions shall not apply to admissions to a moving picture theatre," the text of the bill is as follows:

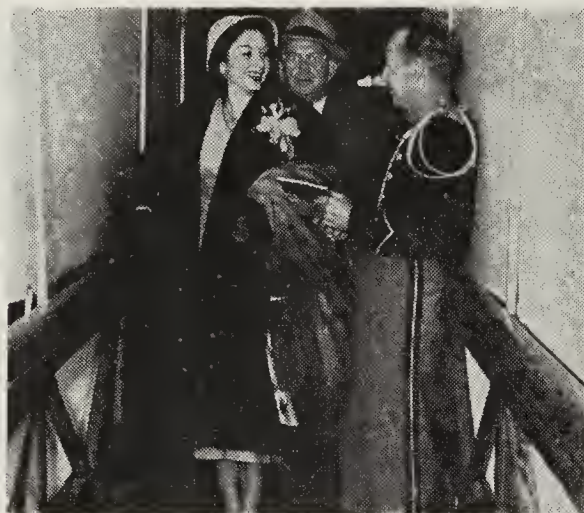
"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 1700 (a) (1) of the Internal Revenue Code (relating to tax on admissions) is hereby amended by adding at the end thereof the following new sentence: 'The tax imposed under this paragraph shall not apply to the amount paid for admission to a moving picture theatre if the principal amusement offered with respect to such admission is the showing of moving pictures.'

"Sec. 2. The amendment made by the first section of this Act shall apply only with respect to amounts paid, on or after the first day of the first month which begins more than 10 days after the day on which this Act is enacted, for admissions on or after such first day."

Colonel Cole and Robert Livingston, Omaha, were in Washington interviewing sponsors of the other bills on admissions. From all of them, it is understood, they received assurances that they will let their own bills lie dormant, and support the Mason bill.

Two of the identical bills were introduced in the Senate by Republican Senators Dirksen, Illinois, and Butler, Nebraska.

Through the offices of the Council of Motion Picture Organizations, copies of the Mason bill were mailed to all state and Congressional district campaign committees, with a request that each committee advise its Congressman that the Mason bill is the one the industry would like to see passed. Exhibitors in the districts of other bill sponsors have been requested to write their Congressmen thanking them for the introduction of repeal bills.



Republic President Herbert J. Yates and Mrs. Yates, Vera Ralston, recently left for Europe from New York for a six-week trip during which Yates will make a survey of European production.

Jackson Park Decree Amended

CHICAGO—Federal Judge Michael L. Igoe last week amended the Jackson Park decree in accordance with an opinion handed down by the United States Appeal Court for the Seventh Federal District last December. The higher court's opinion relieved Balaban and Katz and other affiliated theatres from the ruling prohibiting them from double featuring ahead of the Jackson Park. The amendment also establishes 10 days' clearance before first subsequent-run for pictures playing first Chicago runs of a week or less.

Zukor Heard On Coast

HOLLYWOOD—Adolph Zukor was honor guest at a meeting last fortnight of the Motion Picture Industry Council.

Arthur Freed succeeded Steve Broidy as MPIC chairman for the next term. Broidy, William Thomas, and Y. Frank Freeman were named to the COMPO liaison committee.

Berlin Festival Supported

NEW YORK—Eric A. Johnston, MPAA president, last week pledged American industry participation in the third International Film Festival in free Berlin from June 18-28 on a company-by-company basis.



The urgent need for the free world was underscored recently by Spyros P. Skouras, 20th-Fox president, in accepting an achievement award presented to him by industry attorney Louis Nizer, left, on behalf of the National Conference of Christians and Jews at the "Brotherhood Week" dinner, a gala affair, in New York City.

Carpentier Feted By Illinois Variety Club

CHICAGO—The Variety Club installation last fortnight was highlighted by a testimonial banquet to Charles F. Carpentier, veteran theatre owner of East Moline, Ill., who was recently elected Secretary of State following a long and successful career in public office.

The affair was also highlighted by the presence of other newly elected state officials including Governor William G. Stratton, Albert Crampton, Chief Justice of the State Supreme Court; Orville Hodge, auditor; Arthur J. Bidwell, state Senator, and Edward H. Alexander, secretary of the Senate.

The gavel was sounded by John J. Jones, new Chief Barker, who introduced Jack Kirsch, general chairman, who, in turn, presented George Murphy, Hollywood good will ambassador.

Jack Beresin, International Chief Barker, and Marc J. Wolf and James G. Balmer told of the scope of Variety Club charities at home and abroad. Joe Berenson, retiring Chief Barker, invested Chief Barker Jones, with the insignia of that office. Mrs. Sonia Gold, president, Women's Variety Club, presented him with a gavel.

Plaques of felicitation were presented to Carpentier and to Berenson.

Nurses from La Rabidia Sanitarium, to which Variety aims to give \$100,000 in 1953, graced the occasion.

The other officers installed are:

Nat Nathanson, First Assistant; James Coston, Second Assistant; Manny Smerling, Dough Guy; M. M. Gottlieb, Property Master, and directors, Kirsch, James J. Donohoe, Tom Flannery, Irving Mack, Irving Mandel, Max Rosenbaum, Arthur Schoenstadt, Eddie Silverman, and Dave Wallerstein.

Shea Trusteeship Praised

NEW YORK—Referee John L. Flynn, in a report to the Bronx Surrogate Court, last fortnight flatly rejected charges of fraud against Edmund C. Grainger and Edward C. Raftery in their trusteeship of the Maurice A. Shea Estate. The report stated in part, "I find here an administration of the estate and the Shea companies without a trace of fraud or constructive fraud by the executors. Rather it is one marked by care and prudence, and marked with unusual success."

The charges were brought by Dorothy Shea, wife of Gerald Shea, president, Shea Enterprises, and daughter of the late M. A. Shea, founder of the circuit. Grainger, former general manager and president, Shea Enterprises; Raftery, of the law firm of O'Brien, Driscoll, and Raftery, and Thomas E. Shea were named as sole surviving trustees of the estate.

The action was disclosed in January, 1952, after Grainger's dismissal as general manager of the circuit. Grainger, now head buyer and booker, RKO Theatres, still has a suit pending against the Shea Circuit in State Supreme Court.

"Light housekeeping . . . a necessity"

Obvious to everyone may be the fact that not enough light is getting to the screen; or that the sound system is not functioning properly.

The reasons, however, may be varied—equipment failure, inadequate house-keeping, or a drop in power output. Aid in this type of trouble-shooting may be obtained from the Eastman Technical Service for Motion Picture Film which Kodak maintains at strategic centers to cooperate with producers, processors, and exchanges and exhibitors.



Address:
Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

New York News Letter

— By Mel Konecuff —

THE campaign for Brotherhood reached its climax recently when some 1200 industryites gathered in the Waldorf-Astoria to honor seven leaders of the communications field and highlight the industry's participation in "Brotherhood Week", sponsored by the National Conference of Christians and Jews.



KONECOFF

Sol A. Schwartz, national amusement division chairman, presided, and thought that the campaign this year should prove most successful when the final results are in.

The honored guests, Walter Fuller, Curtis Publishing Company chairman of the board; producer John Golden; William Randolph Hearst, Jr.; Jack Howard, president, Scripps Howard; Danny Kaye, representing the acting profession; David Sarnoff, RCA chairman of the board, and Spyros Skouras, president, 20th Century-Fox, received gold medals from the NCCJ. Golden, who was ill, had J. Robert Rubin accept his award while the Kaye medal was accepted by Schwartz as Kaye was performing at the Palace.

The dinner was marked by an extremely effective dramatic presentation, "The ABC's of Brotherhood," by Mort Sunshine, which featured Quentin Reynolds, John Cameron Swayze, Ben Grauer, Kaye, Mel Allen, Bob Considine, and Conrad Nagel. Musical entertainment was provided by Margaret Phelan, Jack Russell, Bill Hayes, and the Billy Williams Quartet.

Principal speaker was former Vice-President Alben W. Barkley.

A PRODUCER MEDITATES: Veteran producer Cecil B. DeMille was in briefly last week, and announced that his plans for filming the most costly film of his lengthy career, "The Ten Commandments", have been delayed to await the outcome of the battle of third-dimensional films as against wide screen presentations, and to see which has the greater public and exhibitor acceptance. He expects the film to go into production in about a year, and it will be filmed in Egypt and in Hollywood.

The producer reported that Hollywood was in an excited state, what with the various systems and methods being tested and tried, but he refused to make a prediction or even express a preference for any of the systems. He reported that his batting average as a prophet was low, once having said that there would never be a horseless carriage, and he refuses to get out on a limb once again. The tried and proven method will become the



Redbook magazine's 1952 Movie Award winners were recently announced on the west coast by editor Wade H. Nichols, second from left, on the Dean Martin and Jerry Lewis radio show. With the accent on youth in the 14th annual presentation, Redbook hailed Martin and Lewis, extreme right and left, as "best young comedians"; Leslie Caron, center, "best young foreign actress", and Marilyn Monroe, star of 20th-Fox's "Niagara," as "best young boxoffice personality."

DeMille system of future production.

He is studying the various systems under discussion, and reported the CinemaScope process as very good and quite interesting, but this still does not mean it has his approval. His decision to await developments also stems from the fact that he made a feature, "The Godless Girl" as sound came in, and the picture did very little business in the wake of the new industry arrival, and he determined not to be caught again with his film down.

He thought that Hollywood would survive all shapes, forms, and colors of features as long as the subject matter was good, and in that case there would always be public demand. He did express a little apprehension as to whether wide screen showings could encompass filmed scenes demanding dramatic intimacy, and whether two figures might not be lost in the overall. Also, regardless of film developments, he thought that the studios would be in good shape as long as they had good dramatists, producers, directors, etc. People will come in to see good films.

PRODUCTION NOTE: The third-dimensional bug has also bitten the Italian industry, and producer Dino De Laurentis announced recently that he has entered the 3-D race with the first film to be made in Italy to be "The Odessey Of Ulysses", and to star Silvana Mangano and Kirk Douglas. It will go before the cameras in April, after Ben Hecht and Hugh Gray prepare the screen play, with G. W. Pabst to direct in Eastman Color. Karl Struss will direct the photography, and William Schorr will serve as associate producer. Cameras are being built by the Richardson Camera Company in Hollywood.

The film will be made in both regular dimension as well as 3-D, and De Laurentis isn't sure whether an English language version would be filmed simultaneously.

De Laurentis announced that his deal with Paramount called for 10 films annually to be distributed by Paramount in Italy and elsewhere, depending on the character of each film and its suitability. The contract runs for two years or 20 films, and De Laurentis stated that Cin-

Trade Pays Respects To Adolph Zukor

NEW YORK—Key entertainment feature of the Adolph Zukor Golden Jubilee dinner tonight (March 4) will be the first public showing of "The Adolph Zukor Story", film featurette presenting his "success story."

Announcement of the screening of "The Adolph Zukor Story" as a highlight of the evening's entertainment program was made by Harry Brandt, chairman, dinner committee, and Robert J. O'Donnell, international chairman, Variety Clubs International year-long series of nationwide tributes commemorating the 50th anniversary of the opening of Zukor's first penny arcade on Union Square.

"The Adolph Zukor Story" was produced by A. J. Richard, editor, Paramount News, and the staff of Paramount News, with the assistance of Russell Holman, eastern production head, Paramount Pictures.

Rep. Eng. Shorts Also For TV

LONDON—Herbert J. Yates, Republic president, announced last week that his company would produce 12 half-hour films in Britain this year, and intimated that it was not coincidental that the films will be of convenient length for TV, adding, "We will make telepix in Hollywood, Britain, and other countries. The subjects will start shooting with R. G. Springsteen directing the first three.

emaScope will be investigated.

De Laurentis also announced early production plans for three other major films in color. De Laurentis has opened negotiations for top Hollywood actors.

AND A CHILD SHALL LEAD THEM: A comparative infant in the business and an independent as well, Picture Films, releasing the art circuit success, "Leonardo Da Vinci," did something down-to-earth recently that is constructive and effective and helpful. The outfit headed by Herman Star, who also co-produced the film, had the film booked into a number of houses locally, and it decided that it would be a pretty sensible idea to sit down with representatives of the circuits and the house managers across the breakfast table to discuss ideas, exchange thoughts, go over the campaign, etc.

The result was a beneficial outcome that included a cooperative advertising plan, cooperative student tickets good at all houses, exhibitions, contests, and tie-ups all coordinated to get the maximum out of the dates. Sandy Weiner and Ed Finklestein, handling the actual distribution, and Starr are to be commended, and the majors may well take notice. P.S. Breakfast was good, too.

Circuits represented included Skouras, Century, Rugoff and Becker, Cinema, Springer, Brandt, B. S. Moss, and Trans-Lux. Individuals present included Jerry Sager, Thana Skouras Sweeney, Tom Rodgers, Dave Sadoff, Lucille Tannenbaum, Conrad Fontaine, Fred Wilks, Jack Cohen, Ed Rosenfeld, George Fayles, Cy Newman, Lillian McVeigh, Bill Rosenfeld, Bert Eckstein, etc.

The International Scene

3-D Makes Bow In Canada; 10 FP Houses Readied For Third-Dimen.

TORONTO—Feature-length third-dimension will be given its first unveiling in Loew's with the showing of "Bwana Devil" on March 20. This opening will precede by a month the showing of WB's "House Of Wax" in 10 Famous Players theatres across the country. An announcement by R. W. Bolstad, vice-president, Famous Players, states that the theatres are being put into condition for the presentation of WB's feature. It is expected that the picture will be ready for showing in Canada in April.

In most of FP's theatres, new screens will be installed.

Among those theatres showing the picture are: Shea's, Toronto; Capitol, London; Tivoli, Hamilton; Regent, Ottawa; Paramount, Halifax; Palace, Windsor; Strand, Vancouver; Palace, Calgary; Capitol, Edmonton, and Metropolitan, Winnipeg.

A test in Brantford, Ont., is planned by Odeon Theatres (Canada) Limited and Columbia Pictures of Canada of a program of experimental shorts made by Stereo Techniques Limited, London. The program, made up of National Film Board and British subjects, was first shown at the Festival of Britain, and at the Canadian National Exhibition in Toronto in 1951.

They were also shown at the Kent, Montreal, in September, 1952, when arrangements were made by the NFB and the JARO, which joined them with its feature, "The Magic Box."

The 11 directors of the Canadian Picture Pioneers will be having a meeting soon to elect officers among themselves. The directors were elected at a recent meeting of the Picture Pioneers at which over 100 persons attended. Among those elected to office were Charles Dentlebeck, O. R. Hanson, Walter Kennedy, Ray Lewis, Harold Pfaff, Nat Taylor, Tom Daley, Maurice Doyle, Harry Lester, Frank O'Byrne, and Eddie Wells. At the meeting, 19 men and one woman were inducted as new members by Curly Posen and John Heggie, Jack Shuster, Russ McKibbin, Carl Peppcorn, James E. Ziegler, Gordon L. Bridge, George Oullahan, Dave Brandston, A. A. Richardson, H. Bernstein, and Dan Krendel, all of Toronto. From out of the city came Fred Baldassari, Henry H. Thornberry, Albert McGillivray, and Harold A. Paro, Hamilton; Samuel Mitchell and E. G. Dale, Sudbury; Thomas A. Mascaro, Belleville; James R. Bailey, Guelph; J. D. McCulloch, Petrolia, and Mrs. Eva Delaney, Gananoque.

With the departure of W. Arthur Irwin, Government Film Commissioner since January, 1950, who is resigning to take a post as Canada's High Commissioner to

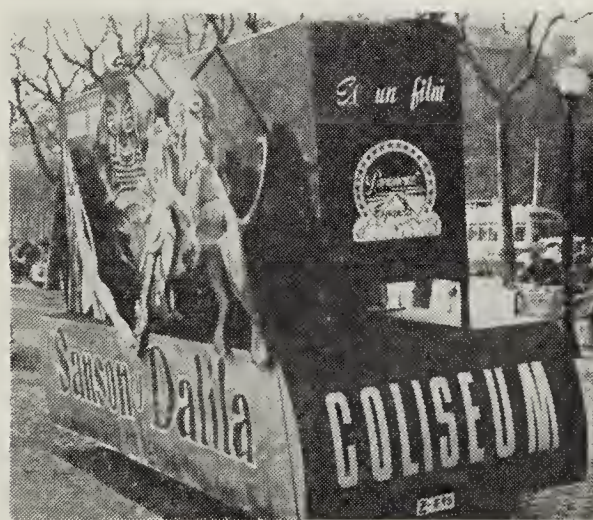


Over 300 of Mexico City's top showmen and press recently gathered at the Variety Club to welcome U-I's President Milton Rackmil and executive vice-president and director of world sales Al Daff, who headed the delegation from New York that presided at the opening of U-I's Caribbean sales meeting. Seen, left to right, are U-I's Latin American supervisor, Al Lowe; Rackmil; Antonio G. Osio, owner, Olympia; Manuel Espinosa, head, largest circuit of Mexico; Daff, and Ben Cohen, U-I foreign department.

Australia, speculation is rife as to who may be his successor.

Thomas James Courtenay, Maritime supervisor for Odeon Theatres before resigning in the spring of 1947 to head the Nova Scotia Bureau of Information, died in Halifax of a heart attack. He was 53.

CANADIAN CLIPS: Heightened interest in 3-D sparked sufficient speculation in Famous Players Canadian Corporation stock to move the price of shares up \$1.50 in one week. . . . Industry is looking into the matter of whether advertising mats and engravings will be exempted from sales tax through the government's removal of the sales tax on magazines, books, and other printed material. Otherwise, the government budget brought little or no help to theatre owners, except



Proof that American films receive big-scale advertising and promotion in European cities is shown in this recent photograph from Barcelona, Spain, where Paramount's "Samson and Delilah" was given a dynamic ballyhoo by Gaspar Petit.

a clause affecting the matter of dividend taxes. . . . Staff of the FPCC Alhambra, Toronto, hosted a party for manager Malcolm McCammon, who is entering another business. Mike King, Bloor, Toronto, will take over. . . . The entertainment industry in Ottawa and Hull is planning to hold a Communion breakfast next year. . . . Thomas Cleary, father of the advertising manager, Consolidated Theatres, Montreal, died in Montreal. . . . Bill Burke, manager, Capitol, Brantford, was the first month's winner of Famous Players "Jackpot Jam-boree." In second place was Herb Chappel, manager, Palace, Guelph, while Ted Doney, manager, Royal, Guelph, was third. . . . The Winnipeg branch, Canadian Picture Pioneers, is planning its eighth annual Movie Ball for March 12. . . . A French-language feature, "Ti-Coq", produced in Canada, premiered at the St. Denis, Montreal. . . . A short circuit was blamed for a Sunday morning fire in the lobby of the Downtown Toronto. . . . Although \$2,000 was expected to be raised by the benefit show at the Orpheum, Vancouver, for the Picture Pioneers Benevolent Fund, just \$1,000 came in. . . . Six outdoor theatres in British Columbia opened due to the extremely mild winter, and drive-ins in southern Ontario are anticipating that they will be opened in April. . . . Paul Majenski is new assistant manager, Capitol, Vancouver, in place of Andy O'Reilly, resigned. . . . Frank Fisher, general manager, J. Arthur Rank Productions, was a visitor to Saint John. . . . Bruce Yeo, theatre-owner at Montague, PEI, was reelected mayor of his town for a second term by acclamation. . . . Ottawa theatres are battling the effects of monster "Bingo" games which permit the winner to carry off as much silver coins as he or she can shovel into a sack. . . . The adult entertainment list of Ontario Censor Board for January include three additions. . . . Odeon Theatres, Odeon, Sapperton, B. C., is undergoing alterations and renovations. . . . Associated British-Pathe's color film of the Coronation, "Elizabeth Is Queen", will be released in Canada by International Film Distributors, though it has been announced that Warners would be handling same. The J. Arthur Rank Organization is also planning a film on the coronation with Sir Laurence Olivier doing the narration.

Graduation diplomas were presented to 12 handicapped graduates of the Variety Club-sponsored Vocational Guidance School. All of the boys have been placed in employment since they left the school last year. These boys come from all parts of Ontario and include among their vocations such positions as clerks, office workers, business machine repairmen, silk screen specialists, and watch repairmen. Marking the occasion held in Toronto, such prominent government officials as the Premier of the province, mayor of the city of Toronto, and reeve of the suburban town where the school is located loaned their presence, as Arthur Robertson, Variety Village principal, presented the diplomas. Once these boys, and sometimes girls, have learned their trade, they return to the cities and towns from whence they came, and they are usually assisted in their re-establishment by one of the service clubs.

—HARRY ALLEN, JR.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section—Ed.)

20TH-FOX

"Down Among The Sheltering Palms"—Names will have to make the difference.

U-I

"Ma And Pa Kettle On Vacation"—Series entry should have the usual appeal.

MGM

"Small Town Girl"—Pleasing comedy with music.

PARAMOUNT

"Pony Express"—Overlong western should have best appeal for action houses, small towns, and neighborhoods.

Officers Reelected At Loew's Meeting

NEW YORK—At the annual meeting of Loew's, Inc., last week, the following directors were reelected, Nicholas M. Schenck, J. Robert Rubin, Leopold Friedman, Charles C. Moskowitz, Joseph R. Vogel, William A. Parker Henry Rogers Winthrop, Eugene W. Leake, William F. Rodgers, F. Joseph Holleran, and George A. Brownell.

Following the stockholders meeting, the board met, and reelected the present officers headed by Schenck as president.

The stockholders were told by Moskowitz that 38 per cent of the company's film revenue comes from the foreign market, a higher percentage than that of any other film company.

It was also indicated that in 1951, 46 per cent of the company's revenue came from theatre operations and 54 per cent from films. In 1952, however, the distribution figure rose to 57 as against 43 for theatres.

Income from concessions through a contract with Peoples Candy Company came to \$970,000 in 1952 as against \$952,000 in 1951 and \$1,051,000 in 1950. Loew's deal is for 25 per cent on candy and ice cream sales and 45 per cent on popcorn.

A total of \$31,500,000 has been paid into the Loew's retirement fund since it was established nine years ago, with the profit-sharing executives contributing \$7,700,000 of that sum. In the fund with Equitable Life, there is about \$27,500,000, the difference being from death benefits, total disability, and early retirement payments. A tax saving of \$12,000,000 to Loew's has resulted from the pension plan. It is estimated that cost to holders of the retirement system over nine years was about 25 cents per share annually, in the aggregate \$1,250,000. The retirement fund covers 4300, and there is a ceiling of \$25,000 on pensions to be paid those entering company employ from now on.

Moskowitz told the stockholders that they don't stand to take a loss on the \$80,000,000 inventory of present pictures. He said that Loew's was ready to progress with wide screen films through CinemaScope, and that two films are set for 3-D.

He estimated that world wide income for 28 weeks would be about 40 cents per share against six cents in the first quarter of the fiscal year.

Friedman would not forecast what the future dividend policy would be but he hoped it would continue at the 80 cents

This Was The Week When . . .

Redbook magazine, in ceremonies on the coast, announced the winners in the 14th annual "Silver Cup Movie Award" as follows: Marilyn Monroe, "best young boxoffice personality"; Julie Harris, "best young actress"; Leslie Caron, "best young foreign actress"; Marge and Gower Champion, "best young dance team", and Dean Martin and Jerry Lewis, "best young comedians." . . . U-I's "Ma And Pa Kettle On Vacation" was set for a world premiere as a series of 50 pre-release engagements in the Schine Circuit in five states, starting at the Strand, Cumberland, Md., and the Wicomico, Salisbury, Md. . . . The Walt Disney organization prepared a special brochure for teachers in connection with its 16mm. Technicolor film on "Peter Pan."

UA's New York, St. Louis, and Montreal exchanges leaped into the lead in the eighth week of the "Bernie Kranze Drive." . . . Leslie Caron arrived in New York for personals in connection with the world premiere of MGM's "Lili" at the 52nd Street Trans Lux, to be followed by personal appearances in several key cities. . . . Warners revealed that its laboratory in Brooklyn, N. Y., was being converted to supplement the processing of the company's WarnerColor. . . . Joseph I. Breen, MPPA vice-president, denied that his organization had banned showings of "The Wild One", Columbia release, for outside the United States.

MGM Records began a nationwide distribution of its recording of "Anna", taken from the sound track of the IFE-distributed film. . . . Walter Branson, RKO assistant general sales manager, arrived in Los Angeles for a "25th Anniversary Drive" meeting. . . . 20th-Fox issued a 24-page jumbo-sized press book for "Tonight We Sing." . . . Debbie Reynolds began a tour of principal cities on behalf of MGM's "I Love Melvin", in which she has a starring role.

WB held the world premiere of "She's Back On Broadway" at the Tennessee, Crescent Amusement Company, Nashville, Tenn. . . . 20th-Fox's art display for "The Robe" was scheduled for Atlanta, Kansas City, and San Francisco following its Newark, N. J., bow. . . . 20th-Fox announced that it would have four shows available for Easter, "Tonight We Sing", "Call Me Madam", "The President's Lady", and "Man On A Tightrope."

UA started a special eight-week anniversary drive as part of the current "Bernie Kranze Drive", with vice-president Max E. Youngstein accepting the special captaincy. . . . UA sent a special French version of "The Little World Of Don Camillo" for special showing at the International Industrial Exposition, Punta Del Este, Uruguay. . . . U-I indicated that it will spend a million in developing new screen personalities during 1953.

per share annual rate.

Moskowitz said that converting a theatre to CinemaScope would cost about \$5000, but that on the production side CinemaScope would cost no more.

Criticism from stockholders included such matters as Loew's not being in TV as much as other companies. They were told that in the matter of making old pictures available to TV, "the jury was still out," and that the company has 12-14,000 exhibitor customers.

The company spokesmen also pointed out that economies were in work, more were to come, and that there had been reductions in top salaries since Sept. 1.

The two-hour session had a full attendance, with the stockholders coming in with lots of suggestions, including drilling for oil on studio property, giving independent holders seats on the board, asking why the company paid Judy Garland's doctor bills, and asking for more information in the annual report.

As regards divorcement, it was pointed out that Loew's, in selling 11 theatres, had taken a loss of \$134,821, with sale necessitated by the decree.

The company has until Feb. 6 to complete its divorcement.

About six millions were spent in 1952 to advertise the company's product. it was said, with "Quo Vadis" responsible for a great part of the increase. The 1953 budget will be lower. "Quo Vadis" is expected to show "a great deal more" than had first been estimated, it was indicated.

Union Film Hit By Rep.

WASHINGTON—Representative Donald L. Jackson, Republican, California, a member of the House Un-American Activities Committee, last week attacked a film currently in production in New Mexico by Independent Production Corporation, and allegedly financed by the United Mine, Mill, and Smelters Workers Union, a unit that was expelled by the CIO on the grounds that it was Communist-dominated.

The production, already condemned by the Hollywood AFL Film Council and the Screen Actors Guild, was described by Jackson as "a new weapon for Russia." The company setup lists Simon Lazarus, president; Herbert Ganahl, vice-president; Rose Kolker, treasurer, and Robert Gan-non, secretary.

"Robe" Starts Shooting

HOLLYWOOD—Following 10 years of production preparation, CinemaScope filming of "The Robe", Lloyd C. Douglas' novel, began last week.

The Technicolor spectacle being produced by Frank Ross at a cost of \$5,000,000, the most expensive film ever made by 20th Century-Fox, will be before the cameras a total of 60 days. The services of some 5,000 extras will be used.

Principals associated with the filming and members of the press, columnists, magazines, etc., were invited to a special luncheon toasting the start of the film

What's New In 3-D ...

Adolph Zukor, chairman of the board, Paramount Pictures, now celebrating his golden jubilee in the business, has made a special Technicolor trailer filmed in Paramount's new three-dimensional process, plugging "Sangaree", first of the studio's productions to be photographed in 3-D and 2-D versions. The trailer, personally directed by Don Hartman, in charge of production at Paramount, will be screened at exhibitor meetings. . . . It was reported at a New York City regional meeting of National Theatre Supply Company branch managers that orders for large magazines to accommodate the 5,000-foot three-dimension film reels cannot be filled until after March 20. Until now, it was explained, Wenzel Projector Company, Chicago, sole manufacturer of the magazines, would rush the special reel-holders to customers who needed them for a scheduled opening of "Bwana Devil." However, demand now exceeds supply, and the company is not accepting orders if shipments are required before the March date. NTS managers were told that "the shortage in magazines and screens is acute, and getting worse." Currently there is no shortage in interlocking devices. Attending the sessions were Walter Green, NTS president; W. J. Turnbull and John Currie, vice-presidents; Allen Smith, New York manager; William Hutchins, Philadelphia; W. J. McKinney, Boston; N. C. Haeffle, Baltimore, Md., and Ralph Morrow, Albany and New Haven.

In Cambridge, Mass., Polaroid Corporation reported that it was pressing work on its Vectograph, a method of printing both images of a three-dimensional production on a single film. When perfected, the system will allow the screening of 3-D films with a single projector, eliminating the need for interlocked projectors and separate power sources, it is claimed.

Local 306, projectionists, New York, is asking for higher pay for members handling exhibition of 3-D due to the extra work entailed, it is reported.

In Hollywood, MGM announced that "Brigadoon", Gene Kelly starrer, and "Huckleberry Finn", starring Danny Kaye, will both be 3-D productions. U-I stated that "Carmilla" will be given the 3-D treatment, while Andrew Stone said "Tarantula", which he is making independently, will also be 3-D. George Pal's next two productions for Paramount will be filmed in that company's process, "Leinigen vs. The Ants" and "Conquest Of Space." 20th-Fox announced plans to shoot "12-Mile Reef", co-starring Terry Moore and Robert Wagner, in Cinema-Scope. . . . Carroll Dunning recently announced he had ready Dunningcolor Corporation's single-camera 3-D system, and had offered it to producers by exclusive licensor Nat Levine on terms competitive



Visiting El Paso, Tex., recently for the annual rodeo and the world premiere of Lippert's "The Tall Texan" at the Ellanay, Lloyd Bridges and Marie Windsor called at the saddle shop of Tio Sam Myers, 82, authority on El Paso history.

with Natural Vision Corporation's terms for its process. The terms are the same as NV's on productions costing up to \$250,000 and higher than NV's above that figure. Dunningcolor equipment is offered at 10 per cent of the production cost plus five per cent of the picture's gross. NV terms are \$25,000 plus five per cent of the film's gross. Dunning said the unions have okehed use of a four-man crew on single camera equipment instead of the eight-man crew required for two camera equipment. The Dunningcolor camera feeds two negatives past twin lenses set abreast, one and three-tenths inches apart, thus dispensing with the mirrors used in most three-dimensional systems, and can handle black and white as well as color. Two projectors and polarized viewers are required.

Reports of faulty presentation of United Artists' "Bwana Devil" at Loew's State, New York, resulted in threats to pull the picture unless a perforated plastic screen was installed. The theatre replaced its metallic coated screen with a Walker 3-D screen after technicians reported an approximate 25 per cent loss in light. One of the chief criticisms of the picture at the State was directed at poor lighting. The theatre had ordered a Walker 3-D screen, and then cancelled it. National Theatre Supply was able to transfer the order back to the State, however, from the Palace, Orange, N. J. Results with the new screen were said to be far superior.

Columbia Increases "Salome" Coverage

NEW YORK—The newspaper circulation involved in Columbia's million-dollar "Salome" promotion campaign has been upped to over 21,000,000 with the announcement last week that four color advertisements in five key metropolitan papers have been set.

Full page ads in The Denver Post, The Oklahoma City Oklahoman, and The Omaha World Herald, and 1000 line ads in The Salt Lake City Tribune and The New Haven Register have been added to the schedule that calls for four color full page spreads in 57 top papers which distribute American Weekly, Pictorial Weekly and the Sunday magazines of the Metro group. All ads will run on Easter Sunday or on the Sunday prior to the "Salome" opening in the particular city.

PEOPLE

NEW YORK—Herman Temple, formerly with 20th-Fox, Warners, and RKO, last week joined Charles Schlaifer and Company as consulting art director.

"Salute" Total Over \$100,000 Mark

NEW YORK—It was reported last week that \$107,512.70 has been received on the Will Rogers Memorial Hospital Christmas "Salute."

A tabulation of the monies received from each exchange area, total of "Salute" scrolls and special and corporate contributions reveals that in most of the territories the local chairmen have successfully increased their totals over 1951.

The IATSE campaign conducted nationally through the locals, reached \$16,590.53, passing last year's total.

This, in addition to what is expected from other sources in the next few weeks, will push the Christmas "Salute" income figure to over \$110,000 when the "Salute" is closed out at the end of March. It is expected, by the committee that probably as much as \$125,000 may be realized.

Exchange Area	Total
New York	\$ 21,099.33
Detroit	5,328.23
Los Angeles	5,167.40
Washington, D. C.	5,012.19
Charlotte	4,685.67
Philadelphia	4,603.99
Chicago	4,390.57
Dallas	4,298.33
Pittsburgh	4,280.76
Milwaukee	3,034.71
Cleveland	2,207.00
St. Louis	2,088.43
New Orleans	1,843.00
Minneapolis	1,701.02
Atlanta	1,671.98
Albany	1,664.77
Kansas City	1,642.18
Indianapolis	1,577.10
Buffalo	1,536.88
Boston	1,505.60
Oklahoma City	1,455.76
Florida	1,348.80
Seattle	1,313.62
San Francisco	1,246.00
Portland	1,115.15
Salt Lake City	1,031.20
Memphis	1,008.58
New Haven	751.50
Des Moines	667.18
Cincinnati	621.34
Omaha	568.50
Denver	455.40

Exchange Areas—	
National Total	90,922.17
IATSE—National Total	16,590.53

TOTAL \$107,512.70

Homeland Suit Settled

WASHINGTON—Suit of the Homeland Amusement Company against the major distributors for \$750,000 was reported settled last week. The action, involving the Rex, Baltimore, Md., was to have gone to trial, but conferences among the lawyers and the court resulted in the settlement.

Miscellaneous

In the Newsreels

MOVIETONE NEWS (Vol. 36, No. 18) Korea: Air and ground strikes smash Reds. Korea: Old money scrapped. Holland: Prince says "thanks" for flood relief. Camp Drum, N. Y.: Simulated A-bomb helps train GI's. Chicago: Stockyards' record day. Des Moines: Exhibitor honored by Look magazine. (Des Moines and Omaha only.) French Alps: Army ski thriller. Australia: Surf-riders.

NEWS OF THE DAY (Vol. XXIV, No. 252) USA: Inside atomic energy plants. Korea: Air forces blast Reds. Korea: Winter warmth for toddlers. Holland: Prince says "thanks" for flood relief. Germany: High Commissioner Conant and wife study refugee problem. Des Moines: Exhibitor honored by Look magazine (Des Moines and Omaha only). French Alps: Army ski thriller.

PARAMOUNT NEWS (No. 55) USA: The atom and you.

UNIVERSAL INTERNATIONAL NEWSREEL (Vol. 26, No. 442) USA: Inside atomic energy plants. Korea: Air forces blast Reds. New York: Latest in milady's bags. Steamboat Springs, Colo.: Ski championships. Des Moines: Exhibitor honored by Look magazine (Des Moines and Omaha only).

WARNER PATHE NEWS (Vol. 24, No. 57) Korea: Air forces blast Reds. Korea: Winter warmth for toddlers. Germany: High Commissioner Conant and wife study refugee problem. France: Alsations protest Oradour trial. Canal Zone: Panama Canal defense team on parade. Switzerland: Ski styles. Canada: Quebec premiere of "I Confess."

TELENEWS DIGEST (Vol. 7, No. 9-A) South Africa: Indians fight Malan segregation. Egypt: Naguib celebrates signing of Sudanese pact. Germany: High Commissioner Conant and wife study refugee problem. Korea: Old money scrapped. Camp Pendleton, Cal.: 'Copters carry Marines to "combat."

IN ALL FIVE:

Washington: President Eisenhower holds first press conference.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 17) Baltimore, Md.: Waterfront blaze. Mobile, Ala.: Air crash. England: Capsized Frigate Castle raised. Germany: Reds try to stop exodus to West Berlin. New Orleans: Mardi Gras. Hollywood: Foreign Press Association honors screen stars. Boca Raton, Fla.: Charity golf tourney.

NEWS OF THE DAY (Vol. XXIV, No. 251) Baltimore, Md.: Waterfront blaze. Korea: General Van Fleet in final good-byes. Germany: Reds try to stop exodus to West Berlin. New Orleans: Mardi Gras. Switzerland: Tenley Albright wins world title.

PARAMOUNT NEWS (No. 54) Mobile, Ala.: Air crash. New Orleans: Mardi Gras. Germany: Neuhaus knocks out Williams.

Colosseum Officers Sign Anti-Communist Pledge

DALLAS—Vernon Christian, publicity director, Colosseum of Motion Picture Salesmen of America, announced last fortnight that all members are taking a notarized pledge that they are not members of the Communist Party nor affiliated with it in any way. The idea of the affidavits comes from Bill Tomlinson, San Francisco loge.

LETTERS

(In a recent issue, Al Sherman sounded off some of his ideas on art house exhibition. An answer from Abe Teitel, managing director, World Playhouse, Chicago's first art theatre, and co-partner in A. Teitel Film Company, art distributing firm, as told to Charles Teitel, follows.—Ed.)

Referring to your article of Feb. 4 in EXHIBITOR on art film exhibition, I can, with logic, infer that your information is water-logged with misconceptions on the subject. Forty years as an exhibitor, distributor, exploiter, and film processor, almost 30 of which have been spent in specialized film fare, has given me some formidable aspects to hold onto, and to pass on.

You seem to indicate that in order for a man to succeed in the specialized movie field, he must be of great intellect. His tastes should be literary. He should keep up with the arts, whether it be a treatise on Andre Gide's moral behavior or the jumbled frustrations apparent in an abstract.

Nonsense.

My conversational gems are contained in the sports pages, though I may on occasion delineate to Mr. Patron the proportionate, as well as thespian, merits of Vivian Romance, as against those of Jane

South Orange, N. J.: Seton Hall wins again.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 441) Baltimore, Md.: Waterfront blaze. Mobile, Ala.: Air crash. New Orleans: Mardi Gras. New York: Togs for tots. England: Turpin kayoes Miller. Australia: Pistol expert.

WARNER PATHE NEWS (Vol. 24, No. 56) Kcra: General Van Fleet in final good-byes. Baltimore, Md.: Waterfront blaze. England: Royal family tours flood ruins. Switzerland: Men's world figure skating championships. Boca Raton, Fla.: Charity golf tourney. Sunnyside Gardens, L. I.: Golden Gloves.

TELENEWS DIGEST (Vol. 7, No. 8-B) Washington: President Eisenhower holds first press conference. Baltimore, Md.: Waterfront blaze. Washington: Gold count. Germany: Mainz Mardi Gras. Switzerland: Tenley Albright wins world title.

NATIONAL LEGION OF DECENCY

Feb. 26, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Confidentially Connie" (MGM); "Marshal Of Cedar Rock" (Rep.); "The Magnetic Monster" (UA); UNOBJECTIONABLE FOR ADULTS: "The Big Break" (Madison); "The Glass Wall" (Col.); "Seminole"

Russell. Or I may touch on Jean Cocteau's existentialism, but only if the patron does not ask me what I'm talking about. Putting over the unusual film, one must first of all have the courage to book unusual films, movies that have English subtitles, and are spoken in a foreign tongue, subject matter of brutal realism with postwar themes, no star names, harsh and sometimes shadowy photography, amateur performers, and oftentimes bold love scenes.

Not all unusual or art films are imported. Hollywood makes some extraordinary fare along these lines, but if the films are boxoffice successes, they do not treat them as art house product. It is only when the unusual picture proves to cater to very limited audiences does Hollywood claim to have an "art" film. It is, therefore, almost a necessity to deal with the importers of these specialty films.

You don't have to be a scholar, nor do you have to be a linguist or a high brow, or a low brow, for that matter, to develop an art house situation. The successful man in the field is primarily a showman who has the knack of finding sellable ideas in the product on hand. He "gimmicks" the advertising to appeal to the general public as well as those discriminate movie attenders.

The successful art theatre operation depends greatly upon attracting the regular movie patron. You cannot slant your promotion to the snob-nose, and expect profits. It has been found out that when you get the average person into a foreign language program, whether he understands the language or not, he easily follows the plot, and enjoys it. He may come again.

Success also depends on winning the confidence of those you do business with. Demonstrate a desire to work hard on a picture, to deliver fair film rentals promptly, to be just, and every film importer will bend over backwards to please you.

Press competition is such that you can hardly expect to dish out the same advertising lineage as the regular theatres in the town, but you can beat them in presenting unusual advertising copy and in placing free story material, your copy being entirely different from run of the mill releases.

Ingenuity, stability, fairness, spunk and luck are all you need to become an art theatre magnate.

J. J. Theatres Loses Suit

NEW YORK—After brief deliberation in federal court before a jury last week, a verdict was brought in for the defendants in the \$3,075,000 anti-trust suit filed by J. J. Theatres, Inc., and the Luxor group against 20th-Fox, Skouras Theatres, RKO, Warners, and U-I.

Judge Edward Weinfeld presided.

M. A. Schlesinger Mourned

NEW YORK—Funeral services were held last week for M. A. Schlesinger, 70, head, International Variety and Theatrical Agency, and long influential in the South African entertainment industry.

(U-I); "The Tall Texan" (Lippert); OBJECTIONABLE IN PART: "Battle Circus" (MGM); "Duel Without Honor" (Italian-made) (IFE); "One Girl's Confession" (Col.).

MANAGER

Aggressive, alert for drive-in theatre—Eastern Shore. Position on 12 month basis if desired. Give all qualifications and experience in letter to

BOX 126

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

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Strong

Rectifiers are Preferred

The only rectifiers especially designed, manufactured and tested in one plant together with and for use with motion picture projection arc lamps. This is highly important, as efficient operation of each type and rating of arc necessitates a rectifier specifically engineered to its particular requirements.

There is a dependable Strong Rectifier for every type projection lamp:

2-Tube—4-Tube—6-Tube Single and Three Phase Models for

- ROTATING FEED ANGULAR TRIM HIGH INTENSITY
- COPPER COATED COAXIAL HIGH INTENSITY
- 1 K.W. HIGH INTENSITY
- LOW INTENSITY

All assure smooth output current, long life, low operating temperature, and flexibility in control.

NEW 3-D PROJECTION POWER SUPPLY EQUIPMENT

Power supply equipment designed to operate only one lamp on 20-minute cycles with 5-minute changeover periods. Cannot be used where two projectors and two arc lamps are running simultaneously and for extended periods of time.

The New Strong 95008 (3-D) RECTIFIER FOR 3-D PROJECTION

has been especially designed to meet the demands of these new conditions. This 75-85 ampere 3-phase 220-volt tube-type rectifier embodies automatic fan air cooling for efficient operation with the new Strong 90,000-8 (3-D) projection arc lamps.

Write for
Free Literature

THE STRONG ELECTRIC CORPORATION

21

CITY PARK AVENUE

TOLEDO 2, OHIO

PROJECTION LAMPS • SLIDE PROJECTORS • SPOTLIGHTS
RECTIFIERS • REFLECTORS



Leaders of the nation's communications and amusement industry were honored recently at a dinner in New York highlighting "Brotherhood Week," and seen on the dais are, left to right, Danny Kaye, seen in RKO's "Hans Christian Andersen," and David Sarnoff, who received medallions for serving the cause of tolerance, and Sol A. Schwartz, national chairman, amusement trade participation in "Brotherhood Week."

Schenck Resigns From 20th-Fox Post

HOLLYWOOD—Joseph M. Schenck, executive head of production, 20th-Fox studios resigned last week.

In a letter, he declared that "my theatre interests now demand my complete attention."

Schoepfel Heads SBC

WASHINGTON—Senator Thye, Republican, Minnesota, chairman, Senate Small Business Committee, last week named Senator Schoepfel, Republican, Kansas, to head the monopoly sub-committee, which will conduct forthcoming hearings on motion picture trade practices.

Other committee members will be Senators Tobey, Republican, New Hampshire; Ferguson, Republican, Michigan; Long, Democrat, Louisiana, and Gillette, Democrat, Iowa.

Louis Rothenberg Passes

BOSTON—Passing of Louis Rothenberg, Morse and Rothenberg Circuit, was mourned last week. He was 66.

In addition to his wife, he is survived by a son, daughter, and three grandchildren.

It's A Girl

HOLLYWOOD—Robert L. Lippert, Jr., became the father of a daughter, Stacey Ellen, last week.



Bob Shapiro was recently named executive managing director, New York Paramount, in a number of promotions announced by AB-PT.

The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (MARCH 4, 1953)



Swell, topnotch, record-breaking or close to it in all types of houses.



Good, although not breaking the walls down, but solid returns.



Just fair, nothing out of the ordinary, returns about average.



Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

CITY BENEATH THE SEA (87m.) (U-I)

CONFIDENTIALLY CONNIE (71m.) (MGM)

I CONFESS (95m.) (WB)

THE STARS ARE SINGING (98m.) (Paramount)

Continuing

ABOVE AND BEYOND (122m.) (MGM)

ANDROCLES AND THE LION (93m.) (RKO)

ANGEL FACE (91m.) (RKO)

BREAKING THE SOUND BARRIER (109m.) (UA)

BWANA DEVIL (87m.) (UA)

COME BACK, LITTLE SHEBA (99m.) (Paramount)

GIRLS IN THE NIGHT (82m.) (U-I)

GUNSMOKE (79m.) (U-I)

HANS CHRISTIAN ANDERSEN (111m.) (RKO)

INVASION, U. S. A. (74m.) (Columbia)

JEOPARDY (69m.) (MGM)

LIMELIGHT (141m.) (UA)

MEET ME AT THE FAIR (87m.) (U-I)

MOULIN ROUGE (121m.) (U-A)

NEVER WAVE AT A WAC (87m.) (RKO)

NIAGARA (89m.) (20th-Fox)

PETER PAN (76½m.) (RKO)

RUBY GENTRY (82m.) (20th-Fox)

THE BAD AND THE BEAUTIFUL (118m.) (MGM)

THE BLAZING FOREST (91m.) (Paramount)

THE CLOWN (92m.) (MGM)

THE JAZZ SINGER (108m.) (WB)

THE LAWLESS BREED (83m.) (U-I)

THE MAN BEHIND THE GUN (82m.) (WB)

THE MISSISSIPPI GAMBLER (98m.) (U-I)

THE NAKED SPUR (91m.) (MGM)

THE REDHEAD FROM WYOMING (80m.) (U-I)

THE SILVER WHIP (73m.) (20th-Fox)

THE STAR (89m.) (20th-Fox)

THE STOOGES (100m.) (Paramount)

TONIGHT WE SING (109m.) (20th-Fox)

THE THIEF OF VENICE (91m.) (20th-Fox)

TREASURE OF THE GOLDEN CONDOR (93m.) (20th-Fox)

TROPIC ZONE (94m.) (Paramount)

PHYSICAL THEATRE

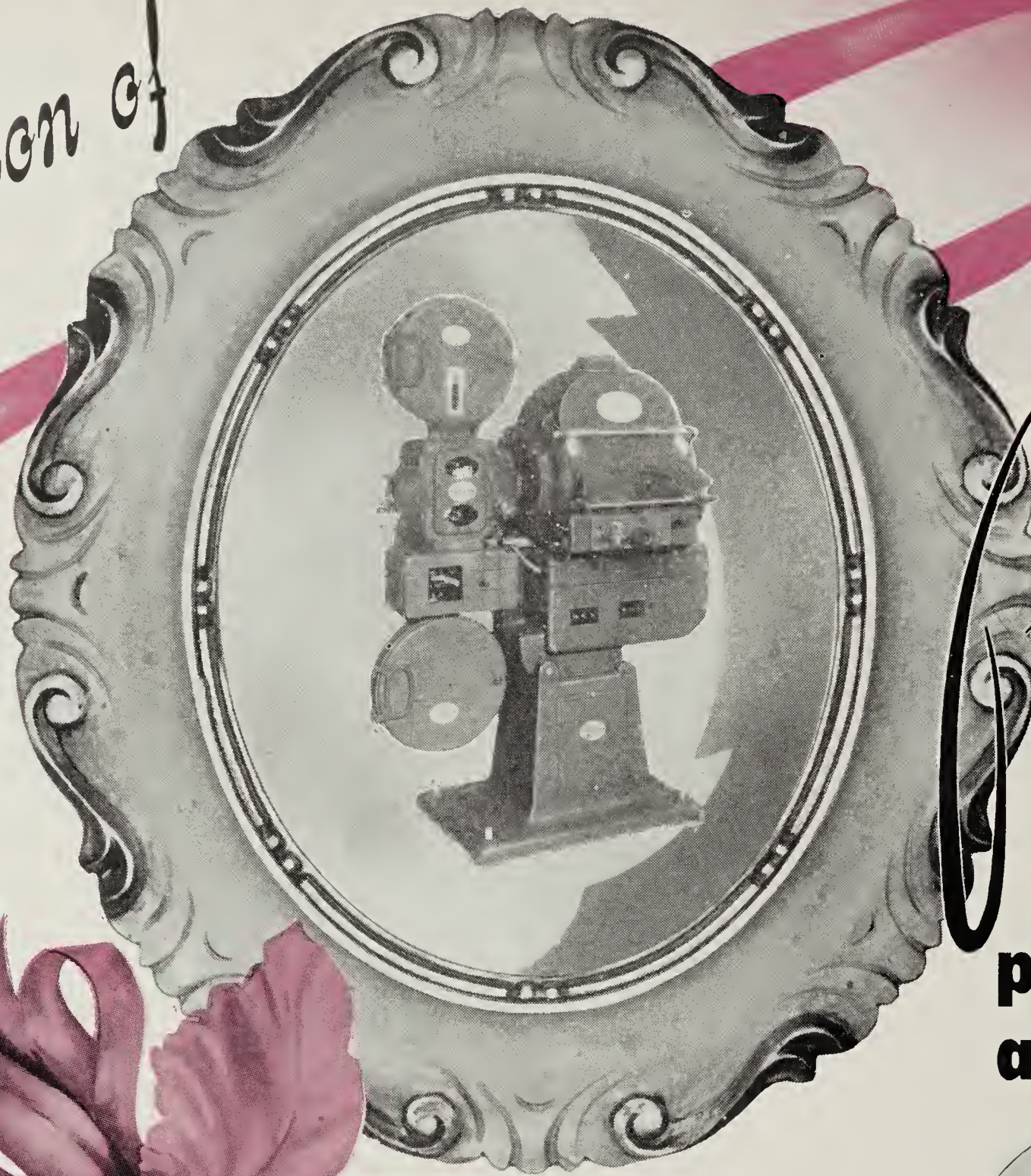


SPRING MARKET ISSUE

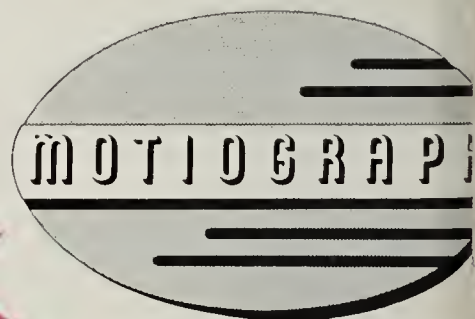
Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

The
Reflection of



Perfection
in
projection
and sound



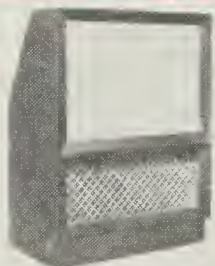
*For those who appreciate a better picture and better
sound . . . those who always treat their patrons to
the best . . . Motiograph invariably is the choice.*

*Although it represents the finest, most dependable, modern sight
and sound equipment it seldom costs more than the ordinary.*

"Craftsmen to the Theatre Since 1896"



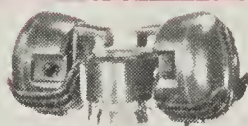
PROJECTORS



SCHOOL-TV



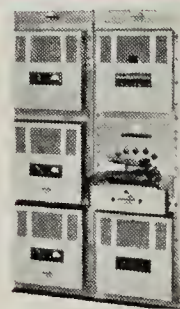
THEATRE-TV



IN-CAR SPEAKERS



MOTOR-GENERATORS



SOUND SYSTEMS

MOTIOGRAPH

4431 WEST LAKE STREET

CHICAGO 24, ILLINOIS

LAYING IT

On The Line

Gasping-Grasping-Asking

If the current wild pace in three-dimensional developments is maintained this might go down in history as the year 1953-D. With events breaking faster than a honeymoon couple's first set of dishes, exhibitors today find themselves swamped with technical data, and just a bit confused as to which way to turn.

At this time enough of the haze has blown away to indicate that the struggle will be between stereoscopic and wide panoramic screen systems. Until this question is resolved, it seems unlikely that 3-D will mean very much to the average exhibitor. As was the case when sound first made its appearance, the need for standardization is badly needed. We would like to use this space to raise our voice, along with all other responsible representatives of the industry, in a plea for the adoption of a single set of standards.

In the midst of this sudden whirlpool of activity, it has been demonstrated once more that the equipment manufacturers and dealers are capable of meeting the situation in a style that brings credit to themselves and the industry they serve. Practically overnight they have been called upon to face problems of lighting, screen surfaces, interlocking devices, new sound systems, and all the many other technical angles inherent in this shift to adding another dimension to motion pictures. As in the past, exhibitors find themselves turning to these men for guidance, as well as equipment, and as in the past, they are getting their full value in both departments.

Just what the eventual role of 3-D will be in the general exhibition picture is as yet undetermined. Many believe that it will all blow over, while just as many are firm in their belief that motion pictures are on the threshold of a new and exciting era. Only time will supply the final answers. However, theatremen who find themselves installing new sound systems, arc lamps, screens, etc., have nothing to fear. In most instances this is equipment that was badly needed for the projection of ordinary films. Even if the three-dimensional bubble bursts, many exhibitors will find that their houses are better equipped to offer the public motion picture entertainment under ideal projection and sound conditions. Too many exhibitors have been hobbling along on equipment which should have been scrapped long ago, under the false idea that they were economizing. EXHIBITOR's publisher, Jay Emanuel, summed up the situation in a recent editorial when he said: "... There is one by-product of 3-D that is certain to be constructive and a real boon to the industry ... Whether it is a flash novelty or is here to stay, if it brings about a rebirth of projection interest, with better and brighter light on larger and better reflective screens, it will have accomplished much."

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Everybody's got the

3 D's

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has the answer...in the

SUPER-CHARGED ORLUX

The carbon with **INTENSIFIED LIGHT**, increased steadiness, and greater light distribution, prime requisites of 3-dimensional projection, whether the system be:

- Cinerama
- Natural Vision
- Stereo-Techniques
- CinemaScope
- Triorama
- Stereocinema
- Tri-Dim
- Depth Dimension
- Electronic Images in Space
- Naturscope
- Paravision
- Amorphoscope
- Tri-Opticon

For 3-D projection, be prepared with
Lorraine ORLUX Carbons



CARBONS, Inc.
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Modern,

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WM. HOLDEN - **FORCE OF ARMS** - NANCY OLSEN
VIRGINIA MAYO - **PAINTING THE CLOUDS WITH SUNSHINE**
2 CARTOONS & NEWS

Coleman

Coleman

IN PERSON SALLY RAND
BIG MIDNIGHT SHOW 12 20
ALL SEATS 75C

SALLY RAND ON OUR STAGE
SHOWS - 749 1030
ALL SEATS 75C

"SECRETS OF MONTE CARLO"
WARREN DOUGLAS
LOIS HALL

BING CROSBY - JANE WYMAN IN
HERE COMES THE GROOM
BURT LANCASTER AS
JIM THORPE ALL AMERICAN

BAY

BING CROSBY - JANE WYMAN IN
HERE COMES THE GROOM
BURT LANCASTER AS
JIM THORPE ALL AMERICAN

WELL-LIGHTED ATTRACTION PANELS

—large enough for plenty of powerful sales
copy and enough letters to spell it out as you plan it with a
variety of sizes and colors to lend emphasis.

ARE ATTRACTING THE BUSINESS!

Furthermore, it's the most
economical and logical way to sell every show . . .
right at the point of purchase.

**Exclusive Features
Make Wagner Panels and Letters
the Most Favored**

WAGNER WINDOW-TYPE FRAMES AND GLASS UNITS

Because of their stronger construction, plus the fact that they can be installed before installing the glass, they are the only frames which can be built without limitation of size, and which can be economically serviced through open windows and without removing frames.

WAGNER LOW COST STEEL PANEL ASSEMBLIES FOR DRIVE-INS

Illuminated by floodlights, spotlamps, gooseneck reflectors or fluorescent tubes. Any length in multiples of five feet. Any height in multiples of seven inches, starting at twenty inches. Letters mount directly on the panels. Panels in porcelain enamel guaranteed ten years against cracking, crazing, chipping or discoloration by reason of the elements, or in long lasting baked enamel. Practically self-washing.

WAGNER TRANSLUCENT PLASTIC LETTERS

The easiest changed of all letters. Exclusive wind-proof slotted method of mounting prevents freezing, sliding or blowing off. The only letters that can be stacked in storage without danger of warping. Five sizes in five gorgeous colors . . . the widest range on the market. Also slotted aluminum letters in the largest range of sizes, styles and colors.

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WAGNER SIGN SERVICE, INC.

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Please send big free catalog on Wagner show-selling equipment.

NAME

THEATRE

STREET

CITY & STATE

PHYSICAL THEATRE

Vol. 8, No. 3

March 4, 1953

AFTER LYING DORMANT for generations, the three-dimensional process for motion pictures has exploded with a force that has left the industry gasping, grasping, and asking. Hardly a day passes without the announcement of some new development. Not since the introduction of sound has anything created the intense activity, interest and confusion that is now sweeping all branches of the picture business. Exhibitors today find themselves struggling with terms such as "occipital vorte", "variable parallax", "peripheral vision", and many others which a short time ago were strictly confined to the world of the engineer and researcher.

Many of the current 3-D systems are based on theories that go back for decades, and even centuries. However, theatremen's academic interest in the background and history of the scientific principles involved is overshadowed by their desire to learn just what the addition of another dimension to films will mean to them in terms of equipment, product, expense, and boxoffice results. Although the present fluid situation makes it almost impossible to draw any concrete conclusions, a look at the methods now being used might help supply some of the answers.

The systems now available, or soon to be available, fall into two major categories—true stereoscopic and wide panoramic screen. The true stereoscopic is represented by Natural Vision and the other methods which call for the use of glasses. Wide panoramic screen viewing is to be found in Cinerama and the 20th Century-Fox system, CinemaScope.

The wide panoramic screen method employs a screen at least 40 feet wide with a ratio of two and a half or three to one of the screen height. This compares with the "aspect ratio" of the human eye, which has a vertical vision of about 40 degrees, and a lateral vision of about 125 degrees. The illusion of realism and depth is heightened by the use of curved sides and a number of speaker locations.

In true third-dimension the eyes and the brain see the image exactly the same



3-D

What Does It All Mean To Exhibitors? Offered Here Are Some Of The Answers

way that they do in real life—a slightly different picture seen by each eye. In other words, a true stereoscopic picture is always composed of two pictures, one giving a left-eye view and the other a right-eye view. The third-dimensional effect, depth, is thus achieved by projecting these two pictures one on top of the other. In order for the viewer to see more than a distorted flat picture he must wear polarized glasses which will unscramble the images and help create the illusion of depth.

True 3-D

The trigger which set off the explosive three-dimension chain reaction was "Bwana Devil", the United Artists release produced by Arch Oboler. This first full length 3-D feature made use of a system known as Natural Vision, which got its name from the fact that it is based on fundamentals of natural vision.

In operation Natural Vision works something like this: Images are photographed from two different points of view, just as they are seen in nature. Each lens, focusing and converging on an object almost as do the human eyes, provides a separate and complete two-dimensional picture. In the theatre, the normal two projectors in a booth project the two separate pictures onto the screen, and the right and left images are superimposed almost as one on a reflective type screen. The images are reflected back to the viewer who is equipped with polaroid glasses, which serve to accept the correct image intended for each eye, while rejecting the image not intended for the eye.

When an object is viewed first by one eye and then by the other there is a shift called "parallax." In other stereoscopic systems which used two cameras, the lenses were fixed like human eyes. The weakness of this is the fact that distortion is inevitable and will create eye strain. This distortion factor has been eliminated, according to Natural Vision

spokesmen, by using equipment which made allowance for variable parallax, thereby eliminating the danger of eye strain if the picture is properly projected.

A glance at the record-breaking grosses in every theatre which has played "Bwana Devil" is proof enough that 3-D is a strong enough attraction to pull viewers away from their television sets, and get them back to theatres. Whether this is based only on the novelty angle, or is a genuine boxoffice attraction can only be answered when more product is available, and the public has a chance to come back for seconds.

Although they may be photographed in a different manner, the other dual camera three-dimensional processes presently available, such as Stereo-Techniques, are projected in essentially the same way as Natural Vision, and the house that is equipped to show one will also be able to show the others.

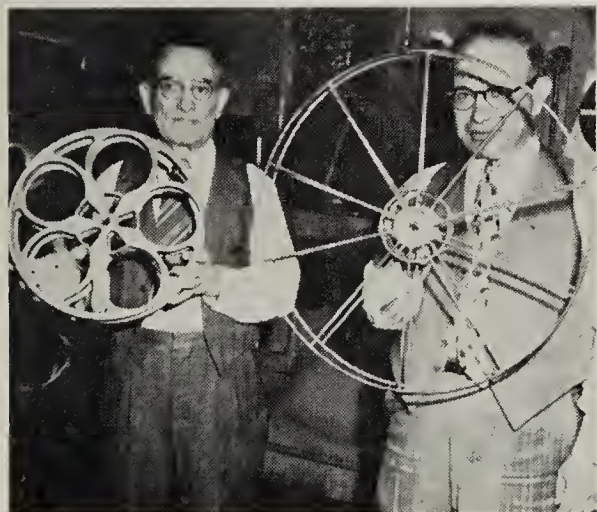
Equipment Requirements

One of the questions facing an exhibitor who wishes to show 3-D is: What do I need and how much is it going to cost me?

Under present conditions an essential 3-D kit should include the following items:

1. A silver screen.
2. An interlock device for projector synchronization.
3. An additional rectifier or generator.
4. Additional wiring.
5. At least four 24-inch reels.
6. Polaroid filters for each projector port.
7. A static master brush to clean filters.
8. A spirit level to make proper adjustments.
9. Two fans to keep filters cool and avoid warping or buckling.

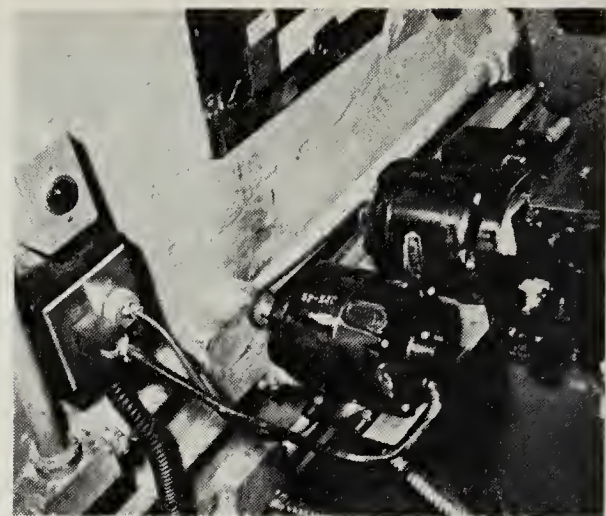
Most exhibitors will find that the major expenditure will be for the installation of a metallized screen, which is necessary in order to get the three-dimensional effect. Although these "silver screens"



Seen on the right is the 24-inch reel which is required when showing 3-D presentations. A reel this size requires the use of 25-inch magazines and holds 5,000 feet of color film.

Mechanical interlocking offers a less expensive method, and there are a number of ways in which a projector may be synchronized by mechanical means. One method involves rigging a shaft across the front wall of the projection room with sprockets at each end. If the sound heads are of a type which permit it, sprockets are then similarly fitted to them and connected to the wall shaft with chains. A mechanical synchronizing device is also available which makes use of flexible cable that operates a small two-gear train at each end. This type of interlocking device may either be connected to the shutters or soundhead, depending on the type of equipment. One advantage this mechanical means has over the electrical interlock is that it may be disconnected easily, leaving the machine free for conventional films, and just as

Warner Theatres has issued detailed



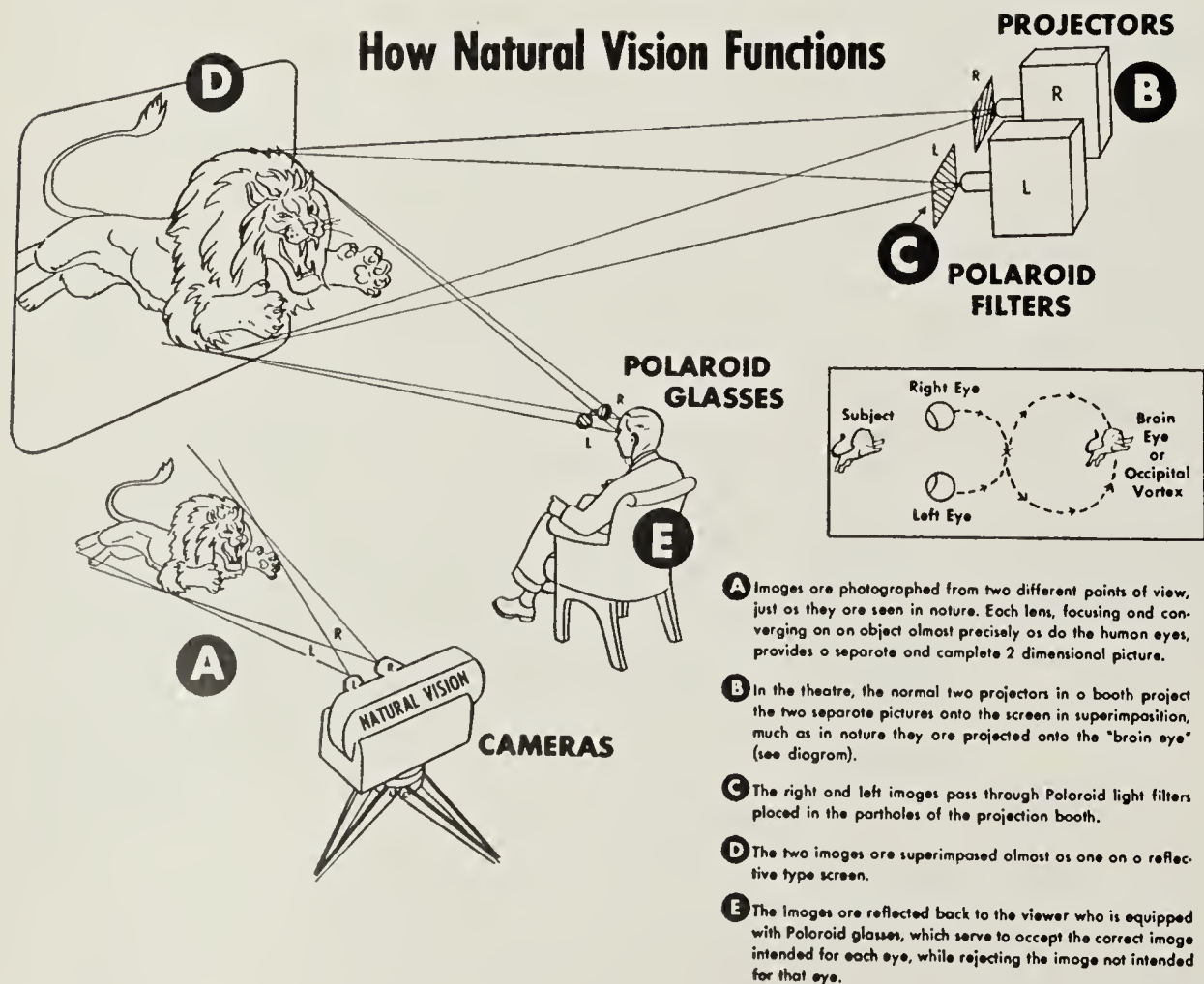
Selsyn motors were attached to each machine at the Aldine, Philadelphia, to synchronize the projectors for three-dimensional pictures.

Operators will have to be carefully instructed in the proper operation of the equipment. Threading must be very accurate and the correct reel must be placed in the right machine. If the synchronization is even one frame off, the illusion is lessened and eye strain results. The problem of splicing if there is a break in the film is another which must be handled carefully.

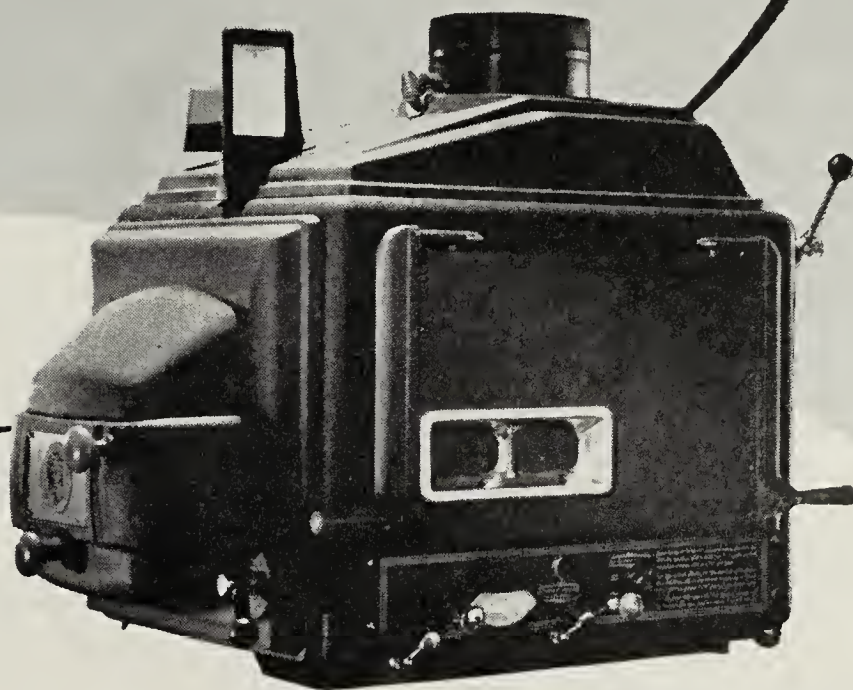
Glasses

In addition to the temporary type of glasses, some houses, particularly those showing the Stereo-Techniques program, have been using permanent glasses mounted in plastic frames similar to those found in sun glasses. These may be rented, or purchased at a price of about one dollar a pair. It is suggested that a theatre supply itself with two and one-half times the number of seats. Therefore, a 1,000-seat house would need 2,500 pair of glasses.

(Continued on page PT-17)



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"THERE'S A BRANCH NEAR YOU"

This and That Around the Trade

The Steber Manufacturing Company, Broadview, Ill., recently announced its second expansion program during the past four years. According to C. L. Steber, president, the latest addition of approximately 18,000 square feet, brings the total manufacturing space to 88,000 square feet. The company manufactures outdoor lighting equipment . . .

. . . Initial steps were taken recently to launch the TESMA-TEDA Ladies Auxiliary. The idea of formulating a ladies' auxiliary was the brain child of Lis Wagner, of Wagner Sign Service; Maxine Peek, of Oklahoma Theatre Supply Company, and Peg Neu, of Neumade Products Corporation, during the last convention of the two organizations. The suggestion caught on immediately. The proposed distaff wing will plan all of its own functions during the conventions and will cooperate with the male members in planning company entertainment features . . .

. . . "Electronics for Audio-Radio-Television," a 24-page illustrated three-color booklet, has recently been issued by the David Bogen Company, New York City, revealing the design features, specifications and prices of the company's extensive line of amplifiers, public address systems, television boosters and allied equipment . . .

. . . Fellowship awards by the Radio Corporation of America to three young RCA scientists and engineers were announced by Dr. C. S. Jolliffe, vice-president and technical director of RCA. The purpose of the fellowships is to provide assistance for RCA employees who want to pursue university graduate work toward the doctorate. The fellowship grants range from \$1,800 to \$2,700, part of which is specified for tuition and university fees. The three named were Kenneth W. Robinson, Los Angeles, Robert M. Hansen, Baton Rouge, La., and Ivan H. Sublette, Haddonfield, N. J. . . .

. . . Strong Electric Company, Toledo, O., recently announced the construction of a one-story warehouse addition to its plant. The new building will free space in the present plant and will make it possible for the company to increase its production . . .

. . . Motiograph is now offering an improved version of its De Luxe series of in-car speakers. Notable among its features is the use of a full magnet five-inch diameter speaker unit, 20 per cent larger than that used in most in-car speakers, the use of multi-tapped transformers which permits exact matching of the speakers and the amplified circuits of any sound system of any make or model. A new brochure also describes such drive-in theatre accessories as ramp switching panels, record players, microphones, concession stand and outdoor seating, and speakers.

3-D Lighting Equipment

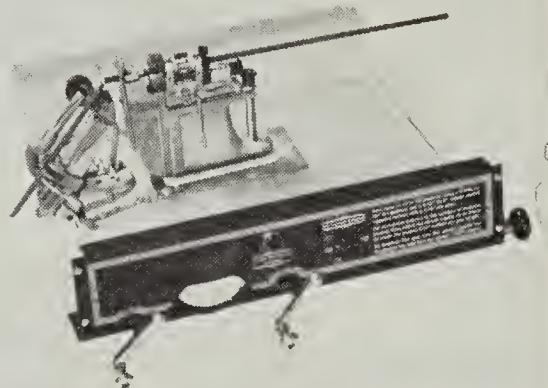
By Arthur Hatch

Strong Electric Corp. Vice-President in Charge of Engineering

The sudden and intense interest of exhibitors in three-dimensional pictures, caused by announcements of the coming availability of three-dimensional features, has resulted in a rush to convert projection equipment for this type of presentation. In many instances that have come to our attention the exhibitor has not realized the limitations of his projection lamps and arc power supply sets because his main interest has been drawn to the unusual necessities of most of the new 3-D systems—coupling of the projectors, polaroid filters and glasses, and non-diffusing screens—to say nothing of the actual booking of such 3-D features.

Most of the many new systems of third-dimension picture projection call for simultaneous operation of two or more projectors and projection arc lamps.

In these systems, since both projectors run simultaneously, the conventional changeover is impossible unless four or more projectors are used. To make this duplication of equipment unnecessary, reel sizes have been increased to accommodate up to 5000 feet, so that ordinarily only one intermission is necessary during the average feature.



Burner mechanism on Strong 90,000-8 arc lamp

This increase in reel size demands lamp-houses with a burning time of at least 58 minutes without retrimming to permit the 50-minute running time, the two-minute burning-in time, and a 10 per cent safety factor.

Most projection arc lamps in use now were designed to project only two double reels without retrimming, and they cannot be used for three-dimension presentations without two or three intermissions during a feature—a highly undesirable condition.

The second consideration with regard to projection lamps is not as obvious as the first. It concerns the increase in illumination from the lamphouse, which is necessary to overcome the losses introduced by the filter at the projector and the glasses worn by the customer.

Although both projectors operate simultaneously and the projected pictures are superimposed, one over the other, on the screen, only one picture is seen by each eye. Hence, since the visual sensation of brightness as sensed by one eye is not additive to the one sensed by the other eye, the brightness value from both pro-

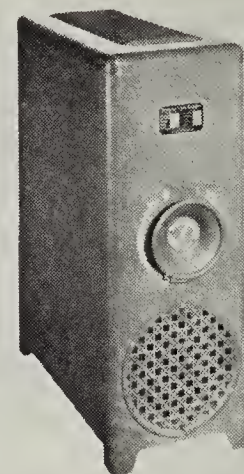
jected images is only equal to the brightness of one image.

Moreover, the light from these projectors has been reduced to approximately 50 per cent by the filter at the projector before it hits the screen. It is true that the non-diffusing type of screen does somewhat increase the apparent brightness to the viewer, but the net effect is offset by the approximately 15 per cent loss in the glasses worn by the viewer, and the general trend toward a larger screen size for 3-D to overcome the size-reduction illusion.

As a rule of thumb, the net brightness to the viewer for 3-D projection will be approximately 40 per cent of the brightness formerly obtained on two-dimension pictures with the same projection-lamp delivery.

The new Strong 90,000-8 projection arc lamp, which has been designed with 3-D in mind, accommodates a 20-inch trim of carbons which will burn continuously for a full hour at 78 amperes (using 9mm. positive and 5/16-inch negative) or at 95 amperes (using 10mm. positive and 11/32-inch negative).

The position of the positive arc crater



Strong's new continuous-duty rectifier

in the Strong 90,000-8 is automatically maintained at the exact focal point of the reflector by means of the Lightronic crater positioning system. The positive and negative carbons are advanced by separate motors, the speeds of which are governed by the Bi-metal Lightronic tube. Once the arc has been struck, the crater positioning and the gap length are automatically maintained without manual adjustment.

This feature is important in 3-D projection because with the long burning period it is virtually impossible to maintain the position of the crater exactly at the focal point of the reflector without frequent manual corrections, unless an automatic positioning system is built into the lamphouse.

The optical system comprises an elliptical reflector 16½ inches in diameter with a resultant speed of f1.9 to match the currently available highspeed of f1.9 projection lens. The mirror and its tilting mechanism are an integral part of the back door of the lamphouse, which swings out to allow easy cleaning of the reflector and convenient trimming of the lamp.

(Continued on page PT-22)

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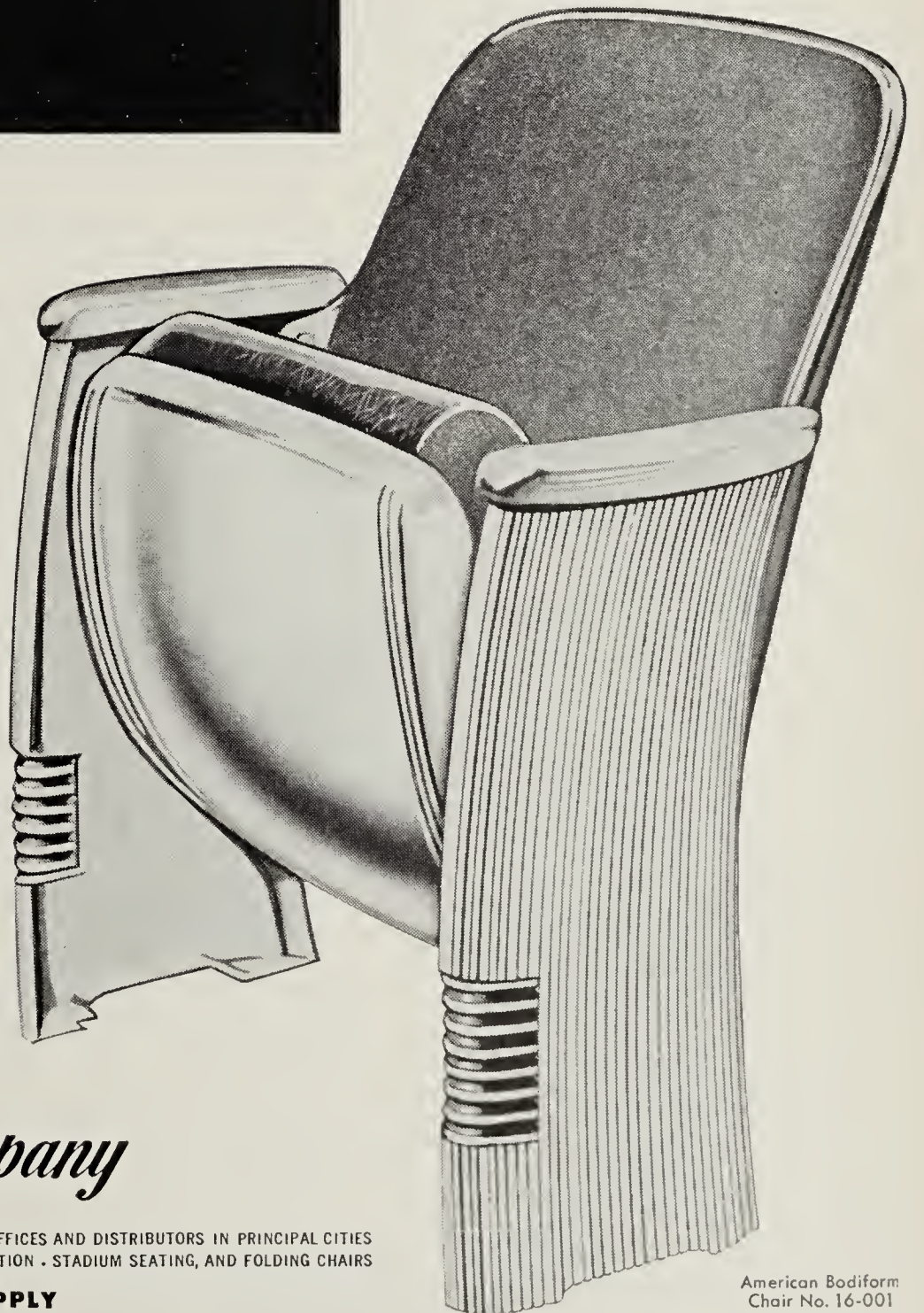
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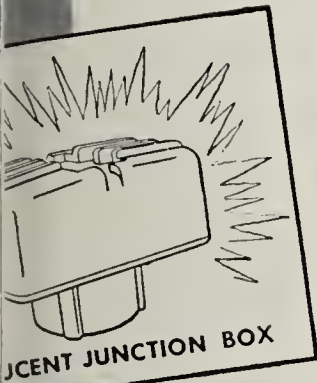
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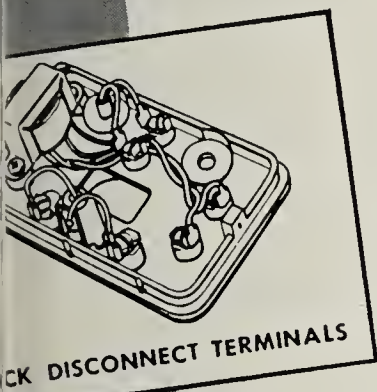
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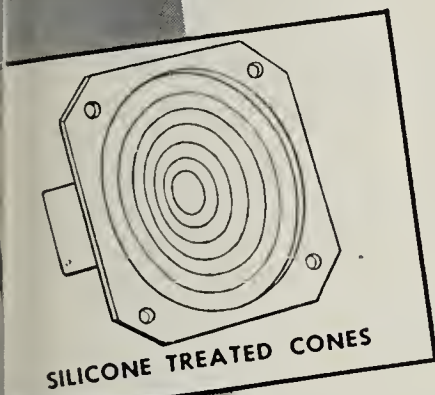
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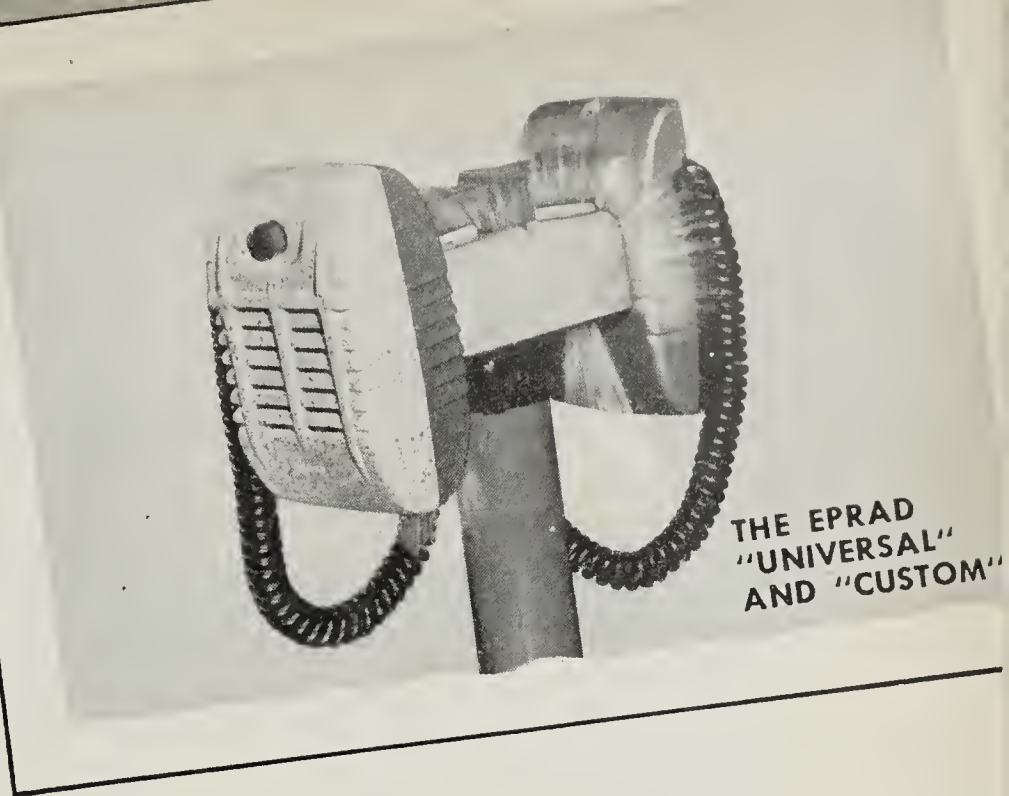
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ENGINEERED and BUILT TO OUTLAST and OUTPERFORM ANY OTHER SPEAKER!

EPRAD speakers are lighter weight, yet stronger . . . are thoroughly moisture-proofed . . . have the finest, clearest tone . . . will withstand all weather conditions . . . have the lowest maintenance cost . . . and are reasonably priced! Eprad, the second oldest speaker manufacturer, uses only the best and highest price parts to assure top quality.

THE IDEAL SPEAKER FOR ALL DRIVE-INS!

This amazing, new Eprad "Universal" speaker has been designed as the ideal speaker for new drive-ins and as an excellent replacement to harmonize with existing speakers. This speaker is die-casted under terrific pressure, possesses better fit characteristics, is lighter weight and is actually stronger because of dense, tough walls. It has the most weather-resistant and rattle-proof case possible. Eprad speakers have a special primer and two coats of baked enamel.

EASILY INSTALLED!

Simple assembly and exclusive, quick-disconnect terminals make this the easiest speaker to install because tools are not required.

SILICONE-TREATED CONE!

Full fidelity and dynamic range are acquired with Eprad's silicone-treated cone. This cone will last almost indefinitely because the non-evaporating silicones prevent drying, and a paraffin base moisture-proofs the cone. The four-inch driver unit makes full use of cavity resonance to give better bass response. Eprad's plastic "raincoat", which does not impair sound or efficiency, is also available at slight additional cost.

NEW TRANSLUCENT JUNCTION BOX

Eprad's "Glow-Top" junction box is available with down-lights (at extra cost). The "ears" for wire volume control is the BEST!

hanging the speaker have been designed to make it practically impossible to knock or blow the speaker off the junction box.

FUNGUS AND MOISTURE-PROOF!

Eprad transformers are double-hard varnished and vacuum-impregnated to make them fungus and moisture-proof. Because of a better transformer and a larger magnet on the speaker, the overall efficiency is the highest, and you get more sound volume and better quality than by any other system.

REASONABLY PRICED!

When you combine Eprad's low original cost, long life, and lowest known maintenance cost of any in-the-car speaker . . . you come up with the best speaker buy on the market. Theatre owners say that Eprad speakers give you the finest, clearest, most natural tone you've ever heard.

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Market Guide—(Cont'd)

COIN CHANGERS

(See BOXOFFICE EQUIPMENT)

COLOR WHEELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.

CONDENSERS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schnrman Corp., 230 E. 45th St., New York 17, N. Y.

CONFECTION STANDS

Calumet Coach Co., 11575 S. Wabash Ave., Chicago 28, Ill.
Columbus Show Case Co., 850 W. 5th Ave., Columbus 8, O.
Karl Hansen Co., 1600 Paydros St., New Orleans, La.
Simplex Store Equip. Co., div., Grand Rapids Co., 25 Commerce St., S. W., Grand Rapids, Mich.
Supurdisplay, Inc., Wisconsin Power Bldg., Milwaukee, Wisc.
Weber Showcase and Fixture Co., Inc., 5700 Avalon Blvd., Los Angeles 54, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Woodwork Corp. of America, 1432 W. 21st St., Chicago 8, Ill.

CROWD CONTROL EQUIPMENT

Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas

CUPS (Paper)

Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
Lily-Tulip Cup Corp., 122 E. 42nd St., Chin Bldg., New York 17, N. Y.

CURTAINS.

(See DECORATION)

CURTAIN CONTROLS AND TRACK

Automatic Devices Co., 116 N. 8th St., Allentown, Pa.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weaver Mfg. Co., 1353 E. Firestone Blvd., Los Angeles 1, Calif.

DECORATION

Battisti Studios, 1564 Broadway, New York 18, N. Y.
Bil-Art Studios, Inc., 548 W. 53rd St., New York 19, N. Y.
Blank, Frederic and Co., Inc., 230 Park Ave., New York 17, N. Y.
BRODSKY, DAVID E. ASSOC., 242 N. 13th St., Philadelphia 7, Pa.
Dazian's, Inc., 142 W. 44th St., New York, N. Y.
F & Y Building Service, 329 E. Town St., Columbus, Ohio
Frankel Assoc., 218 West 47th St., New York 19, N. Y.
Great Western Stage Equip. Co., Inc., 1324-26 Grand Ave., Kansas City, Mo.
Greiwe, Inc., 2426-32 Reading Rd., Cincinnati, O.
Grosh, R. L. and Sons Scenic Studios, 4114 Sunset Blvd., Hollywood 27, Cal.
Gull Industries, Inc., 1024 Keith Bldg., Cleveland 15, O.
Hansen, Joseph C. Co., 423 W. 43rd St., New York 18, N. Y.
Houston Scenic Studios, 7026 Sherman Ave., Houston, Texas
Kenney, Charles H., Studios, Inc., 1440 Broadway, New York 18, N. Y.
Knoxville Scenic Studios, 609 Phillips Ave., Knoxville 4, Tenn.
Maharam Fabric Corp., 130 W. 46th St., New York 19, N. Y.
Manko Fabrics Co., 247-213 Jamaica Ave., Bellrose, L. I., N.Y.
Marsh Wall Products, Inc., 5082 Main St., Dover, O.
Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha, Neb.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Mosaic Tile Co., The, Zanesville, O.
National Studios, 145 W. 45th St., New York 19, N. Y.
Northwest Scenic Studios, 607 Marshall St., N. E., Minneapolis, Minn.
Novelty Scenic Studios, Inc., 32-34 W. 60th St., New York 23, N. Y.
PARAMOUNT DECORATING CO., Inc., 311 N. 13th St., Philadelphia 7, Pa.

Premier Studios, 414 W. 45th St., New York 19, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York 19, N. Y.
Rau Studios, Inc., 104 W. 42nd St., New York, N. Y.
Riseman, William, Assoc., 162 Newbury St., Boston, Mass.
Sebco, Inc., 1011 Curie Ave., Minneapolis, Minn.
Stevens, Frank W. Co., 544 Newbury St., Boston, Mass.
Teichert, Hanns R. Studios, 1311 N. Wells St., Chicago, Ill.
Theatre Production Service, 1430 Broadway, New York 18, N. Y.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

DEODORANTS

(See EXTERMINATOR SUPPLIES AND SERVICES)

DESKS AND OFFICE EQUIPMENT

Remington-Rand, Inc., 315 4th Ave., New York 10, N. Y.
Yawman and Erbe Mfg. Co., 1099 Jay Street, Rochester 3, N. Y.

DIMMER EQUIPMENT

(See SWITCHBOARDS)

DISPLAY FRAMES

Alto Mfg. Co., 1647 Wolfram St., Chicago 13, Ill.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Beach Co., The, Coshocton, O.
Champion Metal Moulding Corp., 234 E. 151st St., New York 51, N. Y.
Lobby Display Frame Corp., 549 N. 52nd St., New York 19, N. Y.
Poblocki, Ben B. and Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Stanley Displays, Inc., 442 W. 42nd St., New York 18, N. Y.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

DOORS AND DOOR HARDWARE

Bloomfield Mfg. Co., Inc., Bloomfield, Ind.
Kawneer Co., 2510 Front St., Niles, Mich.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Norton Door Closer Co., div., Yale and Towne Mfg. Co., Chicago 18, Ill.
Norton Lasier Co., Inc., 466 W. Superior St., Chicago, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Rixon Mfg. Co., 4450 W. Carroll Ave., Chicago, Ill.
Stanley Works, 111 Elm St., New Britain, Conn.
Universal Corp., 6710 Denton Drive, Dallas 9, Texas
Vonnegut Hardware Co., 402 West Maryland St., Indianapolis 4, Ind.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.
Yale and Towne Mfg. Co., Stamford div., 200 Henry St., Stamford, Conn.

DRAPERIES

(See DECORATION)

DRAPERY AND WALL COVERINGS

(See DECORATION)

DRINKING CUPS

(See CUPS, PAPER)

DRINKING FOUNTAINS

Ebco Mfg. Co., 401 W. Town St., Columbus, O.
General Motors Corp., Frigidaire, commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Puro Filter Corp. of America, 440 Lafayette St., New York 3, N. Y.
Sunroc Refrigeration Co., Glen Riddle, Pa.
Voigt Co., 1649 N. Broad St., Philadelphia 2, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

EMERGENCY LIGHTING

Carpenter Mfg. Co., 2 Bradley St., Summerville, Mass.
Fairbanks, Morse and Co., 600 S. Michigan Ave., Chicago 5, Ill.
Lamplighter Products Co., 95 Atlantic Ave., Brooklyn, N.Y.

Onan, D. W. Sons Co., 43 Royalston Ave., Minneapolis, Minn.
Ready Power Co., 2270 E. Jefferson Ave., Detroit, Mich.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
U-C Lite Co., 1050 Hubbard St., Chicago, Ill.

EXTERMINATOR SUPPLIES AND SERVICES

American Processing Co., 720 Euclid Ave., Cleveland, O.
Brulin & Co., 2939 Columbia Ave., Indianapolis, Ind.
Chemical Insecticide Corp., 57 13th St., Brooklyn 15, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Lundy, E. A., Inc., 420 Lexington Ave., New York 17, N. Y.
Sani-Toil Labs., 121 Main St., Joplin, Mo.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West Street, Long Island City, N. Y.

FENCING

American Chain and Cable Co., Inc., Page Steel and Wire div., Bridgeport, Conn.
Anchor Post Fence Co., 6695 Eastern Ave., Baltimore 24, Md.

FILM CASES AND CABINETS

All-Steel Equipment Co., Inc., 741 Griffith Ave., Aurora, Ill.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Neumade Products Corp., 427 W. 42nd St., New York 18, N. Y.

FIRE EXTINGUISHERS

American LaFrance-Foamite Corp., 100 E. LaFrance St., Elmira, N. Y.
Bostwick Laboratories, 706 Bostwick Ave., Brlidgeport, Conn.
Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.
Pyrene Mfg. Co., 560 Belmont Ave., Newark 8, N. J.
Snyder, M. L. and Son, Jasper and York Sts., Philadelphia 25, Pa.

FIRE HOSE

Buffalo Fire Appliance Corp., 290 Main St., Buffalo 2, N. Y.
General Detroit Corp., 2270 E. Jefferson Ave., Detroit 7, Mich.

FIREPROOFING

Albi Mfg. Co., Inc., 29 Bartholomew Ave., Hartford 6, Conn.

FIRE SHUTTERS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.

FLOODLIGHTS

(See LIGHTING FIXTURES)

FLOORING MATERIALS

Armstrong Cork Co., 1240 State St., Lancaster, Pa.
Congoleum-Nairn, Inc., 195 Belgrove Drlve, Kearney, N. J.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Goodyear Tire and Rubber Co., Inc., flooring div., 600 W. 58th St., New York 19, N. Y.
Homasote Co., Fernwood Rd., Trenton 3, N. J.
Hood Rubber Co., div., B. F. Goodrich Co., Watertown, Mass.
Marble Institute of America, 108 Forster Ave., Mount Vernon, N. Y.
Mosaic Tile Co., Zanesville, Ohio
National Terrazzo and Mosaic Assn., 1420 New York Ave., N. W., Washington 5, D. C.
Sloane-Blabon Corp., 295 5th Ave., New York 16, N. Y.
Taylor Mfg. Co., 3056 W. Meinecke St., Milwaukee, Wis.
Tile-Tex Co., Inc., 1232 McKinley St., Chicago Heights, Ill.

FLOOR AND TABLE LAMPS

(See LIGHTING FIXTURES)

FLUORESCENT PAINT AND LIGHTING

Black Light Products Co., 67 E. Lake St., Chicago 1, Ill.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., 1285 Boston Ave., Bridgeport 2, Conn.

Market Guide—(Cont'd)

General Luminescent Corp., 638 S. Federal St., Chicago, Ill.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Stroblite Co., 35 W. 52nd St., New York 19, N. Y.
Switzer Bros., 4732 St. Clair Ave., Cleveland, O.

FOOTLIGHTS (See LIGHTING FIXTURES)

FRONTS

Davidson Enamel Products Co., 450 E. Kibby St., Lima, O.
Formica Insulation Co., 4654 Spring Grove Ave., Cincinnati 32, O.
Kawneer Co., 2510 Front St., Niles, Mich.
Poblocki, Ben B. Sons and Co., 2159 S. Kinnickinnic Ave., Milwaukee 7, Wis.
Reliance Art Metal Co., 601 W. McNicken St., Cincinnati, O.
Seaporcel Porcelain Metals, Inc., 28-20 Borden Ave., Long Island City 1, N. Y.
Toledo Porcelain Products Co., 2275 Snead Ave., Toledo, O.

FURNITURE

HEYWOOD-WAKEFIELD CO., Gardner, Mass.
Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago 11, Ill.
Royal Metal Mfg. Co., 175 N. Michigan Blvd., Chicago 1, Ill.

GENERATORS

Automatic Devices Co., 116 N. 8th St., Allentown, Pa.
Ballantyne Co., The, 1707 Davenport St., Omaha, Neb.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland 11, O.
Imperial Electric Co., 84 Ira Ave., Akron, O.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
Robin, J. E., Inc., 267 Rhode Island Ave., E. Orange, N. J.

GLASS, STRUCTURAL

Libbey-Owens-Ford Glass Co., 1021 Nicholas Bldg., Toledo 3, O.
Owens-Illinois Glass Co., Ohio Bldg., Toledo, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Prest-Glass, Inc., 8 E. 12th St., New York, N. Y.

HAND DRYERS

Chicago Hardware Foundry Co., Sani-Dri div., 2500 N. Commonwealth Ave., Chicago, Ill.
Electric-Aire Corp., 209 W. Jackson Blvd., Chicago, Ill.

HAND RAILS

(See CROWD CONTROL EQUIPMENT)

HEARING AIDS

Dictograph Products Co., Inc., 580 5th Ave., New York 19, N. Y.
Sonotone Corp., Saw Mill River Rd., Elmsford, N. Y.
Telesonic Theatrephone Corp., Times Square Bldg., New York 18, N. Y.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
Zenith Radio Corp., 6001 Dickens St., Chicago 39, Ill.

HEATERS (IN-CAR)

Theatrecraft Manufacturing Corp., 1878 E. 18th St., Cleveland 17, O.

HEATING SYSTEMS

American Foundry and Furnace Co., Washington and McClun, Bloomington, Ill.
American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Petroleum Heat and Power Co., Southfield Ave., Stamford, Conn.
Skinner Heating and Ventilating Co., Inc., 1948-60 N. 9th St., St. Louis, Mo.
U. S. Radiator Co., 535 Griswold St., Detroit, Mich.

ICE CUBE MAKERS

Baker Refrigeration Corp., South Windham, Me.

INSECT CONTROL SYSTEMS

Dyna Fog Corp., Dayton Municipal Airport, Dayton, O.
Todd Shipyards Corp., 81-16 45th Ave., Queens, N. Y.
Welch Equipment Co., 224 S. Michigan Ave., Chicago, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.
Drijen Corp., 303 W. 42nd St., New York.

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Market Guide—(Cont'd)

INSULATION, ACOUSTICAL-THERMAL

Aetna Plywood and Veneer, 1741 Elston Ave., Chicago 22, Ill.
Alfol Insulation Co., Chrysler Bldg., New York, N. Y.
Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Hall, G. R. and Sons, 516 5th Ave., New York, N. Y.
Homasote Co., Fernwood Ave., Trenton 3, N. J.
Insulite Co., 1100 Builders Exchange Bldg., Minneapolis, Minn.
Keasbey and Mattison Co., Ambler, Pa.
Kelly Island Lime and Transport Co., Leader Bldg., Cleveland, O.
Kimberly-Clark Corp., Neenah, Wis.
National Gypsum Co., 325 Delaware St., Buffalo 2, N. Y.
Owens-Corning Fiberglas Co., 2033 Nicholas Bldg., Toledo 1, O.
Pittsburgh-Corning Corp., Grant Bldg., Pittsburgh 22, Pa.
Sprayed Insulation Co., Inc., 56-58 Crittenden St., Newark, N. J.
U. S. Gypsum Co., 300 W. Adams St., Chicago, Ill.
U. S. Plywood Corp., 55 W. 44th St., New York 18, N. Y.
U. S. Rock Wool Co., 40 S. Main, Salt Lake City 1, Utah
Universal Zonolite Insulation Co., 135 S. LaSalle St., Chicago 3, Ill.
Wood Conversion Co., 1st National Bldg., St. Paul 1, Minn.

INTERCOMMUNICATING
TELEPHONES

Operadio Mfg. Co., St. Charles, Ill.
R. W. Neill Co., 1811 Carroll Ave., Chicago 12, Ill.
WESTREX CORP., 111 8th Ave., New York 11, N. Y.

JANITOR SUPPLIES

Afta Solvents Corp., 470 W. 128th St., New York 27, N. Y.
Fuld Bros., 702 S. Wolfe St., Baltimore 31, Md.
Fuller Brush Co., The, Main St., Hartford, Conn.
Holcomb, J. I. Mfg. Co., 1601 Barth Ave., Indianapolis, Ind.
Horn, A. C. Co., 43-36 Tenth St., Long Island City 1, N. Y.
Hospital Specialty Co., The, 1991 E. 66th St., Cleveland 3, O.
Kinner Products Co., E. Broad St., Pataskala, O.
Morton Salt Co., 310 S. Michigan Ave., Chicago 4, Ill.
Sanitex Co., 14182 Meyers Rd., Detroit 27, Mich.
Straubel Paper Co., Green Bay, Wis.
U. S. Sanitary Specialties Co., 435 S. Western Ave., Chicago 12, Ill.
West Disinfecting Co., 42-16 West St., Long Island City, N. Y.

KIDDIE RIDES (Drive-In)

MIRACLE WHIRL SALES CO., Box 275, Grinnell, Iowa
MINIATURE TRAIN CO., Renssalaer, Ind.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.

LADDERS

American Ladder Co., 5235 S. Keeler Ave., Chicago, Ill.
Chesbro-Whitman Co., Inc., 38-21 12th St., Long Island City 1, N. Y.
Dayton-Harker Co., 2337 Gilbert Ave., Cincinnati 6, O.

LAMPS, INCANDESCENT
OR FLUORESCENT

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Radiant Lamp Corp., 300 Jelliff Ave., Newark 8, N. J.
Save Electric Corp., 615 Front St., Toledo 5, O.
Sharlin Bros., 115 Ewing St., Trenton, N. J.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
Sylvania Electric Products, Inc., 500 5th Ave., New York 18, N. Y.
Tung-Sol Lamp Works, Inc., 95 8th Ave., Newark 4, N. J.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.

LENSES

American Optical Co., 19 Doat St., Buffalo 11, N. Y.
Bausch and Lomb Optical Co., 635 St. Paul St., Rochester 2, N. Y.
ilex Optical Co., 690 Portland St., Rochester 5, N. Y.
KOLLMORGEN OPTICAL CORP., 2 Franklin Ave., Brooklyn 11, N. Y.
Projection Optics Co., Inc., 330 Lyell Ave., Rochester 6, N. Y.

Wollensak Optical Mfg. Co., 850 Hudson Ave., Rochester, N. Y.
Zenith Optical Co., Huntington, W. Va.

LIGHTING (DRIVE-INS)

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Dit-Mco, Inc., 505 W. 9th St., Kansas City 5, Mo.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.

LIGHTING FIXTURES

Allbrite Electric Co., 3917 Kedzie Ave., N., Chicago, Ill.
Black, M., Mfg. Co., 300 N. 3rd St., Philadelphia 6, Pa.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Capitol Stage Lighting Co., 527 W. 45th St., New York 19, N. Y.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Clancy, J. R., Inc., 1010 Belden Ave., Syracuse 4, N. Y.
Curtis Lighting, Inc., 6135 W. 65th St., Chicago 38, Ill.
Cutler-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
General Electric Co., lamp div., Nela Park, Cleveland 12, O.
General Luminescent Corp., 638 S. Federal St., Chicago, ill.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Grimes Mfg. Co., Urbana, O.
Guth Bros., 2615 Washington Blvd., St. Louis 3, Mo.
Hub Electric Co., 2225 Grand Ave., Chicago 12, Ill.
Jewell Products Co., 266 Glenwood Ave., Bloomfield, N. J.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Major Equip. Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Reynolds Electric Co., 2650 W. Congress St., Chicago 12, Ill.
Spero Electric Corp., 18222 Lanken, Cleveland 19, O.
Sperti, Inc., Norwood Station, Cincinnati 12, O.
STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.
Summerour and Devine, Inc., 115 W. 17th St., Kansas City 8, Mo.
Taito, Ltd., 39 E. 50th St., New York, N. Y.
Tiffin Scenic Studios, Tiffin, O.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.
Westinghouse Electric Corp., lamp div., Bloomfield, N. J.
Westinghouse Electric Corp., lighting div., Edgewater Park, Cleveland, O.
Winston, Charles J. and Co., Inc., 2 W. 47th St., New York, N. Y.

LOBBY HARDWARE

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
Apex Brass and Bronze Works, Inc., 116 Walker St., New York 13, N. Y.
Art In Metal Co., 511 Manhattan Ave., Brooklyn 22, N. Y.
Compco Corp., 2257 W. St. Paul Ave., Chicago 47, Ill.
Lawrence Metal Products, Inc., 434 Broadway, New York 13, N. Y.
Lawson, F. H. Co., Evans and Whateley Sts., Cincinnati 4, O.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Smokador Mfg. Co., Inc., Nelson St., Bloomfield, N. J.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

MARQUEES

(See SIGNS AND MARQUEES)

MATS, RUBBER

Altschul, A. H. Co., 9-11 White St., New York 13, N. Y.
American Mat Corp., 2018 Adams St., Toledo 2, O.
American Tile and Rubber Co., Perrine Ave., Trenton, N. J.
Brabrook, A. N., 424 Madison Ave., New York, N. Y.
Durable Mat Co., 2926 16th St., S. W., Seattle, Wash.
Fremont Rubber Co., 115 McPherson Hwy., Freemont, O.
Goodyear Tire and Rubber Co., flooring div., 600 W. 58th St., New York 19, N. Y.
Lorraine Rubber Engineering Corp., 286 Fifth Ave., New York 1, N. Y.
Musson, R. C. Rubber Co., 10 S. College Ave., Akron, O.
National Mat Co., 72 Kingsley St., Buffalo, N. Y.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
U. S. Rubber Co., mech. rubber goods div., 1230 Ave. of Americas, New York 20, N. Y.

MIRRORS

Carvarts, Inc., 7025 Santa Monica Blvd., Hollywood 38, Calif.

PHYSICAL THEATRE DEPARTMENT of EXHIBITOR

Pittsburgh Plate Glass Co., 632 Duquesne Way, Pittsburgh 19, Pa.

MURALS

(See DECORATION)

ORNAMENTAL METALWORK

Architectural Bronze Studios, Inc., 2600 S. 10th St., St. Louis, Mo.
Artercraft Ornamental Iron Co., 724 E. Hudson St., Columbus, O.
International Nickel Co., Inc., 67 Wall St., New York 5, N. Y.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Universal Corp., 6710 Denton Drive, Dallas 9, Tex.

PLAYGROUND EQUIPMENT (Drive-Ins)

Ahrens Mfg. Co., Inc., Grinnell, Iowa.
Allan Herschell Co., North Tonawanda, N. Y.
AMERICAN PLAYGROUND DEVICE CO., Anderson, Ind.
Burke, J. E., Co., Fond du Lac, Wis.
Ewart, H. E., Co., 707 E. Greenleaf St., Compton, Cal.
King Amusement Co., Mt. Clemens, Mich.
MINIATURE TRAIN CO., Renssalaer, Ind.
National Amusement Device Co., 39 Hatfield Ave., Dayton 7, O.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York 7, N. Y.

PLUMBING FIXTURES

American Radiator and Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.
Bradley Washfountain Co., 2203 W. Michigan St., Milwaukee 1, Wis.
Crane Co., 836 S. Michigan Blvd., Chicago 1, Ill.
Kohler Co., Kohler, Wis.
Sexauer, J. A. Mfg. Co., Inc., 2503-5 3rd Ave., New York 5, N. Y.
Sperzel Sanitary Seat Co., 123 14th Ave., S., Minneapolis, Minn.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.

POPCORN MACHINES

ABC Popcorn Co., 3441 W. North Ave., Chicago 47, Ill.
American Popcorn Co., Sioux City 6, Iowa.
Atkins Popcorn Co., 1014 S. Lamar St., Dallas, Tex.
Auto-Vend, Inc., P. O. Box 5998, Dallas, Tex.
Blevins Popcorn Co., P. O. Box 278, Nashville 2, Tenn.
Cretors, C. and Co., 630 W. Cermak Rd., Chicago, Ill.
Dunbar and Co., 2652 W. Lake St., Chicago 12, Ill.
Farmer Boy Corn and Equip. Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
Geisler, J. R. and Assoc., 8804 Hollywood Blvd., Hollywood, Cal.
Gold Medal Products Co., 318 E. 3rd St., Cincinnati 2, O.
J and N Popeorn Specialties, 1451 W. 69th St., Chicago, Ill.
Krispy Kist Korn Machine Co., 120 Halsted St., Chicago 6, Ill.
Long-Eakins Co., 27 Primrose Ave., Springfield, O.
MANLEY, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Pronto Popcorn Sales, Inc., 702 Beacon St., Boston, Mass.
Salkin, M. A., 1325 S. Wabash St., Chicago, Ill.
STAR MFG. CO., 6300 St. Louis Ave., St. Louis 20, Mo.
Supurdisplay, Inc., Winsconsin Power Bldg., Milwaukee, Wis.
Viking Popcorn Machines, Inc., 1001 N. Vermont Ave., Los Angeles 27, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

POPCORN SUPPLIES

American Popcorn Co., Sioux City 6, Iowa
Best Foods, Inc., 1 East 43rd Street, New York 17, N. Y.
MANLEY, Inc., 1920 Wyandotte St., Kansas City 8, Mo.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Farmer Boy Corn & Equipment Co., Liberty Ave. at 180th St., Jamaica 5, L. I., N. Y.
Rex Specialty Bag Corp., 101 Onderdonk St., Brooklyn 6, N. Y.
C. F. SIMONINS SONS, Inc., Belgrade and Tioga Sts., Philadelphia, Pa.

POPCORN WARMERS

(See POPCORN MACHINES)

PRE-FAB FRONTS

(See FRONTS)

PREMIUM DISTRIBUTORS

Metro Premium, 334 W. 44th St., New York, N. Y.
Price Theatre Premiums, 352 W. 44th St., New York, N. Y.
Shure, N. and Co., 200 W. Adams St., Chicago 6, Ill.
West Bend Aluminum Co., West Bend, Wis.

Market Guide—(Cont'd)

PROJECTION LAMPS

Ashcraft, C. S. Mfg. Co., 3632 38th St., Long Island City 1, N. Y.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Forest, Harrison, Inc., 207 Railroad Ave., Harrison, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

PROJECTORS

Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19, N.Y.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 34, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.

PROJECTORS, 16mm.

Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.

RECTIFIERS

Baldor Electric Co., 4355 Duncan Ave., St. Louis 10, Mo.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Continental Electric Co., 715 Hamilton St., Geneva, Ill.
Forest-Harrison, Inc., 9-11 W. Park St., Newark 2, N. J.
Garver Electric Co., 327 Carter St., Union City, Ind.
Gordos Corp., 86 Shipman St., Newark 2, N. J.
J. E. Robin, 267 Rhode Island Ave., E. Orange, N. J.
Kneisley Electric Co., 333 Woodruff St., Toledo 3, O.
McColpin-Christie Corp., Ltd., 4922 S. Figueroa St., Los Angeles 37, Calif.
Mallory, P. R. and Co., Inc., 3029 E. Washington St., Indianapolis 6, Ind.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Richardson-Allen Corp., 15 W. 20th St., New York 11, N. Y.
Sheldon Electric Co., Inc., 76 Coit St., Irvington, N. J.
STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

REELS

Best Devices Co., 10516 Western Ave., Cleveland 11, O.
Goldberg Bros., 3500 Walnut St., Denver 1, Colo.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Griswold Machine Works, Port Jefferson, N. Y.
Weaver, Fred Co., 1639 E. 102nd St., Los Angeles 2, Calif.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

REFLECTORS

Bausch and Lomb Optical Co., 625 St. Paul St., Rochester, N. Y.
Brightlight Reflector Co., Fairfield Ave. and State St., Bridgeport 5, Conn.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Fish-Schurman Corp., 230 E. 45th St., New York 17, N. Y.
Heyer-Shultz, Inc., 39 Orange Rd., Montclair, N. J.
McAuley, J. E. Mfg. Co., 554 W. Adams St., Chicago 6, Ill.
STRONG ELECTRIC CO., 87 City Park Ave., Toledo, O.

REFRIGERATION UNITS

(FOOD, CANDY, ICE CREAM)

Baker Refrigeration Corp., South Windham, Me.
General Electric Co., air cond. div., 5 Lawrence St., Bloomfield, N. J.
General Motors Corp., Frigidaire commercial and air cond. div., 300 Taylor St., Dayton 1, O.
Mills Industries, 4110 W. Fullerton Ave., Chicago, Ill.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.
Reco Products Corp., refrigeration engr. div., 2020 Naudain St., Philadelphia, Pa.
Westinghouse Electric Corp., 983 Page Blvd., East Springfield, Mass.

REVERSIBLE COLLARS

Reversible Collar Co., 111 Putnam Ave., Cambridge, Mass.
Troy Novelty Co., 5 Union St., Troy, N. Y.

REWINDS

(See REELS)

SAFES

Ballam, Thomas F. Co., 1206 7th Ave., N., St. Petersburg, Fla.
Chicago Metal Mfg. Co., 3724 S. Rockwell St., Chicago 32, Ill.
Hawthorne Mfg. Co., 2930 27th Ave., S., Minneapolis, Minn.
Mosler Safe Co., 320 5th Ave., New York 1, N. Y.

SANITARY SUPPLIES AND EQUIPMENT

(See JANITOR SUPPLIES)

SCREENS

Da-Lite Screen Co., Inc., 2723 N. Crawford Ave., Chicago 39, Ill.
National Theatre Screen Refinishing Co., 129 Zenner St., Buffalo 11, N. Y.
Nu-Screen Corp., 1501 Broadway, New York 18, N. Y.
NATIONAL THEATRE SUPPLY CO., 92 Gold St., New York, N. Y.

Radiant Mfg. Corp., 2627 W. Roosevelt Rd., Chicago 8, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
RAYTONE SCREEN CO., 165 Clermont Ave., Brooklyn 5, N. Y.
B. F. Shearer Co., 2318 Second Ave., Seattle 1, Wash.
VOCALITE SCREEN CORP., 19 Debevoise Ave., Roosevelt, N. Y.
THEATRE EQUIPMENT CO. OF AMERICA, 107 Michigan St., Toledo, O.
Walker-American Corp., 2665 Delmar Blvd., St. Louis 6, Mo.
WILLIAMS SCREEN CO., 1620 Summitt Lane Blvd., Akron, O.

SCREEN RESURFACERS

Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
National Theatre Screen Resurfacing, 129 Zenner St., Buffalo, N. Y.

SCREEN TOWERS (DRIVE-INS)

Drive-In Construction, Inc., 475 5th Ave., New York, N. Y.
Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
Elizabeth Iron Works, Green Lane, Elizabeth, N. J.
Mesker, George L., Steel Corp., Evansville, Ind.

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Rilco Laminated Products, Inc., 332 Minnesota St., St. Paul 1, Minn.
THEATRE EQUIPMENT CO. OF AMERICA, 107 Michigan St., Toledo, O.
Timber Structures, Inc., P. O. Box 3782, Portland 8, Ore.

SIGNS, ADMISSION

(See BOXOFFICE EQUIPMENT)

SIGNS, DIRECTIONAL AND EXIT

American Metalcraft Corp., 1009 S. 8th St., St. Joseph, Mo.
Bahn, L., Co., 123 W. Canton St., Boston 18, Mass.
Beach Co., Coshocton, O.
Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
DAWO CO., 145 N. Erie St., Toledo 2, O.
Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
Federal Electric Co., Inc., 8700 S. State St., Chicago 19, Ill.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
Rem-Lite, Inc., 878 Broadway, New York 3, N. Y.
Revere Electric Mfg. Co., 6009 N. Broadway, Chicago 4, Ill.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Voigt Co., 1649 N. Broad St., Philadelphia 22, Pa.

SIGN LETTERS

(See SIGNS AND MARQUEES)

SIGNS AND MARQUEES

Adler Silhouette Letter Co., 3021 W. 36th St., Chicago 32, Ill.
Bellows Electric Sign Corp., 861 E. Tallmadge Ave., Akron 10, O.
Everbrite Electric Sign Co., 1440 N. 4th St., Milwaukee 12, Wisc.
Falk Glass Products Co., 5 Union Square, W., New York 3, N. Y.
Flexlume Sign Corp., 1464 Main St., Buffalo 9, N. Y.
Ingram-Richardson Mfg. Co., 32nd St., Beaver Falls, Pa.
Kreiss Sign Co., Inc., 853-57 Washington St., Buffalo, N. Y.
Long Sign Co., 840 W. Baltimore, Detroit, Mich.
Monroe Sign Corp., 257-59 Hackensack St., East Rutherford, N. J.
Poblocki, Ben B. and Sons Co., 2159 S. Klunlekinnc Ave., Milwaukee 7, Wis.
Sign Animation Corp., 229 W. 42nd St., New York, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.
Sola Electric Co., 4613 W. 16th St., Cicero 50, Ill.
South Bend Neon Sign Co., 215 Garst St., South Bend 18, Ind.
Swanson-Nunn Electric Co., 8th and Oak St., Evansville, Ind.
Theatre Specialties, Inc., 1615 Cordova St., Los Angeles 7, Calif.
WAGNER SIGN SERVICE, Inc., 218 S. Hoyne Ave., Chicago 12, Ill.

SLIDES

NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.

SOUND EQUIPMENT

Atlas Sound Corp., 1451 39th St., Brooklyn 18, N. Y.
ALTEC LANSING MFG. CO., 1210 Taft Bldg., Hollywood 28, Calif.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Bell Sound Systems, Inc., 555 Marion Rd., Columbus 7, O.
Century Projector Corp., 729 7th Ave., New York 19, N.Y.
Dayton Acme Co., 930 York St., Cincinnati 14, O.
INTERNATIONAL PROJECTOR CORP., 55 La France Ave., Bloomfield, N. J.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago 38, Ill.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
Operadio Mfg. Co., St. Charles, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 330 W. 42nd St., New York 18, N. Y.
Weber Machine Corp., 59 Rutter St., Rochester 6, N. Y.
Wenzel Projector Co., 2505-19 S. State St., Chicago 16, Ill.
Western Electric Co., 195 Broadway, New York 7, N. Y.
WESTREX CORP., 111 8th Ave., New York, N. Y.

SOUND EQUIPMENT SERVICE

ALTEC SERVICE CORP., 161 6th Ave., New York 13, N. Y.
RCA SERVICE CO., Camden, N. J.

SPEAKERS AND HORNS

(See SOUND EQUIPMENT)

SPEAKERS (IN-CAR)

Autocrat, Inc., P. O. Box 37, Dayton View Station, Dayton, O.
Ballantyne Co., 1707 Davenport St., Omaha, Neb.
Century Projector Corp., 729 7th Ave., New York 19, N. Y.
DAWO CO., 145 N. Erie St., Toledo 2, O.
DeVry Corp., 1111 Armitage Ave., Chicago 14, Ill.
Diecast Aluminum Speakers, Inc., 2027 S. 2nd St., St. Louis 4, Mo.
Drive-In Theatre Equipment Co., Inc., 2130 Superior Ave., Cleveland 14, O.
Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
Eprad, 109 Michigan St., Toledo, Ohio
INTERNATIONAL PROJECTOR CORP., 55 LaFrance Ave., Bloomfield, N. J.
Mack Engineering Corp., 2626 31st Ave., S. Minneapolis, Minn.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago 24, Ill.
Oxford Electric Co., 3911 S. Michigan, Chicago 5, Ill.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.
Robin, J. E., Inc., 330 W. 42nd St., New York 18, N. Y.
Tarrytown Metalcraft Corp., Tarrytown, N. Y.
THEATRE EQUIPMENT CO., 107 Michigan St., Toledo, O.
Theatrecraft Mfg. Corp., 1878 E. 18th St., Cleveland 14, O.
Westrex Corp., 111 8 Ave., New York

SPEAKERS (IN-CAR) POSTS

Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
Sonken-Galamba, Inc., Riverview at Second St., Kansas City 18, Kansas.

SPOTLIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York 19, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
STRONG ELEC. CORP., 87 City Park Ave., Toledo, O.

STAGE HARDWARE

Automatic Devices Co., 116 N. 8 St., Allentown, Pa.
J. R. Clancy, Inc., 1010 W. Belden Ave., Syracuse 4, N. Y.
Vasconcellos, Joseph, Inc., 43-15 Dutch Kills St., Long Island City 1, N. Y.
Vallen, Inc., 225 Bluff St., Akron 4, O.
Weiss, I. and Sons, Inc., 445 W. 45th St., New York 19, N. Y.

STAGE LIGHTING

(See LIGHTING FIXTURES)

STAGE RIGGING

(See STAGE HARDWARE)

STAIR TREADS

American Mat Corp., 2018 Adams St., Toledo 2, O.
Fremont Rubber Co., 115 McPherson Hwy., Fremont, O.
Perfo Mat and Rubber Co., 281 5th Ave., New York 16, N. Y.
Safe Tread Co., 30 Vesey St., New York 7, N. Y.
Sioux Metal Products Co., P. O. Box 430, Bedford, O.

STEREOPTICONS

GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.

SWITCHBOARDS

Adam, Frank Electric Co., 3650 Windsor Place, St. Louis, Mo.
Cutter-Hammer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
Federal Electric Products Co., Wm. Wurdack div., 50 Paris St., Newark, N. J.
General Radio Co., 275 Massachusetts Ave., Cambridge 39, Mass.
Kellogg Switchboard and Supply Co., 6650 S. Cicero St., Chicago 38, Ill.
Major Equipment Co., 4603 Fullerton Ave., Chicago 39, Ill.
Mitchell, Hubert, Industries, Inc., Hartselle, Ala.
Square D Co., 6060 Rivaud St., Detroit 11, Mich.
Superior Electric Co., 83 Laurel St., Bristol, Conn.
Time-O-Matic Co., Danville, Ill.
Trumbull Electric Mfg. Co., 41 Woodford Ave., Plainville, Conn.
Ward Leonard Electric Co., 86 South St., Mt. Vernon, N. Y.

TELEVISION EQUIPMENT

Air Marshall Corp., 12 E. 44th St., New York, N. Y.
DuMont, Allen B. Labs., Inc., Passaic, N. J.
Farnsworth Radio and Television Co., Standard Bldg., Fort Wayne 1, Ind.
MOTIOGRAPH, Inc., 4431 W. Lake St., Chicago, Ill.
NATIONAL THEATRE SUPPLY, 92 Gold St., New York 7, N. Y.
Paramount, Inc., 1501 Broadway, New York, N. Y.
RADIO CORP. OF AMERICA, RCA Victor div., Theatre Equip. Sales, Camden, N. J.

PHYSICAL THEATRE DEPARTMENT of EXHIBITOR

Tele-Screen Corp., 1231 Race St., Philadelphia 7, Pa.
Trad Television, Asbury Park, N. J.

TEMPERATURE CONTROLS

Barber-Colman Co., 1200 River St., Rockford, Ill.
Johnson Service Co., 507 E. Michigan St., Milwaukee 2, Wis.
Minneapolis-Honeywell Regulator Co., 2747-53 4th Ave., S. Minneapolis 8, Minn.

THEATRE GAMES

Bradley, Milton Co., Springfield, Mass.
Hollywood Amusement Co., 831 S. Wabash Ave., Chicago, Ill.

TICKETS

Elliott Ticket Co., 409 Lafayette St., New York 3, N. Y.
Globe Ticket Co., 112 N. 12th St., Philadelphia, Pa.
International Ticket Co., 50 Grafton Ave., Newark 4, N. J.
Keller Ansell Ticket Co., 723 7th Ave., New York 19, N. Y.
National Ticket Co., 201 Pearl St., Shamokin, Pa.
Toledo Ticket Co., 116 Erie St., Toledo, O.

TICKET CHOPPERS

GENERAL REGISTER CO., 36-20 33rd St., Long Island City 1, N. Y.
GOLDE MFG. CO., 1214 W. Madison St., Chicago 7, Ill.
Reliance Art Metal Co., 601 W. McMicken St., Cincinnati, O.
Theatre Control Corp., 319 Orleans St., Detroit 7, Mich.
West Coast Sheet Metal Works, 935 Venice Blvd., Los Angeles, Calif.

TICKET ISSUING MACHINES

(See BOXOFFICE EQUIPMENT)

TILE STRUCTURAL AND ORNAMENTAL

American Encaustic Tiling Co., Inc., P. O. Box 271, Lansdale, Pa.
American Tile and Rubber Co., Perrine Ave., Trenton, N.J.
Arketex Ceramic Corp., Brazil, Ind.
Cambridge Tile Mfg. Co., P. O. Box 71, Station R, Lockland, Cincinnati 15, O.
Mosaic Tile Co., Zanesville, O.
National Fireproofing Corp., 202 E. Ohio St., Pittsburgh 12, Pa.
National Tile Co., 1200 E. 26th St., Anderson, Ind.
Standard Art, Marble and Tile Co., 117 "D" Street, N. W., Washington, D. C.
Tile-Tex Company, Inc., 1232 McKinley St., Chicago Heights, Ill.
U. S. Quarry Tile Co., 730 Renkert Bldg., Canton 2, O.

TOILETROOM ACCESSORIES

(See PLUMBING FIXTURES)

TRAILERS, FEATURE AND SPECIAL

FILMACK TRAILER CO., 1327 S. Wabash Ave., Chicago, Ill.
NATIONAL SCREEN SERVICE CORP., 630 9th Ave., New York 19, N. Y.
Welgot Trailer Service, 630 9th Ave., New York 19, N. Y.

TURNSTILES

Perey Turnstile Co., Inc., 101 Park Ave., New York 17, N.Y.

UNDERGROUND CABLE (DRIVE-INS)

Dit-Mco, 505 W. 9 St., Kansas City 5, Mo.
Simplex Wire and Cable Co., 79 Sidney St., Cambridge, Mass.
Western Insulated Wire Co., 1001 E. 62nd St., Los Angeles 1, Calif.
Whitney-Blake Co., New Haven, Conn.

VACUUM CLEANERS

Ace Co., 122 W. Washington St., Ocala, Fla.
Allen Billmyre div., Lamson Corp., 425 Lamson St., Syracuse 1, N. Y.
Breuer Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicago 40, Ill.
Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago 38, Ill.
Eureka Vacuum Cleaner Co., Bloomington, Ill.
General Electric Co., Appliance and Mdse. Dept., Bridgeport, Conn.
Health-Mor, Inc., 203 N. Wabash St., Chicago, Ill.
Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.
Hoover Co., 8 S. Michigan Ave., Chicago 3, Ill.
Ideal Industries, Inc., Sycamore, Ill.
Kent Co., Inc., 174 Canal St., Rome, N. Y.
National Super Service Co., 1946 N. 13th St., Toledo, O.
Scott and Fetzer Co., The, 11401 Locust Ave., Cleveland 2, O.
Spencer Turbine Co., 486 New Park Ave., Hartford, Conn.
Von Schrader Mfg. Co., 1600 Junction Ave., Racine, Wis.

Market Guide—(Cont'd)

Westinghouse Electric Corp., 983 Page Blvd., E., Springfield, Mass.

VENTILATING SYSTEMS

(See AIR CONDITIONING)

WORK LIGHTS

Century Lighting, Inc., 521 W. 43rd St., New York, N. Y.
Reliance Devices Co., 30 Irving Place, New York 3, N. Y.

3-D (Continued from page PT-6)

The use of these permanent glasses introduces a number of problems. For one it is necessary to sterilize them after each using in a diluted chemical bath or ultra-violet ray cabinet, and rewrap them in a cellophane wrapper. Often there is an odor which viewers find unpleasant. Another problem is the one of policing the return of the glasses after each show. Usually a pick-up basket is placed at the main exit. This results in a tie-up at this one exit. It also means that the other exits must be manned in order to prevent patrons from leaving without returning the glasses. Some theatres have found it necessary to add extra ushers for weekends and peak hours to help in the distribution, collection, and care of these glasses.

One direct result of using polaroid filters over the ports and the audience using glasses, is that the light output is greatly reduced. Despite the use of metallized screens, it is estimated that the light loss is about 50 per cent. This means that the light output must be increased, and many houses will find it necessary to replace low amperage arcs with newer arc lamps of higher amperage. However, this will be a wise investment in most cases, as it will result in better projection of all types of pictures, 2-D as well as 3-D.

Future Developments

As of the moment the problem of bringing 3-D outdoors to the drive-in has not been solved. The size of the ozoners is one thing which makes it difficult to use the equipment now available. Most drive-ins are using maximum lighting now in order to project satisfactory pictures outdoors. The increased demands of 3-D lighting requirements makes for a knotty problem. The use of metallized screens, which tend to cause a light fade-away, would be heightened on the huge drive-in screens. However, work is going on with reports coming in about polarizing liquid sprays for windshields, and special drive-in screens, and it seems likely to expect that if 3-D proves itself of a permanent nature, outdoor theatre operators will not be forgotten.

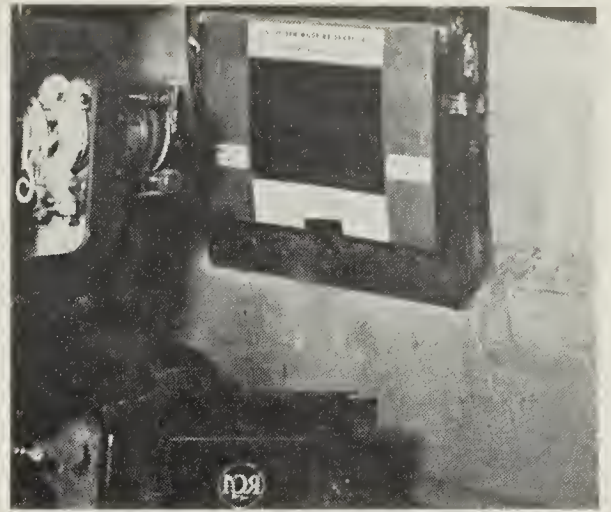
One part of the theatre, the concession stand, should see an increase in activity wherever 3-D is playing. Because of the problem of reel size it is impossible to run a complete show without having at least one intermission. With this spare time on their hands audiences are very likely to make an extra visit to the concession stand, and it might do well for enterprising exhibitors to try to make the most of this. However, regardless of increased extra profits, intermissions should be kept as short as possible as audiences quickly become restless.

Wide Screen

Both Cinerama and CinemaScope represent the wide cyclorama screen method of achieving three-dimensional effects. However, it should be remembered that neither of these two systems is stereoscopic. The effect achieved gives the viewer the impression of watching a live performance as opposed to the feeling of depth that is achieved with true 3-D. Another point to remember is that the wearing of glasses is not required.

Cinerama, which has been playing with such phenomenal success at the Broadway, New York City, is by far the more expensive of the two systems. It requires the use of three projectors and a curved screen that fills the entire stage of a large theatre. It makes it necessary to place the booths on ground level and a number of seats have to be lost. The elaborate sound system is another major expenditure involved in the installation of Cinerama. It has been estimated that an outlay of approximately \$100,000 is required to properly equip a theatre for the presentation of Cinerama.

As a result of this tremendous initial expense Cinerama seems best suited for one or two large houses in major cities, and does not hold out much promise for the average exhibitor, in its present form. If the price could ever be brought down to a figure more in the reach of theatre-men it would then offer a new and exciting form of entertainment, for although it has a number of flaws the hundreds-of-thousands of persons who have seen it in New York can attest to the spectacular



Seen here is the polaroid filter which must be placed over the proper port and installed so light passes directly through the center.

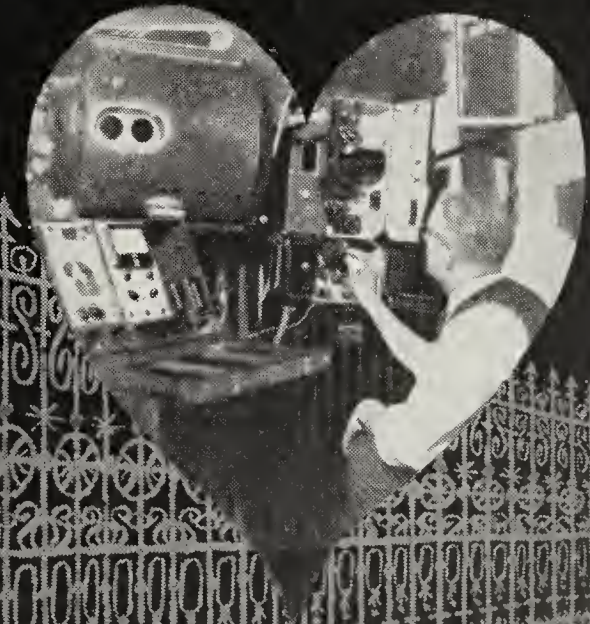
entertainment values of this medium.

The CinemaScope process, which is credited to Professor Henri Chretien of the Institute d'Optique of Paris, and controlled by 20th Century-Fox, appears to be similar to Cinerama in that it too uses a large wide curved screen, and requires no glasses to achieve the effect. However, its price is much closer to what exhibitors can afford, if the estimates offered by Fox are accurate. As yet no public demonstrations of CinemaScope have been given, and most conclusions must be drawn from the information on hand.

Although there are a number of similarities between Cinerama and CinemaScope, there are also differences. CinemaScope makes use of a single camera


(Continued on page PT-18)

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3-D (Continued from page PT-17)

and projector which are standard in all respects. The gadget that makes the difference is a lens. The lens on the cameras view the panoramic scene and record it in a distorted fashion on the film. When a companion lens is placed on a projector it causes the distorted image to assume its former shape, much the same as a trick mirror reflection would straighten itself out if placed before a mirror with compensating distortions. The Cinerama process, on the other hand, requires the use of a camera with three lenses, and three projectors each showing the film shot by its corresponding camera lens.

In the matter of screens the two methods also differ. Cinerama utilizes a screen made up of 1,100 vertical strips, and has a deep curve. The Fox system uses a screen which has only been described as being "specially developed by the company for extra brilliance, and may be any length desired to fit any theatre. The screen curves five feet—enough to afford a feeling of engulfment without reflecting annoying light from one curved end of the screen to the other."

While Cinerama requires the installation of much special equipment it is claimed that CinemaScope only requires the purchase of the compensating lens, a screen, and some re-wiring of theatre sound systems may be necessary to make the sound come from first one horn then the other as it comes from various places on the screen.

Although no actual prices have been announced, since there has as yet been no installation of CinemaScope equipment in a theatre, it has been reported that it would cost no more than \$25,000 to prepare a house as large as Radio City Music Hall, New York.

Conclusions

The struggle between the various stereoscopic methods and wide screen presentations should go on for a while before any definite trend shows itself. Each system has advantages and disadvantages. While the stereoscopic systems appear to be less expensive the fact that it requires the use of glasses, additional lighting power and metallic screens poses some problems. The wide screen methods involve large, new screens and sound equipment, but does away with the use of glasses.

It seems evident that one of the two methods will emerge as the one which will be universally adopted. Just which that will be will depend on costs, equipment required, product available, and most important of all—public favor.

An indication that the production end of the industry is not quite sure which way the wind will blow can be seen by a look at the activity going on on both sides of the dimensional fence.

Columbia is reported interested in CinemaScope. However, "Fort Ticonderoga" a feature using the Natural Vision system is now in production, and two other features are planned.

Warners is now in production with "House Of Wax", using the stereoscopic method, but is also reported interested in CinemaScope.

MGM has announced cooperation with Fox and is said to be readying two pro-

ductions in CinemaScope. However, the studio is also ready to start shooting "Arena" in true 3-D.

Paramount is already in production with "Sangaree" using 3-D, and has two other pictures ready for shooting, but Paramount is also working on a large screen method of its own.

Sol Lesser is planning a feature and a 30-minute short using Stereo-Technique equipment, but is also interested in a wide screen process.

As can readily be seen by this summary no one seems to be sure of what the future will bring. One thing is certain, however, if either of the two major systems is to last, a single set of standards must be established. It would be both costly and impractical for a theatre to be equipped to show both forms. There appears to be general agreement that the three-dimensional form is here to stay, but just what its final shape will be only time will tell.

RCA Community TV Booster

NEW YORK—New tower amplifier equipment for use in RCA Community TV "Antenaplex" systems to provide high-gain TV signal amplification in areas where signal strength is low, was recently announced by the Radio Corporation of America.

Community Antenaplex systems, in which one master television antenna serves an entire community, are now being used in areas previously denied television due to mountainous terrain, distance from TV stations, or other factors causing poor signal pick-up.

The new RCA type SX-8CT tower amplifier system is designed for use in community Antenaplex systems for one, two, or three-channel service. The equipment is used specifically for boosting the incoming TV signals to a level sufficient for carrying them to the next amplifying station.

Form Motorola Subsidiary

CHICAGO—Paul V. Galvin, president of Motorola, Inc., has announced the organization of a wholly owned subsidiary corporation, Motorola Communications and Electronics, Inc.

The new company will distribute products manufactured by Communications and Electronics division of the parent corporation. These products include complete mobile two-way radio systems, multi-channel microwave relay systems, power line carriers, and industrial control equipment.

Name New RCA Regional Mgr.

CAMDEN, N. J.—Arthur J. Hammer was recently appointed manager of the company's Southwestern region, with headquarters in Dallas, it was announced by C. M. Odorizzi, operating vice-president of the division. Hammer succeeds James W. Cooke, veteran RCA Victor executive, who retired.

In his new post, Hammer will represent the company in field operations, with responsibility for administration, distribution, and sales of RCA and RCA Victor products in the Southwestern region. The region covers Texas, Arizona, New Mexico, Oklahoma and portions of Mississippi, Arkansas and Louisiana.

Are You A Tax Whiz? Try This Quiz

Despite all the news about 3-D, mask-less screens, Cinerama, etc., exhibitors will soon have to take a little time out to wrestle with their income tax returns. With March 15 coming ever closer the editors of PHYSICAL THEATRE thought that a little assistance might be in order. Therefore, we are offering this tax quiz which is based on material furnished by the American Institute of Accountants, the national professional society of certified public accountants. If you can answer all the questions in three minutes you may consider yourself an expert.

1. Your son worked for you in the business last summer, and you paid him a total of \$591. He also won \$10 in an advertising slogan contest. You can—
 - a. Take a full \$600 dependency exemption for him.
 - b. Take a half exemption.
 - c. Take no exemption.
2. While on vacation with your wife last summer, you entertained several men you do business with. Is this—
 - a. Deductible as a business expense?
 - b. Not deductible, since you were vacationing?
 - c. Deductible only if you and your wife file a joint return.
3. You made a non-business loan of \$2,000 to a friend last March, and he promptly disappeared, leaving absolutely no trace. You can probably—
 - a. Deduct the full amount as a bad debt on your 1952 return.
 - b. Deduct only half of it.
 - c. Take no deduction at all.
4. You earned more than \$3,600 in your business. The social security tax is—
 - a. Not levied on your own income.
 - b. \$81, paid with your income tax return.
 - c. \$54, paid to the Social Security Board.
 - d. \$54, paid with your income tax return.
5. Which of the following contributions is not deductible?
 - a. Your local Community Chest.
 - b. The American Legion.
 - c. A political party.
 - d. The YMCA.
6. You failed to take all your allowable deductions on your 1950 return. You can—
 - a. No longer file a claim for a refund.
 - b. File a refund claim as late as 1954.
 - c. Stop worrying, since you will get a refund automatically.
7. Your wife works for you in your business. She—
 - a. Is required to pay social security.
 - b. Is not subject to social security.
 - c. Can choose whether she does or does not want social security coverage.
8. In December, you spent \$1,000 for built-in bookshelves and wall-to-wall carpeting for your office, on which your lease has three years to run. You can—
 - a. Deduct the \$1,000 on your 1952 return.
 - b. Amortize the cost over the next three years.
 - c. Depreciate it over the life of the furnishings.
9. There are a few leaks in the shingle roof of your office building, so you construct a new tile roof. Taxwise, the cost is—
 - a. Deductible as a repair.
 - b. Deductible in the current year as an improvement.
 - c. Depreciable—a portion deductible each year of its useful life.
10. In determining your taxable income, which of the following taxes you pay is *not* allowed as a deduction?
 - a. Real estate tax.
 - b. State income tax.
 - c. State inheritance tax.
 - d. Motor vehicle license fee.

Answers to Quiz on page PT-21

Barnett Leaves GPL New Cinerama Exec.

NEW YORK—Herbert Barnett, one of the motion picture industry's best known projection and equipment engineers, recently became executive vice-president of Cinerama, Inc. Cinerama, Inc., is the company holding the license to manufacture equipment for use in the exhibition expansion program of Cinerama Productions Corporation, the production and exhibition company sponsoring the film at the Broadway, New York.

Barnett resigned as assistant to the president of General Precision Equipment Corporation. Earlier posts include that of engineering director for International Projector Corporation, executive vice-president of General Precision Laboratories, Inc., and work with the Bell Telephone Laboratories in research and development engineering.

For 1953-54 Barnett is president of the Society of Motion Picture and Television Engineers and has arranged a very active program for that organization.

First South African D-I Opens

JOHANNESBURG, SOUTH AFRICA—Completion of the first drive-in theatre in the Union of South Africa was recently announced. Constructed at a cost estimated to be over \$250,000, the ozoner can accommodate 650 cars.

The operators intend to build three more outdoor theatres in the near future, it is reported. Climatic conditions in nearly all areas of South Africa are ideally suited for this type of theatre.

Building RCA Plant In Spain

NEW YORK—Plans of the Radio Corporation of America to build a factory in Spain for the production of phonograph records, record players and television home receivers were announced recently by Frank M. Folsom, president of RCA.

Folsom said that the proposed plant, combining America's streamlined manufacturing principles with harmonious Spanish architecture, is expected to be completed in 1953. It is to be erected at a 322,000-square-foot site overlooking Madrid, on the main highway to Barajas Airport and the City of Barcelona.



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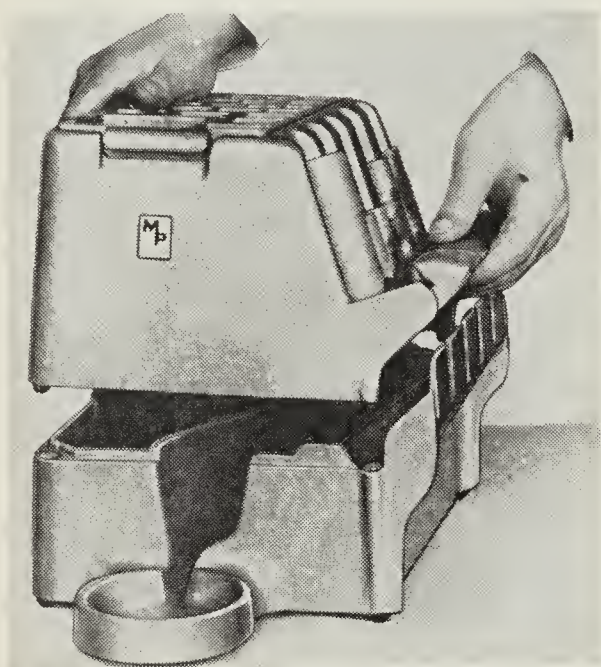
NEW PRODUCTS

... that have theatre interest



Coin Changer

Metal Products Engineering, Inc., Los Angeles, has announced the availability of their new MP Jr. Coin Changer. Said to weigh only nine pounds, the coin changer features a new inner storage box for currency that fits out of sight under the top tray. The removable top tray with recessed handles, lifts easily even when fully loaded with coins, and adequate utility



The new MP Jr. Coin Changer, manufactured by Metal Products Engineering, Inc., features a hidden currency storage box under the top tray.

space is provided in the tray for additional change, stamp pads, etc., and con-

tains slot for ten silver dollars.

According to the manufacturer, each touch of the thumb ejects a single coin into the palm, and the machine handles worn coins as easily as new ones without sticking or jamming. The body and component parts are constructed of non-breakable heavy gauge aluminum. High grade steel parts are cadmium plate for rust-proof protection, and heavy duty piano wire coil springs assure continuous trouble-free operation. The coin changer is finished in durable hammertone gray.

Emergency Power Plant

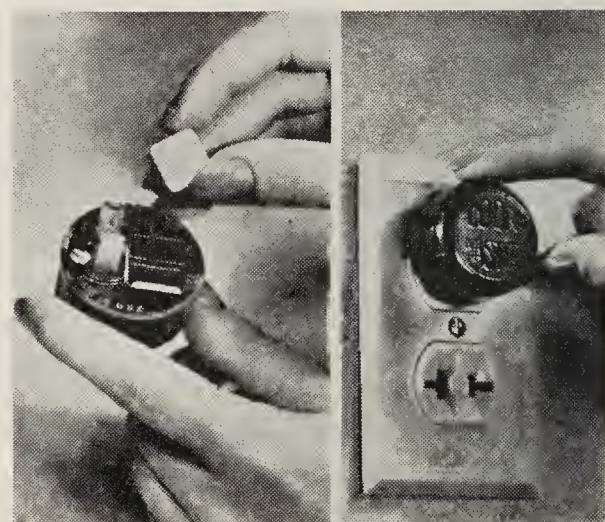
A new ultra-modern and electric generating plant, engineered primarily for emergency stand-by service, was recently announced by the Universal Motor Company, Oshkosh, Wisc. This new model has a 10 KW capacity suiting it for a wide range of applications, such as use as an emergency power plant for theatres. It is available with electric starting or can be supplied with controls which automatically start the plant the instant regular power fails.

An important feature of this model is its four cylinder air-cooled gasoline engine. Not having a water cooling system to require attention, it is claimed that maintenance needs are reduced to an absolute minimum. Its modern design makes it an extremely compact unit, saving on installation space.

This new plant can be furnished for single phase of three phase service, at either special or standard voltages.

New Deodorizer

A small electric deodorizer made of plastic is now being manufactured by the Electric Deodorizer Corporation, Detroit. The handy piece of equipment is one-and-one-half inches in diameter and three-quarters of an inch thick, and has two spring-type insert prongs for plugging into electrical outlets and two tiny compartments that hold one chlorophyll tablet each. It is claimed that within seconds after it is connected, the deodorizer emits an essence of chlorophyll which neutralizes unpleasant odors. The chlorophyll is circulated into the room continuously while the deodorizer is plugged in, at a cost of less than one cent a day for electricity and chlorophyll tablets, it is said. Each tablet lasts about 100 hours, and refills are available in packages of six.

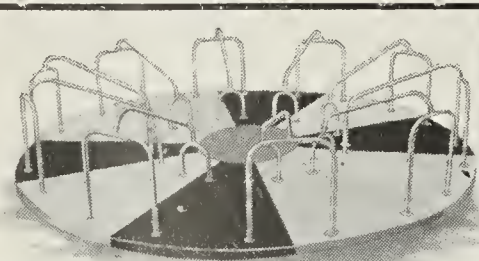


A handy electric deodorizer made of plastic, and using two chlorophyll tablets, is being sold by the Electric Deodorizer Corporation.

Mobile Amplifier

Drive-in operators might be interested in the line of Masco mobile amplifiers manufactured by the Mark Simpson Manufacturing Company, Long Island City. These amplifiers are available as separate items or with phon top with single or three-speed record player and complete equipment to make up a system, including microphone, trumpets, cable, connectors, carrying cases, and covers.

The Masco line includes 12 and 25 watt
(Continued on page PT-22)



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Healthful . . . ideal for every playground!

One to forty can play without supervision. Over 4,000 in use. Operates by simple body-shifting motion. No exposed mechanism; round, smooth edges. Also 6 ft. size for 12 youngsters or less. Write for FREE descriptive literature and prices.

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FREE: Just off the press! New, colorful literature describing the entire line of Miracle playground equipment and the famous *Miracle KIDDIE FAIRYLAND!* Write:

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All Williams Screen Facilities For 3-D

TOLEDO, O.—Production of silver screens for use with three-dimensional picture projection is now taking the entire facilities of the Williams Screen Company, Akron, according to a report from Harry C. Williams, president.

Super-reflective screens, which are adaptable to the peculiar requirements of all third-dimensional processes and wide screen systems, have been engineered to assure sharp, brilliant pictures with vivid contrast in any theatre.

These screens, which are produced from seamless plastic, remain permanently flexible. Perforations are clean cut, with no projecting fibres to impede sound or collect dirt. They are fungus proof and unaffected by moisture. Every screen is being shipped with a protective coating.

Recent installations of Williams 3-D screens include Loew's Aldine, Wilmington, Delaware; Settos' Ohio, Indianapolis; Loew's Palace, Memphis; Washington Theatres' Haltnorth, Cleveland; Loew's State, New Orleans; Switow's Kentucky, Louisville; Loew's Broad, Columbus; Valentine, Defiance, Ohio; Loew's State, Louisville, and Settos' Ranger, Lima, Ohio.

RCA's Industrial TV Ready

CAMDEN, N. J.—The first commercial model of the low-cost RCA Vidicon system of closed-circuit industrial television, representing a marked advance over experimental models previously demonstrated, was recently announced by the Radio Corporation of America.

The new model 1TV-5 industrial TV chain is designed to afford maximum simplicity, compactness, and ease of operation, good picture quality, and low cost operation, the company claimed. The camera includes the new Vidicon photoconductive camera tube, developed especially for industrial television by RCA engineers.

Designed to maintain continuous visual checks on numerous operation in industry and laboratories, the new equipment can be used in places that are remote.

YOUR TAX I.Q.

(Answers to quiz on page PT-19)

1. c. Your son's prize here would be considered taxable income. That raises his total income to \$601, and he cannot qualify as a dependent if he has income of \$600 or more.
2. a. The amounts spent should be deductible as business expenses, if you kept a careful record which lists them in detail, and shows clearly that the entertainment was with a predominating business motive and not merely reciprocal, or incident to the vacation.
3. b. A non-business bad debt is a capital loss. And you can take only \$1,000 a year in capital losses—unless you can apply them against capital gains. You are allowed to carry over unused losses for five years; better get expert advice.
4. b. Assuming your income is classified as self-employment income (see tax instructions) and is not from engaging in an exempt profession,

Letter to The Editor

Gentlemen:

For a long time an idea has been buzzing around inside me and I simply have to get it off my chest.

I have often wondered why auto sets have not been so arranged as to permit the utilization of their speakers for drive-in theatres. It should not be too difficult for the organization which represents this group to arrange such a modification in their sets. The initial cost is small and for those sets already out in the field local service men could install the needed jack either for a small fee or perhaps the theatre could give them free advertising. I feel that the set manufacturers would go along with this idea since it gives them another selling point.

The gains to the theatre owner are as follows:

1. Reduce the possibility of theft.
2. Eliminate the constant repair cost for speaker cones.
3. Eliminate the initial installation costs.

JACK GARRETSON,
Local No. 306,
New York.

Aluminum With Gold Finish

NEW YORK CITY—Possibilities for countless new uses for aluminum have opened up with the recent introduction of a new process called D'orium by Miracle Finishes, Inc., Brooklyn.

D'orium, licensed to Miracle Finishes, Inc., exclusively in the United States by Coloral, S. A. of Switzerland, gives aluminum a gold finish which is said to be so realistic that it is almost impossible to detect the difference by eye alone between it and genuine gold.

Six shades of gold can be achieved, as well as many other colors, all of which have a high lustre and are non-corrosive.

Market New Dust Remover

INDIANAPOLIS—A new and improved method of removing dust has been developed by the Parlee Company, it was announced recently.

a tax of 2¼% on the first \$3,600 is due with your income tax return—so you owe \$81.

5. c. You cannot deduct contributions to an organization which spends a substantial part of its time on lobbying of political propaganda.
6. b. In this case, you can file a claim for refund within three years from the date your return was due.
7. b. If your wife works for you, you are not supposed to pay social security taxes on her salary, nor is she supposed to make her contributions.
8. b. On leased property, you normally spread the cost of improvements over the life of the lease.
9. c. The roof is an improvement, not deductible currently like ordinary repairs. Its cost is deductible as depreciation spread over its estimated useful life.
10. c. Inheritance taxes are not deductible. The others listed are deductible.

SEAMLESS, SILVER 3-D SCREENS

Super-reflective screens for all third-dimensional processes and wide-screen systems; engineered to assure sharp, brilliant pictures with vivid contrast in any theatre.

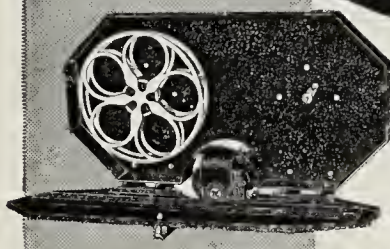
Produced of permanently flexible, seamless plastic. Clean-cut perforations, with no projecting fibres to impede sound or collect dirt. Fungus proof. Unaffected by moisture. Shipped with protective coating.

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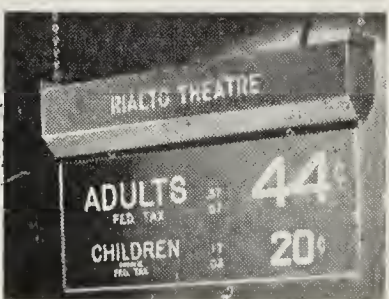
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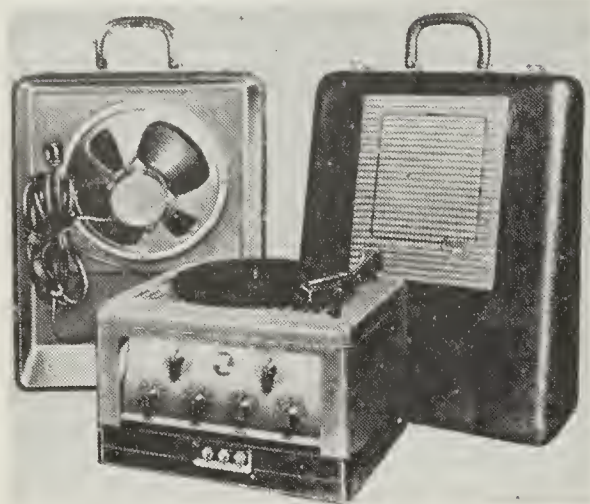
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682 Sixth Avenue New York 10, N. Y.

New Products

(Continued from page PT-20)



This new Masco mobile amplifier, made by the Mark Simpson Manufacturing Company, may be had as separate item, or a complete system.

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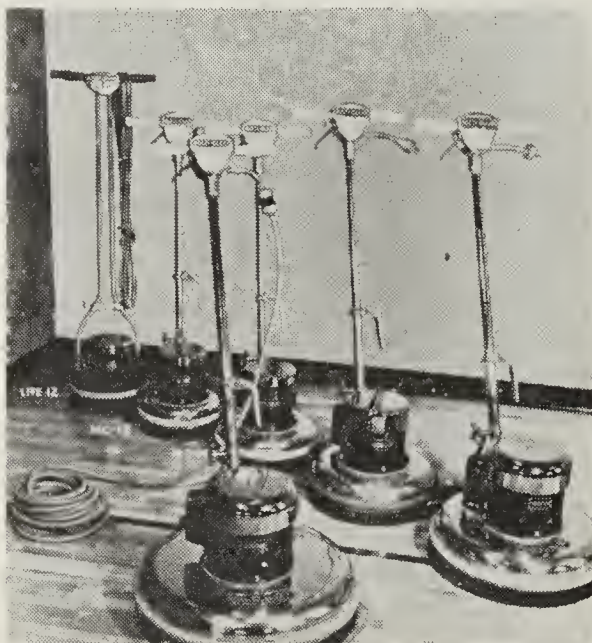
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amplifiers for 6-volt d.c. and 117-volt a.c. operation. The 12 watt amplifiers are also available for 12-volt d.c. and 117-volt a.c. operation.

Floor Machines

Production of a new all-purpose floor machine, the MC-22, was recently announced by Multi-Clean Products, Inc., St. Paul, Minn. The 22-inch machine was



Multi-Clean Products, Inc., is now marketing a new all-purpose floor machine designed for cleaning areas of 20,000 square feet or over.

developed, it is said, to serve institutions where labor costs are high and floor maintenance speed is all-important.

The machine is powered by a special General Electric one-and-one-half horsepower motor, and combined with its portability, it is said to be the ideal machine for floor areas of 20,000 square feet, or more. The Multi-Clean line now features six machine sizes to handle floor areas ranging in size from 750 to 20,000 square feet and over.

The manufacturer offers the following guide to the selection of the proper size floor machine: 12 inch machine, 750 to 2,000 square feet; 14 inch machine, 2,000 to 5,000 square feet; 16 inch machine, 5,000 to 10,000 square feet; 19 inch machine, 10,000 to 20,000 square feet; and 22 inch machine, 20,000 square feet or over.

Eprad Expands Facilities

TOLEDO, O.—The Eprad Company recently moved to new quarters at 1206 Cherry Street. The move represents an increase in the firm's floor space, and now totals 22,000 square feet.

Al Boudouris, president, anticipating a great increase in new construction of both outdoor and indoor theatres, said that this move to enlarged quarters will assure Eprad of the increased production facilities necessary to meet the expected demands on its drive-in equipment and theatre supply departments.

Philco President Optimistic About Future Operations

BOCA RATON, FLA.—William Balderston, president of Philco Corporation, recently told a convention of company distributors that Philco sales in 1952 exceeded \$360,000,000—an 18 per cent increase over 1951.

If general business continues at present levels, Philco has an opportunity to manufacture and sell more than 1,000,000

Lighting

(Continued from page PT-8)

A rectifier or generator burn-out will be the first indication to many exhibitors that they have overlooked a very important factor in converting to three-dimensional pictures.

Almost without exception present rectifiers in use for 35mm. projection arc supplies are designed to withstand operation for 20 minutes "on", and 20 minutes "off" cycles only. The intermittent "off" cooling period is necessary to avoid temperatures within the equipment which will damage and break down the electrical insulation and result in burn-out.

Generators likewise are designed for use under the present projection practice of dual operation only for a three to five minute period each 20 minutes. Operation of two lamps from one generator for lengthy and repeated periods will cause overheating of this type of equipment, and consequent burn-out.

Many exhibitors will learn, to their sorrow, that although their present arc power supply equipment will deliver the required power for the extended periods as required, the cumulative effects of the resultant overheating will result in failure.

Furthermore, this failure may not occur in days or weeks but perhaps in several months. Failures of this type will certainly not be covered by any manufacturer's guarantee and the exhibitor will have to bear the cost of repairs or new equipment, plus the loss of a few showings since there is no chance of limping along on one projector with present 3-D systems.

Strong is now manufacturing a new continuous-duty rectifier which will meet the requirements for 3-D projection under continuous-duty cycles for current ranges of 75-85 amperes when using a 9mm. bare positive carbon in an angle trim lamp.

Transformer taps provide adjustment to compensate for supply voltage variations through a range of 10 per cent above or 10 per cent below the rated a.c. input voltage throughout the output rating range.

The complete electrical and mechanical assembly consists of three transformers, six tube sockets and manually-operated output control handle which actuates the 8-point rotary switches that are employed to increase or decrease the output power even when the arc is burning.

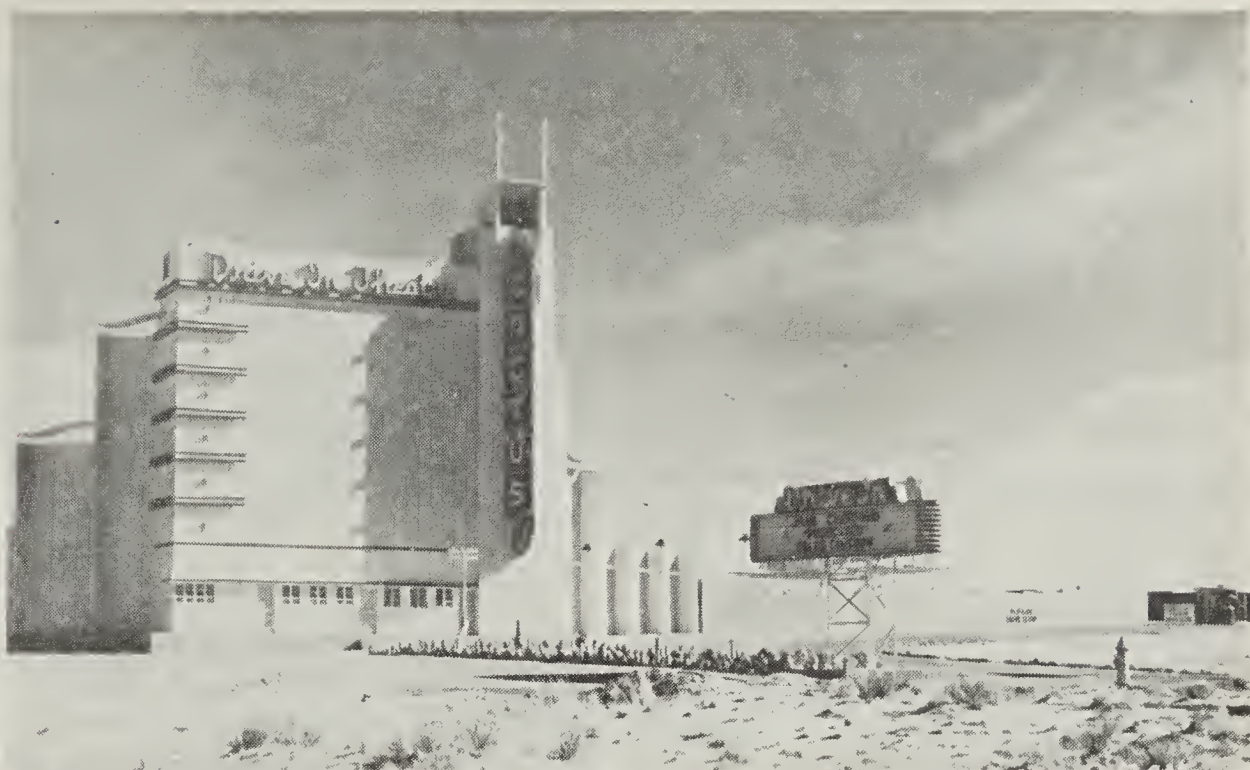
television receivers in 1953, Balderston predicted, in view of the planned opening of about 100 new television broadcasting stations in 1953.

"If general business forecasts continue to be as encouraging as they are today," Balderston said, "industry will roll out the goods at an unprecedented rate."

Plastic Reel Can Available

ROCHESTER, N. Y.—The plastic Kodascope Transparent Reel Can, is now available in the 400-foot 8mm. size, the Eastman Kodak Company has announced. The new reel cans simplify film storage and identification since the titles of the films stored within may be lettered on the white film leader and easily read through the transparent plastic.

DRIVE-IN THEATRES



Above: An example of the excellent and attractive designs that may be achieved by the use of Q-Products is the Cactus, Albuquerque, N. M. Left: Workmen fabricate, caulk and paint screen in convenient position on the ground. Designed to take the specified wind load it arrives cut to fit.

Speed And Beauty

Versatile Drive-In Building Material Helps To Reduce Time Of Construction

With the current rush on in the construction of new drive-in theatres, more theatremen than ever are aware of the need for speed and economy in the building of their ozoners. With the high costs of labor and material, the short operating season, anything which can cut down on building time is certainly worthy of attention.

A product which falls into this category is the Q-Panel, manufactured by the H. H. Robertson Company, Pittsburgh. This versatile building material comes in steel or aluminum, and is flat on one side and fluted on the other, with at least an inch and a half of incombustible insulation in the center.

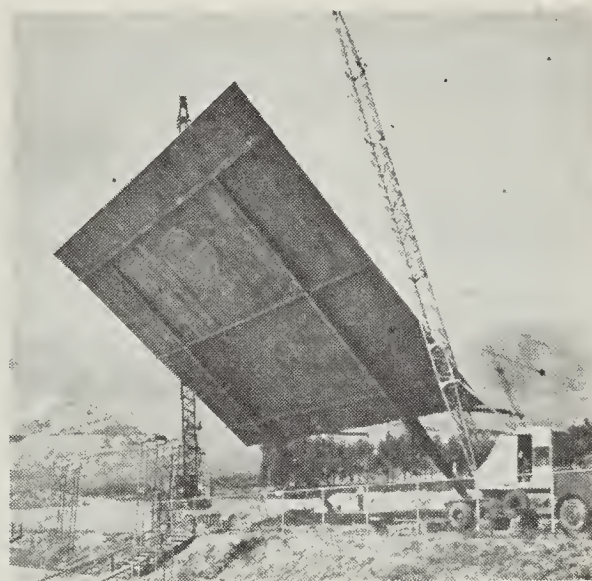
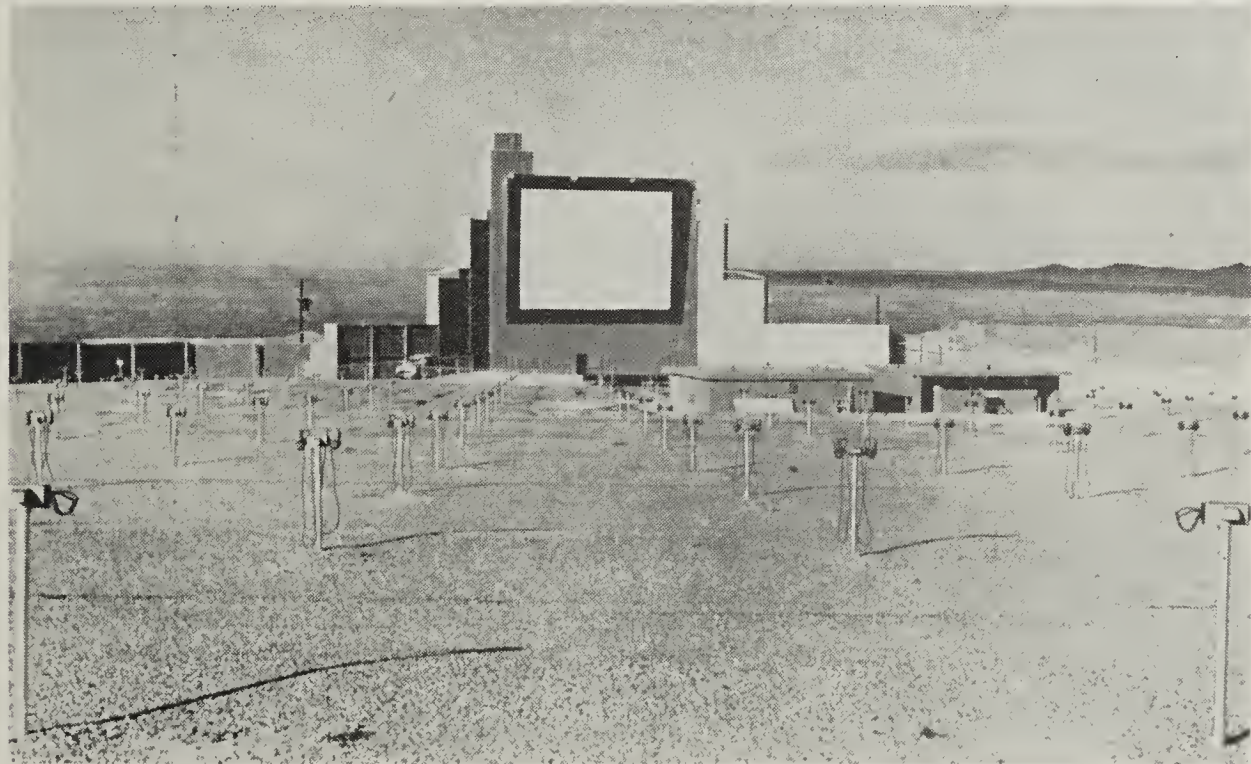
Q-Panels designed to take the specified wind load, arrive at the job cut to fit and are fastened to the structural steel by welding and bolting. A number of drive-

ins have found that the flat surface makes an excellent screen, and no treatment of joints is necessary since they are not visible when the picture is projected.

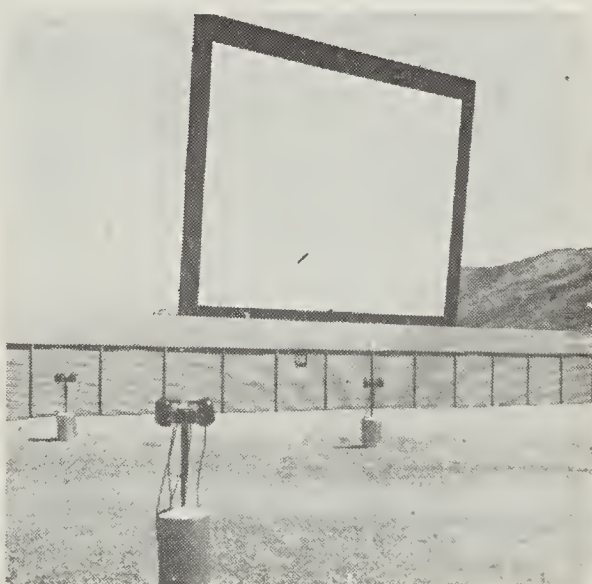
The fact that these Q-Panels come already assembled, and only require welding or bolting, greatly reduces the time of construction. The work is done on the ground and when completed the screen tower is lifted into place by cranes. According to Dallas architect Jack Corgan, who has constructed many drive-ins, it is possible for an experienced welder and two helpers to erect 8,500 square feet per day. At this rate a screen tower could be erected in from two to three days, as opposed to weeks for some other methods.

These Q-Panels are not restricted to use on screen towers. Their flexibility and beauty make them useful in a number of areas.

Below: View of a screen tower and screen constructed exclusively with Q-Units. On the right is a screen that measures 44 feet by 60 feet on a 12-foot six-inch span, and fencing built of Q-Panels.



Above: A drive-in screen tower which has been prepared on the ground is lifted in place by cranes. This is an example of how Q-Products can cut down on construction time and costs.



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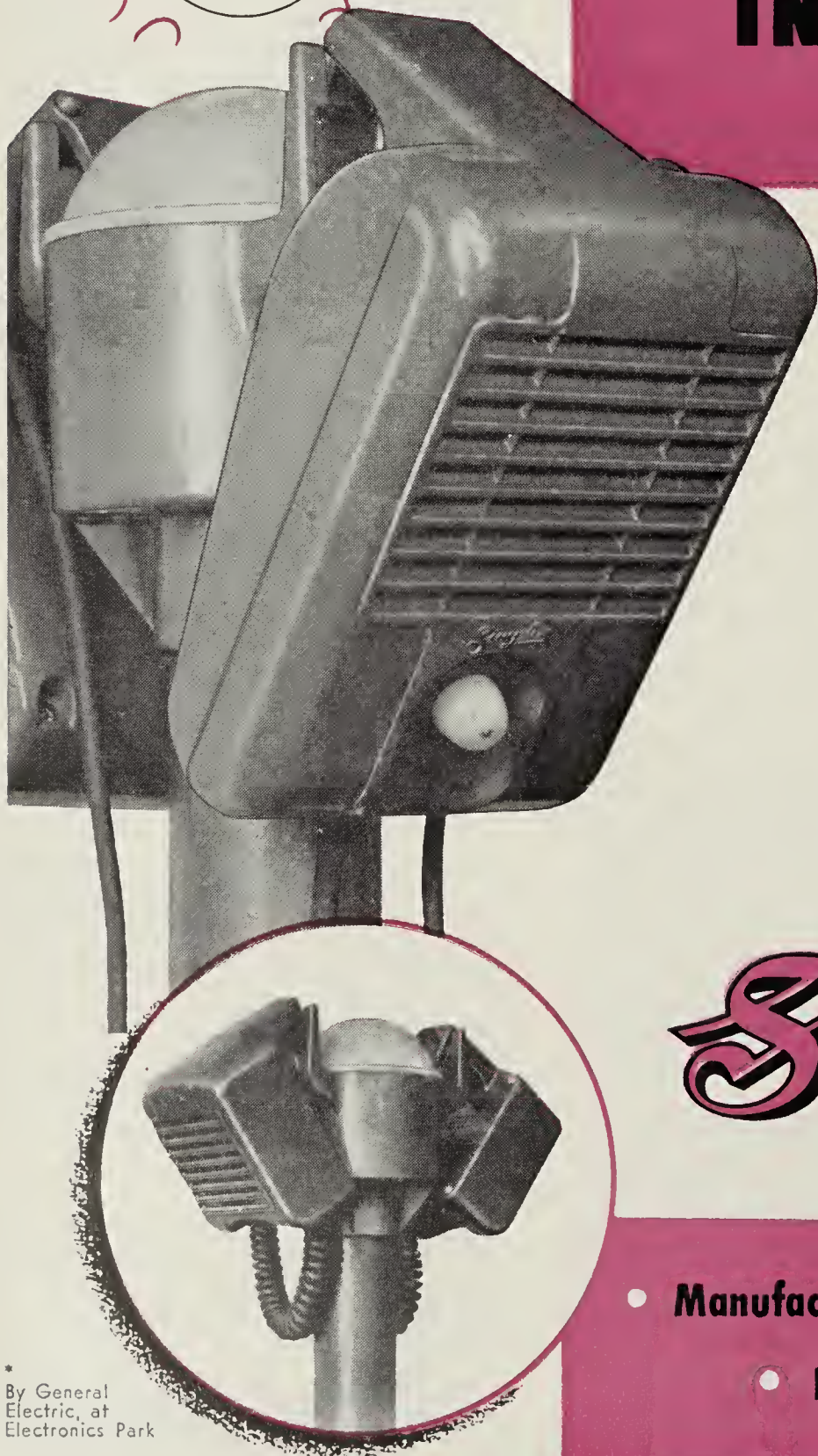
**RAIN, NOR SLEET,
NOR HEAT OF DAY..."**

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IN-A-CAR SPEAKERS

PROVED EFFECTIVE*

IN ALL WEATHER!



To get a true picture of the on-the-job qualities of SIMPLEX IN-A-CAR SPEAKERS, a number of speakers were taken directly from stock and subjected to the toughest test of all . . . two full years of day and night exposure to the weather's worst — sun, wind, rain, and cold.

At the end of the two years, these speakers were given a rigorous performance test . . . and they still sounded clear and loud enough to be in the radio in your home!

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NEWS OF THE

Territory

BRANCHES

Atlanta

The Variety Club gave a farewell party for Leonard Allen, publicity representative, Paramount, who resigned to move to Baton Rouge, La., to enter the drive-in business in association with Hap Barnes.

Marvin C. Miller, appointed city manager, Martin Theatres, Talladega, Ala., replaces Trammell Leverette. Miller came from Cordela, Ga. . . . Harry Glickman opened the Gay Films in Jacksonville, Fla.

MGM appointed Tommy Harper as exploiteer in Florida. He had been with Florida State Theatres in Orlando, Fla. . . . Lillian Parker, manager, Brentwood, Jacksonville, Fla., is back after illness. . . . Jack Galloway, formerly with Lippert, is now with Columbia, Jacksonville, Fla.

M. E. Woodall and Bill Harris, Lake and Ritz, Guntersville, Ala., were in. . . . F. E. Dyer, AA Charlotte branch manager, was in for a visit with A. C. Bromberg.

J. J. Booth, Jr., is the new owner, Hialeah, Hialeah, Fla. . . . Talgar Theatres, with headquarters in Jacksonville, Fla., started work on a 500-car drive-in at Stuart, Fla. . . . William Griffin, president, Cullman Amusement Company, Cullman, Ala., was appointed Cullman county chairman, "Crusade for Freedom" campaign.

Jack Fitzwater has been appointed general manager, Baylan Drive-In Theatres, by P. J. Sones. He will have charge of the Dale, Mabry, and Fun-Lan, Tampa, Fla., and the 28th Street Drive-In, St. Petersburg, Fla.

Memphis

The 64 Drive-In, Russellville, Ark., was sold by W. L. Spicer to Henley Smith, Pocahontas, Ark.

COLUMBIA — Glen Brown, Reno, Ark., was visiting. . . . Miss Corinne Walsh, head shipper, is receiving sympathy of the staff in the death of her mother.

The Memphis police department ordered movie houses to discontinue "Bank Night." The order came on the heels of a shakeup in city government. Mayor Overton resigned effective on March 1, and was succeeded by Frank Tobey, Commissioner of Finance and Institutions. Into the commissioner's shoes stepped the former old time police commissioner, Joe Boyle. Police chief Ed Reeves issued the order after a conference with Commissioner Armour. Reeves said the action was taken "in the interest of the general welfare of Memphis citizens." "Complaints have reached us that theatre employees have been making house to house calls inviting individuals to register for the jackpots," Chief Reeves said. "We

feel that the 'Bank Nights' have developed into a situation which is not wholesome to the citizens as a whole." "Bank Nights" were declared legal last October as then operated, though they had been banned several years ago, and have only been operated during the past year by J. M. West, owner, Hollywood, and three Malco houses. Under the "Bank Night" rules, the winner could be inside or outside the theatre when his number was called, but he was required to answer "present" within two minutes after his name was announced. When asked for comment, West and a spokesman for Malco replied "no comment."

20TH-FOX — Visiting exhibitors included William Elias, Osceola, Ark.; Miss Louise Mask, Bolivar, Tenn.; J. K. Jamison, Sr., Bald Knob, Ark.; J. K. Jamison, Jr., McCary, Ark.; Mrs. J. C. Noble,

Leland, Miss.; W. D. Gray, Rutherford, Tenn.; Eugene Higginbotham, Leachville, Ark.; W. R. Ringger, Lake City, Ark.; Leon Rountree, Holly Springs, Miss.; Mr. and Mrs. L. E. Smith, Marmaduke, Ark.; Mr. and Mrs. Henley Smith, Pocahontas, Ark.; N. B. Fair, Somerville, Tenn., and Ben Jackson, Ruleville, Miss.

New Orleans

O. O. Fontenot's Joy, Dubank, La., was completely destroyed by fire. . . . Frank Smith, Grand Isle, La., was hobbling on crutches. . . . Garland Thornhill, business manager, Mitchell Drive-In, Hammond, La., called on his buyer and booker, J. G. Broggi. . . . Maxine D'Arcourt, in the Paramount home office publicity department for more than a year, is now back home looking about to resume connections. She was

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formerly with Joy's Booking Service Company and Pittman Theatres, Inc. . . . Mrs. Rene Brunet, Sr., stopped briefly on Film Row to exchange greetings.

Richard O. Schmidt, head, Army Booking Office, Atlanta, visited. . . . Biney Marcantel, manager, Pelican Drive-In, Jennings, La., and the missus were in from Welsh, La., to buy and book. Marcantel's father, Joseph, is the owner of the ozoner. . . . Also buying and booking were Robert Molzon, Norco, La.; Ann Molzon, Labadieville La., Roy Pfeiffer, Istrouma, Baton Rouge, La.; Bernard Fonseca, Ashton, La.; Mickey Versen, C-Wall, Morgan City, La.; Milton Guidry, southwest Louisiana theatre owner, and Lefty Cheramie, Rebstock, Golden Meadows, La.

Hap Barnes, sole owner, Rebel Drive-In, Baton Rouge, La., made his initial rounds accompanied by Spence Pierce, manager of his Knoxville, Tenn., drive-in, who will be around for a week or so to break in new manager Leonard Allen.

Exhibitors calling were: Samuel Corte, Laurel; Mrs. Bertha Foster, Violet, Port Sulphur, La.; J. A. Parker, Westwego, La.; Sydney L. Whittington, Tivoli, Baton Rouge, La., and John Williams, Lamar and State, Jackson, Miss.

Confined to their homes with the flu were Cy Bridges, MGM, and Joe Silvers, 20th-Fox booker. . . . Ted Malone, World Theatre Service representative, was minus his car for several hours. The police sergeant announced its theft, and the strange occupant must have listened to the radio in the car for it was in full blast when the policemen discovered the car a mile or so away from Film Row.

Calling on Theatres Service were "Preacher" Crossley and Reuben De-Gruuy, Laurel, Miss. . . . Making the rounds were E. Jenner, Ellisville, Miss.; W. B. Burrill, Clayton, La.; J. J. D'Antoni, Ann, Baton Rouge, La.; Frank Corbitt, Laurel, Miss.; Mayor Lew Langlois, New Roads, La., and E. O. Hicks, New, Ferriday, La.

The Avenue was the scene again of noon devotional services during Lent, sponsored by the New Orleans Council of Churches.

Loran E. Eleam, Color Laboratories, Inc., Portland, was in.

"Limelight" was scheduled for reopening at the Avenue for a two-week engagement, in spite of its withdrawal from the Orpheum after a request by the American Legion.

Correction: The new Brad Drive-In under construction in Plaquemine, La., isn't for J. Omer Hebert, as previously reported. William Cobb, associate theatre owner and president, Exhibitors Poster Exchange, and B. W. Stevens, Theatre Display Service, are the owners. The construction and landscaping is under the supervision of Stevens, while both had a hand in drawing up the design.

Hap Barnes, head of conventional and drive-in theatres in the Atlanta territory, became the sole owner of the Rebel Drive-In, Baton Rouge, La., when he purchased Robert L. Long's half interest.

Frank Olah, Star, Albany, La., was in as were John Luster, W.W. Page Amusement Company, Robeline, La.; Ernest Drake, Ponchatoula, La., and Vincent Smolcich, Roxy, Bilox, Miss.

Ed Ortte turned over the buying and booking for his and Clint Vucovich's Sky-chief, Pensacola, Fla., to Page Baker, Theatres Service Company. . . . City and suburban exhibitors making the rounds were: Paul Brunet, Dixie; Rene Brunet, Imperial; S. E. Mortimore and Lyle Shiel, Skyvue Drive-In, and Jacques Dicharry, Lincoln, and coowner with Mrs. Lazarus in the Circle and Carver.

Florida Jacksonville

Ben Newman, Ben Newman Associates, and Nelson Gunther, Banner Candy Company vice-president in charge of sales, both of New York City, were in. Newman is the national theatre representative for the Banner Company and the Dairy Maid Chocolate Company.

The city's most popular disc jockey, Speed Veal, WJHP, broadcast recordings from "The Stars Are Singing" in the Florida lobby in advance. . . . In a similar stunt, Sheldon Mandell, St. Johns manager, had a juke organ under the marquee playing the music of "The Jazz Singer." . . . Joe Taylor is subbing as manager, Hillsboro Drive-In, Tampa, Fla., during the illness of R. J. Thorsted. . . .

Lex Benton and Bill Wallace, Benton Brothers Film Express, took off for a week's fishing in waters of the Gulf Stream as guests of Iggy Carbonell, Key West, Fla., theatre owner. . . . Arvin Rothschild, general manager, National Theatre Enterprises, said that his company's new Negro drive-in, the Moncrief, is due to open soon. Local strikes of AFL craft unions slowed building operations. . . . Charlie T. Jordan, Warner branch office here, was conferring with W. O. Williamson, Warner district manager from Atlanta. . . . Betty Roby and Rose Hilsord joined Metro as booking clerks, and Lou Compton has become a contract clerk in the same office. . . . Fred Hull, Metro branch manager, and Tommy Harper, his exploitation man, journeyed down the East Coast to Melbourne, Fla., where they visited the set of "The Big Leaguer," Merto picture. They also went to Cypress Gardens, water skiing center, where Esther Williams' new Metro picture, "Easy To Love," is being filmed. . . . Harry Botwick, Florida State Theatres executive, returned from a week's trip.

Out-of-town exhibitors seen here included George Painter, Fort Meade, Fla., and M. C. Moore, Lake Shore, Fla.

Miami

Universal-International's "Seminole," which had its world premiere at the Miami, launched a series of territorial openings. The Florida openings were followed by a gala premiere at the Weis, Savannah, launching a series of Georgia territorial saturation openings. In connection with the Savannah opening and other Georgia playdates, U-I used a group of eight Seminole Indians for advance promotional purposes.

In town for the opening of "Come Back, Little Sheba," Embassy and Roosevelt, were Leonard Allen, Paramount, Atlanta, and Edward Olsen, Paramount, Charlotte. . . . The Variety Children's Hospital was to get the proceeds of the business done by the Yellow Cab which operates from the stand near the front of the Town during the run of "Taxi."

North Carolina Greensboro

The local Carolina, and the Carolina, Winston-Salem, N. C., are installing equipment to permit the showing of 3-D films. Neill McGill, local manager, said the project there entails an expenditure of about \$5,000. Urey K. Rice, manager, Winston-Salem house, says the showing of 3-D films there is expected to begin around the end of March or the first of April.

Sanford

Work will be started immediately on a new theatre to be known as the Wilrik, on Carthage Street, according to W. Banks, Wilkins, a stockholder in a newly-formed corporation, which also operates the Temple. The building will be of brick construction and will have a seating capacity of about 500. Other incorporators of the new firm are L. P. Cox and W. M. Womble, Sanford. The firm has authorized capital of \$100,000.

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Marrero, La.

NEWS OF THE

Territory

Chicago

RKO home office executives, headed by Charles Boasberg, general manager, and Walter Branson, assistant general sales manager, arrived to conduct the fourth in a coast-to-coast series of meetings with the field sales force for the company's "25th Anniversary Drive."

James Randall was named Regal assistant manager. . . . The Granada was used by Loyola University for graduation ceremonies. . . . John Leslie was named Buckingham manager. . . . Theatre advertising in newspapers dropped between seven and eight per cent in 1952, with 3,718,958 lines against 4,109,364 in the previous year.

Charlie Nesbitt, formerly of the Harding, was named Chicago co-manager. . . . Seymour Simon, attorney for Van Nomikos in his \$1,025,000 anti-trust suit against the majors and B and K, was given permission by Judge Igoe to inspect relevant records of the defendants.

Pat Joyce was named to the Clark staff. . . . Eight weeks playing time was granted "Salome" by Judge Igoe. Petition for an extended run for "The Jazz Singer" was withdrawn in Judge Igoe's court, and the picture will play for two weeks at the Chicago starting on March 6.

B and K managers Vic Fischer, Howard, and Max Milstein, Norshore, switched places. . . . Joe Lyman, Princess, White Hall, Ill., posted a reward of \$25 for the arrest of persons who slashed newly reupholstered seats.

Rogers Glover was named Tivoli manager. . . . With some theatres reporting audience collections of more than \$1,000 at the outset of the Variety Club drive for La Rabidia Sanitarium, an unprecedented total amount is expected. . . . Larry Whittaker was named to the Tower management.

Louis Calamari, B and K manager, was happy over his transfer from the Southtown to the Harding, 10 minutes from his home. . . . Mr. and Mrs. J. C. Davenport bought the Ritz, Crossville, Ill. . . . Manager Bill Studdart was transferred from the Tivoli to the Southtown.

A diamond ring as a door prize was awarded each night for a week at the Paramount, Anderson, Ind., in an auto display tieup, arranged by manager D. C. Murray. . . . J. Gregory bought the 54 Drive-In, Kankakee, Ill. . . . David Barret, 38, recently appointed Carnegie manager, was arrested by Lieutenant Drew Sheehan, chief, censorship bureau, and "Casque d' Or" was confiscated on charges he failed to delete portions of the French film, as was ordered.

Colonel H. A. Cole
Could Use A Kiddie Car

WASHINGTON, D. C. — Colonel H. A. Cole, Texas Allied leader and co-chairman of the COMPO effort to eliminate the 20 per cent federal amusement tax, found it necessary to cancel reservations for the Allied Theatre Owners convention of Oklahoma in Oklahoma City, Feb. 23-25.

Spending most of his time in the House of Representatives these days, the colonel reports that the corridors are a mile long, and he thinks a kiddie car would alleviate the situation, and help him get around faster. March 6 is Cole's 72nd birthday, but it was beginning to look as if he'd celebrate the occasion here instead of Dallas.

George J. Barkes, 59, projectionist for 40 years, whose last work was at the Vogue, died after a heart attack. Survivors are his widow, two sons, and three grandchildren.

Elizabeth G. Gutseik, McVicker's, found \$30 in folded currency on the floor of the crowded balcony, and promptly turned it in to manager Les Stepner. . . . Dale Moody, Strand manager, Tuscola, Ill., is to wed on April 26.

Dallas

In Austin, Tex., a bill exempting admissions up to \$1 from state tax was approved by the House Revenue and Taxation Committee, and sent to the House. The present law exempts admissions up to 50 cents. It was explained at the committee hearing that it will cost theatre operators from \$15,000 to \$25,000 to install equipment to show three dimensional films. Higher admissions would pay for this, according to R. J. O'Donnell, Interstate Circuit vice-president; W. O. Reid, COMPO, and Preston Smith, Lubbock, Tex., independent operator.

L. R. Robertson, killed in the crash of a plane shortly after takeoff from Miami, Fla., en route to New Orleans, formerly owned the Erray and Maple, and sold them to go into oil business. He was a member of the Variety Club, Tent 17. Lynn Stocker, district manager, Theatre Enterprises, Inc., had a reservation on the same flight, but cancelled it at the last minute.

Paramount obtained George Jessel as auctioneer and master of ceremonies for the charity fashion sale to be held on March 7 at the Shamrock Hotel, Houston, Tex. They awaited confirmation of Rosemary Clooney's appearance as honor guest at the sale, which will be in connection with "The Stars Are Singing," to open at the Majestic on March 12. The charity fashion sale is sponsored by the Variety Club, Tent 34.

In Bonham, Tex., the American announced completion of installation of Haywood Wakefield deluxe loge rocking chair seats. The American is the first theatre in the state to offer such theatre

seating. The Cole family plans further innovations and improvements.

PETTICOAT PRATTLE — Sandy Wood, brother of Jean Wood, Phil Isley Theatres, wrote to tell her how he won a bet in Colombo, Ceylon, when Dana Andrews spent an hour in a bull session with about 40 of the wounded boys en route home from Korea. During a short leave, they were watching Dana Andrews and Vivien Leigh, on location there for "Elephant Walk," and someone bet Wood he couldn't get Andrews to join him in a beer. Wood won the bet, and made some new friends, too. . . . Texas Theatre Service added Dorothy Bobbitt, formerly secretary to Tony Philbin, Metro office manager, to its personnel. . . . Betty Newman, secretary to Ed Green, lost her bride's standing when Jeanie Davidson was married to John Howell at Grace Methodist Church. Miss Newman has been Mrs. Billy Jack Karnes since November. Leon Couch is Mrs. Howell's "office boss." . . . Ruth Woodard, secretary to Leroy Bickel, Metro, relieves at Hope Cottage from 6 to 9:00 p.m. several times a month. The Community Chest agency for babies needs this volunteer work as it averages at least 50 babies from three days to one year of age. Anyone interested in helping can get information from her. . . . Rowley United has Mildred Freeman back after a visit to her father in Carlsbad, N. M. She planned to be gone for a few days but had a relapse of the flu, and was gone for two weeks. . . . Mosec's committee of the Girls Luncheon Club mailed out an attractive bulletin to members announcing as guest speaker, Miss Jean Hubbard, leading Powers School of Charm model. Miss Hubbard's subject was set as "Be Your Most Attractive Self."

Raymond Willie, Interstate Circuit, was in from the west coast to investigate the 3-D situation. He was so enthusiastic that he called R. J. O'Donnell, who joined him. They looked at rushes on WB's "House of Wax" and Paramount's "Sangaree," and checked 20th-Century's Cinemascope.

Max Gendel, Cinerama Corporation, New York, was in, and expressed great interest in the four walls of a proper building at Fair Park which could be converted into a theatre at a cost of \$100,000. He would expect Cinerama to run a year. He was also talking to the Interstate Circuit, and the Palace downtown has been under discussion.

An aide of the Kirby, Houston, Tex., was held up, and robbed of \$19.

With the Trans-Texas theatre group taking over the Melba and Varsity, there was a possibility that Louis Novy, the group's bossman, may move the home offices to Dallas from Austin, Tex. Novy has been in this country since 1912, when he landed at Galveston, Tex., a Polish immigrant boy without a penny or a word of English to call his own, he still is awed by the unlimited possibilities the United States offers a man with bootstraps. He should know, as he has pulled himself up by them from working in a Dallas

candy factory for \$6 a week to his present post. A top civic leader in Austin, he served on all welfare and charity drives, and knocked himself out selling bonds during World War II. He has a phenomenal memory in regard to his business. Novy is a hard man to beat in a gin rummy game as many a Texas showman has learned, but his unconsciously amusing remarks are worth it. It's well known that during the war he lent money right and left to soldiers stationed around Austin, endorsed their checks without batting an eye, and he's helped many a student through the University. Raymond Willie, Jr., Metro publicity department, will manage the Melba, and have charge of all publicity for Trans-Texas Theatres. He was with Metro for a year, and left for his new position with Novy. He is the son of Raymond Willie, Sr., interstate executive.

Denver

Columbia contract player Rosemarie Bowe and three showgirls from the cast of "All Ashore," Irene Bolton, Betty Carr and Rica Owen, made a western personal appearance tour with the picture. The girls, who opened at the Paramount, here, and the Chief, Colorado Springs, Colo., were also at the Lensic, Santa Fe, N. M., and the State, Albuquerque, N. M. They then moved to Portland, Seattle, and Tacoma, Wash., where they were joined by Mickey Rooney.

Gibraltar Enterprises, having theatres in four states, moved to the edge of the business district into its own building. Charles Gilmour, president, bought a substantial residence built in 1889. Gilmour has remodeled the first floor for his own use, and will remodel the second floor for a suitable tenant. The house still has the original cut-glass windows, mosaic the floors, and antique cut-glass chandeliers complete with candles, gas jets, and electric lamps. None of the original furnishings were altered except to add modern office facilities.

Western Union is putting Teletypes in offices along Film Row in anticipation of closing its branch office there.

Civic Theatres opened the Holiday, which, before remodeling, was the Egyptian. . . . Fred Knill, office manager, Gibraltar Enterprises, spent time on vacation and on business on the west coast.

F. A. Bateman, western division manager, Republic, was in to hold a sales meeting. Attending were Gene Gerbase, branch manager, and Jimmy Ecker and Dick Fulham, salesmen.

James Velde, western sales manager, United Artists, was in to hold a sales meeting. At the gathering were M. R. Austin, branch manager, and William Sombar and Al Brandon, salesmen. . . . Carl Benefeld is getting ready for the opening soon of the new Bronco, Clayton, N. M.

The apartment of Charles Allum, city manager, Fox Intermountain Theatres, Laramie, Wyo., was ransacked. Allum

thought that a suit was missing, and tried to convince the insurance adjuster of that fact. But the adjuster just laughed. "Now, Charlie," he said, "You know it is not reasonable that anyone would fit into one of your outsize suits." Allum agreed with him, and admitted it would be folly for anyone to steal one of his outsize suits. The payoff came when the robber was arrested in Loveland, Colo., and he was not only wearing the suit, but had a pillow stuffed inside to fill it out.

Seen on Film Row were: Kelly Crawford, Farmington, Colo.; J. C. Parker, Dalhart, Texas; Mr. and Mrs. Paul Heeney, Kremmling, Colo.; Mike Joseph, San Luis, Colo.; Fred Hall, Akron, Colo.; Harry McDonald, Torrington, Wyo.; George Kelloff, Aguilar, Colo.; C. E. Bradshaw, Martin, S. D.; Ed Hartman, Kansas City, Mo.; E. M. Austey, Roy, N. M.; Cliff Mann, Rangely, Colo.; Gus Daskalos and Steve Nitse, Las Vegas, N. M., and Frank Aydelotte and R. H. Dowdy, Fort Collins, Colo.

Des Moines

Leo Wolcott, Eldora, Ia., board chairman, Iowa and Nebraska Allied, reported that both Wilbur Snaper and Abram F. Myers are scheduled to attend the Iowa-Nebraska Allied convention to be held here on May 12-13.

The Iowa department, American Legion, urged its members to boycott "Limelight," scheduled to open at the RKO Orpheum.

Myron Blank, head, Central States Theatre Corporation, believes that 3-D systems as now introduced will not be practical for drive-ins. . . . Officials announced that the Fox, Washington, Ia., will be closed, and not be reopened until further notice. Reason for the closing was given as the shortage of suitable product.

The theatre at Walnut, Ia., closed its doors, ending a community project which started in 1940 when the original Walnut was destroyed by fire. . . . A group of 45 citizens of Mediapolis and the surrounding area are now operating the Swan, Mediapolis, Ia. . . . Ben Chaiken was named a booker for RKO, replacing Cloyd Street, now with Warners.

Kansas City

Cle Bratton, Ritz, Council Groves, Kans., named his new drive-in the Chief. . . . The Osage, Stover, Mo., closed indefinitely. . . . Fred Harpst, general manager, Aillied Independent Theatre Owners of Kansas and Missouri, announced that April 28-29 are the dates for the spring convention at the Phillips Hotel.

After an absence of 10 years, Isabel Cohn is back at Metro in the accounting department. . . . Word was received from Denver that former district manager Ward Scott, 20th-Fox, died after illness of several months. . . . About 50 film folks from Kansas City attended the funeral of Homer Strowig in Abilene, Kans. He was killed when his car turned over at Wamego, Kans., en route to

Kansas City. He had three theatres in Abilene, interest in the Capitol Drive-In, Des Moines, and partner in the drive-in at Herington, Kans., as well as theatres in Andarka, Okla.

A fire destroyed the concession stand and one row of seats in Druwood's Roxy. . . . James Gleason has taken over the operation of the Southtown. . . . Herman Ilmer is operating the Tivoli. . . . Caroline Diggs, contract clerk, Columbia, resigned. . . . Short subjects booker Geraldine Summers, Columbia, announced her engagement. . . . Joe Manfre, city salesman, Warners, left the hospital. . . . Jack Braunagel, general manager, Commonwealth Drive-Ins, was a patient at Research Hospital. . . . Roscoe Thompson, Warner salesman, was still a patient at St. Luke's Hospital. . . . Charles Crawford, former salesman, Allied Artists, and recently returned from Korea, is the new office manager-head booker, RKO, replacing Bob Krause, resigned.

Finney Bryant, second shipper, Columbia, returned after an operation. . . . Van Heflin paid a visit to Film Row. . . . Ed Hartman, Motion Picture Booking Agency, returned from a business trip in Denver. . . . Gus Diamond, who operates several drive-ins in Southern California, and who formerly operated theatres in Kansas, was a visitor. . . . Lon Cox, Vogue, Salina, Kans., was in.

Seen were: Bill and Audrey Flynn, drive-ins, Emporia, Kans., and Great Bend, Kans., Jess DeLong, C. E. Cook, Jay Wooten, Ben Adams, and J. Leo Hayob.

M. B. Presley recently returned from a vacation in New Mexico. . . . Bev. Miller, Leavenworth and Jefferson City, Mo., returned from a vacation in Mexico. . . . Bettie Randolph, PBX operator, Columbia, spent a weekend in St. Joseph, Mo. . . . The girls at MGM took Mary Sullivan, steno, to lunch on her 21st birthday.

Construction is under way on Howard Larsen's 450-car drive-in at Webb City, Mo. . . . Senn Lawler, Fox Midwest Theatres, was vacationing. . . . W. V. Toney, Tri-States Circuit, Des Moines, was the guest of Harold Lyon, Paramount. . . . Ed Golden, Vogue, was vacationing in Miami Beach, Fla. . . . Don Walker, publicity man, Warners, was back from a trip to Joplin, Mo.

Harold Wirthwein, western division manager, Allied Artists, conducted a sales meeting. . . . Mr. and Mrs. Ted Cauger spent a couple of weeks in Mexico. . . . Phyllis Robinson, MGM clerk, will be married during Easter. . . . Howard Strumm, Poppers, returned from Omaha. . . . Dolores Fischer, secretary to Columbia's office manager, announced her engagement. . . . Jackie Lee, RKO contract clerk, resigned.

B. C. Marcus, mid-western division manager, Columbia, returned from Minneapolis. . . . Vernon Smith, salesman, MGM, stricken with the flu and rushed to a hospital, is back on the job.

Los Angeles

Steve Broidy, Allied Artists president, has been elected president, Temple Israel of Hollywood. Other officers elected are: Sherrill C. Corwin, chairman of the board; Leslie Cramer, William J. Goldman, Joe Herman, Jr., and Paul Ziffren, vice-presidents; Harold L. Fleischer, recording secretary; Harold J. Mirisch, financial secretary; I. C. Gordean and Milton Sherman, assistant recording secretaries; Jack Weiner, assistant financial secretary; Philip Wain, treasurer, and Harry Eisner, honorary treasurer.

Milwaukee

"How To Get The Most Out Of Your Advertising Dollar" will be the subject of a discussion on drive-in theatre advertising, exploitation, and promotion by E. R. Brennan, district manager, Standard Theatres, who operate both drive-in and conventional theatres throughout Wisconsin, at the national drive-in convention to be held at the Schroeder Hotel on March 24-25-26.

Billie Pierce, manager, Savoy, is resigning to accept the management of Mike Chesnick's New Highway 15 Drive-In on Highway 15, six miles from Waukesha, Wisconsin.

Clarence Olson is now sales manager for Preferred, covering Denver, Salt Lake, Des Moines, Omaha, and Kansas City.

Joan Meyer, secretary, Screen Guild-Lippert is engaged to Al Mangan, who was home before leaving for overseas duty.

E. W. Van Norman, manager, Times, Wauwatosa, Wis., and one of the pioneer exhibitors, told the Central Lions Club at a luncheon that the industry is still experimenting with a half dozen 3-D techniques.

Minneapolis

Three new members joined North Central Allied, according to Stanley D. Kane, NCA executive counsel, are C. J. Hodgdon, Park, Brycelyn, Minn., Ed Fredine, DeMarce, Benson, Minn., and H. N. Everhart, Lake, Stewartville, Minn. . . . Mr. and Mrs. Clayton Johnson are the new managers, Rialto, North St. Paul, Minn. . . . New seats and improved sound equipment have been installed in the Gem, Balaton, Minn. . . . Don Stern closed the Community, Clear Lake, Wis., temporarily. . . . Fire gutted the Milan, Milan, Wis. Owner Arnold Kallien is undecided as to whether he will rebuild.

Four new drive-in projects have been announced. Cinema Corporation will build a 600-car drive-in, the North Star, north of LaCrosse, Wis. Jim and George Le-Tourneau, State, Windom, Minn., will build a 300-car drive-in east of Windom. Ernest Schweigerdt announced plans for a drive-in near Miller, S. D. O. K. Butts, Mott, N. D., will build a drive-in, the Playhouse, at Mott. . . . Frank Hill, Hutchinson, Kans., has been appointed manager, Yankton, Yankton, S. D., replacing Vern Peterson. . . . E. F. Streed closed the New Franklin, Franklin, Minn.

Rose Dietrick has been named manager, Towne, New Holstein, Wis., replacing Warren Moyle, named manager, Eskin Circuit's Ringling and Julian, Baraboo, Wis. . . . James Fergen has been named manager, State and College, and Sioux Drive-In, Brookings, S. D., by Leo and Dan Peterson, owners. . . . Two Williston, N. D., businessmen in the heart of the booming oil country have applied to the state attorney general for a theatre franchise at Tioga, N. D. The Tioga Theatre Company also has announced plans for a 500-seat theatre to be built next summer.

The State was charging 85 cents afternoons and \$1.10 evenings for "Bwana Devil." . . . Seven Minnesota Congressmen and two Senators are in favor of repeal of the 20 per cent tax and two Congressmen are favorably disposed to the idea, but not committed, according to Stanley Kane, executive counsel, North Central Allied.

Oklahoma City

The Variety Club of Oklahoma, Tent 22, moved from the Black Hotel to the space formerly occupied by KOMA on the 24th floor of the Biltmore Hotel. . . . A bill was introduced in the House of Representatives, HB 70, to act as a safety measure, prohibiting erection of screens where they can be seen from highways. The Theatre Owners of Oklahoma, Inc., is watching the bill.

Robert Clyde Parham, Ponca City, Okla., has taken over the management of the Petit, Hominy, Okla., succeeding Mac Wood, who is moving to Frederick, Okla., where he will handle two theatres in the downtown district and a drive-in.

Four reels of film were stolen at Geary, Okla., while they awaited the Mistletoe Express pickup at the Geary. Bill Copeland, manager, said his projectionist left the film in the regular pickup place.

Omaha

Beverly Lawrence, receptionist at Paramount, announced her engagement to Richard Wells. . . . Remodeling work is progressing on the Rock, Bassett, Neb., which Charles Coryell sold to Rawley Connell, Neligh, Neb. Coryell has been in poor health. . . . Harold Dunn, Valentine, Neb., exhibitor, was allowed to leave the hospital following an operation and take up convalescent quarters in a hotel. . . . Mrs. Ed Kugel, Holstein, Ia., has been on the sick list.

Portland

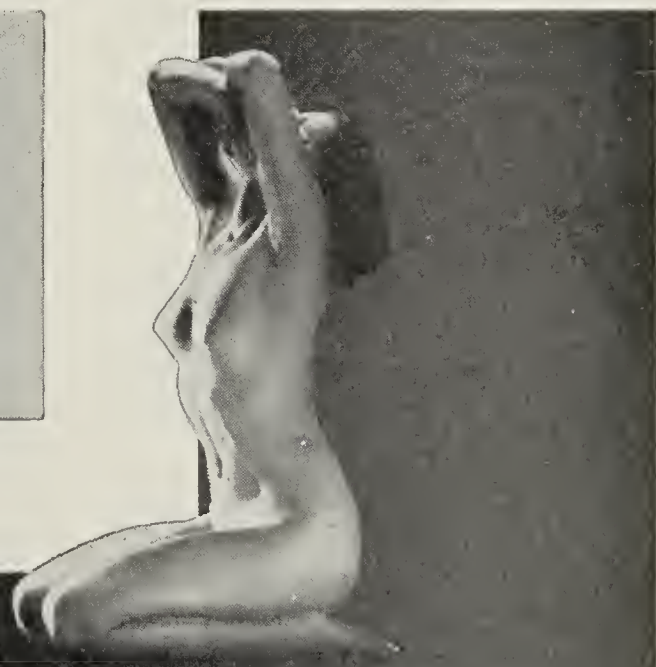
Equipment for big screen TV was installed in John Hamrick's Roxy, according to general manager Marvin Fox. The equipment is the first installed in a Portland theatre. Installation was personally supervised by Victor Trad, president, Trad Television Corporation. . . . In Columbia, Mont., work was nearing completion on the new Flathead Valley Midway outdoor. Owners Ernie Massman and Walt Thompson who also own and operate the theatres at Columbia Falls and Whitefish, Mont., expect the theatre will be in operation within two months.

Orville L. Woods, 56, owner-operator, Roxy and Liberty Drive-Ins, Coquille, Ore., died of a heart attack.

St. Louis

Tom Bloomer, Belleville, Ill., president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, gave an optimistic report on the third-dimensional developments in an address to the members of the Better Films Council of Greater St. Louis. Miss Peggy Ann Garner made a personal appearance. Mrs. Guy Randall, general chairman, reviewing committees and school bulletins, reported on the motion pictures shown in the first-runs, while Mrs. A. O. Walter, film service com-

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mittee chairman, reported on the films available for program.

Out-of-town exhibitors seen included: Russell Armentrout, Louisiana, Mo.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill.; Loren Cluser, Salem, Ill.; Forrest Pirtle, Jerseyville, Ill.; Bob Johnson, Fairfield, Ill.; Keith Coleman, Mount Carmel, Ill.; Bill Williams, Union, Mo.; William Dean Davis, West Plains, Mo.; Judge Frank Z. Reller, Wentzville, Mo.; J. M. Ennis, Quincy, Ill., and John Rees, Wells-ville, Mo.

Jim Johnson, manager, Hollywood and Majestic, Albion, Ill., resigned to accept a job with a defense plant at Pontiac, Mich. George Dunn, Harrisburg, Ill., succeeded Johnson as resident manager.

The next regular meeting of the St. Louis loge Colosseum of Motion Picture Salesmen of America, will be held in the Melbourne Hotel on March 14.

A total of \$361.50 was collected by the Marlow theatres in Herrin, Ill., for "The March of Dimes," while the two Marlow theatres in Murphysboro, Ill., collected a total of \$601.06.

Salt Lake City

The Vigilante, Helena, Mont., has been reopened under the management of E. R. Munger, who purchased a lease on the building from Fox Intermountain. The theatre has been completely redecorated.

San Antonio

Among the out-of-town exhibitors in were: Eddie Reyana, Ruben Frels Theatre Circuit, Victoria, Tex.; Mr. and Mrs. Jose Navarro, National, Taylor, Tex., and Theodore Diaz, Galveston and Beaumont, Tex. . . . Many of the staff members of the Azteca Film Exchange are back following a bout with the flu.

Olivia Ayala, Azteca, returned following a visit to Laredo, Tex., where she attended the wedding of her brother, Raymond, with the Laredo Theatres, Inc. . . . The fire department assisted in the promotion of the Clasa-Mohme film, "Bombero Atomico," at the Alameda.

Mr. and Mrs. Lew Bray were in from Harlingen, Tex., with their new baby daughter, their second. The mother is the former Mary Welker, Interstate staff. . . . George Kazemar, assistant manager, Empire, returned following illness.

San Francisco

The Market street first-runs were negotiating with the stage hands union, Local 16, preliminary to signing a new contract. Theatremen on the negotiating committee are UP's Mark Alling, Golden Gate; Spence Leve, Fox West Coast; Earl Long, AB; Graham Kislingbury, North Coast Theatres, and Boyd Sparrow, Loew's Warfield. On the wage scale and working conditions committee of the local are Charles Carmen, chairman; Herschel Conley, and John Carroll. George Ward is business agent. . . . The Row was

saddened by news of the death of Mrs. Joseph Hanley, mother of Warner office manager Joseph Hanley. . . . George Mann, president, Theatre Service Agency, accompanied by Mrs. Mann, will leave on March 20 for New York, where they will board the United States for a European trip. . . . Max Bercutt, Warner field man, was in Portland and Seattle setting up campaigns on "I Confess." . . . Westland Theatres took over the Rivoli, Fresno, Cal., from Gamble and O'Keefe. . . . New at United Artists is June Ypeike. . . . L. E. Tillman, manager, Columbia north-western division, was in Portland and Seattle. . . . Margaret Bowyer, secretary, Columbia, is recuperating following illness. . . . N. P. "Red" Jacobs, president, Favorite, was scheduled in Los Angeles. . . . Ray Richman, National Screen Service salesman, is away from town in his North Coast territory. . . . Pekins and Espy will reopen the Starlight, Redding, Cal. . . . Juanita Crowe returned to NSS office as booker. . . . E. W. Chapman and Herbert Rosen, Royal Amusement, Honolulu, were in. . . . Harry Bechtel replaced Anton Knudson as night manager, Lippert's News Vue. . . . The St. Francis was visited by a man with a gun covered by a brown paper bag. Cashier Eleanor Keanne said he handed her a note demanding money. She gave him \$100, and he quickly disappeared. . . . At Paramount, Frances Johnson, biller, was promoted to the booking department, replacing Edward Weber, who returned to the University of California. . . . U-I employees celebrated the Charles Feldman 25th anniversary with a luncheon at the Domino Club attended by 40 bookers. Manager Ted Reisch was host. . . . Changes at General Theatrical include Ray Harris, former manager, Avenue, going over to manage the Roosevelt, replacing Don Wine. Russell Beach is the new Avenue head man. . . . Don Beltz, assistant, Stage Door, resigned to work in the scenery department of RKO, Los Angeles. . . . Joseph Leyden replaced Beltz at Jack Allen's Stage Door.

Visitors were: Fred Stein, United Artists, Los Angeles; H. B. Nevill, San Miguel, Cal.; Woody Estes, Chico, Cal.; John Bowles, Fresno, Cal.; Burl Smith, Chowchilla, Cal.; Mrs. Mel Mosher, St. Helena, Cal.; Pete Kypros, Oakland, Cal.; Warren Johnson, Highway City, Cal., and Bob Patton, Sonora, Cal.

The Chamber of Commerce in addition to the city's largest department store, The Emporium, radio and television personalities, California's "Maid o' Cotton," and the promotion manager of The San Francisco Chronicle joined hands with publicist Anne Belfer, U-I field man Mike Vogel, and North Coast district manager Graham Kislingbury in making "The Mississippi Gambler" a sure bet at the Orpheum.

N. P. "Red" Jacobs, president, Favorite Films, closed a deal whereby he bought out Goodman and Kaufman in the 11 western states and nationally. This means Favorite will distribute Classic pictures. Herbert Kaufman goes to Favorite as general manager under the new managerial setup.

Seattle

Mr. and Mrs. Frank Airey, former owners of theatres at Twisp and Winthrop, Wash., were on the Row as was Leonard Raatz, who used to own the Oak Harbor, Oak Harbor, Whidbey Island. He reports the theatre resold again for the third time. . . . Allen Wieder, MGM field man, was in Portland. Also in Portland and in southern Oregon was Walter Hoffman, Paramount publicity director. . . . Republic salesman Bud Hamilton returned from a trip. . . . Cecil Thompson and Harry Plunkett, both with NTS, were working out of state, Thompson in the Montana area and Plunkett in the Portland territory. . . . Mr. and Mrs. Harry Wood, auditing at 20th-Fox, were called back to San Francisco by illness. . . . On the committee representing Local F-21 and negotiating with men from the home office, were Lou Cobb, Tommy Tomlinson, and Celia Blatt.

Three neighborhood theatres joined Sterling Theatres. The Lake City, Bel Vue, and Gateway, Kirkland, were leased by Pete Higgins. Said Higgins, "With Sterling taking over operation if the theatres, each of the areas will have access to a greater variety of bookings than ever before."

Bumps Sutton, former manager, Crest, has been named manager, Sterling's Bel-Vue, and Al Larpenteur, managing the Palomar, took over at the Crest.

The Northwest's ultra-modern Sunset Drive-In, four miles east of Seattle, reopened with many new innovations. . . . E. A. Darby, Machez and Toppenish, Wash., was on the Row accompanied by his father. His Top Hi Drive-In, Toppenish, reopened. . . . Herman Wobber, 20th-Fox district manager, visited. . . . Ben Slow, Vale, Cashmere, Wash., turned his account over to Saffles Theatre Service. He is contemplating a new drive-in between Cashmere and Leavenworth, Wash. . . . Funeral services for James W. Parry, formerly a Film Row booker for 25 years, were held.

Promotion to herald the opening at the Music Hall of "Never Wave at a Wac" included a parade to the theatre, plus band music.

Mr. and Mrs. Bob Walker, Allied Artists salesman, were expecting the stork. . . . Oscar Chiniquy, manager, National Theatre Supply branch, was in Portland supervising the installation of a third-dimensional screen at the Paramount. . . . Eileen Parton (formerly Kelly), Paramount biller, returned from her honeymoon. . . . Ray Couch, formerly connected with the Dream, Sedro Wooley, Wash., and now a booker for the Northern State Hospital, was in.

Film Row visitors included: Mike Barovic, Puyallup and Sumner, Wash.; the Stahlcupps, Tacoma, Wash.; Glen Spencer, Tacoma; Keith Beckwith, North Bend, Wash.; Eddie Snow, Mount Vernon, Wash., and Mr. and Mrs. Henry Philpott, Craigmont and Winchester, Idaho.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Councilman Edward N. Waldvogel has come up with a proposal to "save" neighborhood and suburban houses. He has submitted an ordinance in City Council to free from the city tax all houses charging 50 cents or less for admission tickets. "This would affect nearly all suburban theatres, and would, I believe, be their salvation," Waldvogel declared. Loss in tax revenue would be an estimated \$60,-986 annually, but would be offset by preservation of other tax revenues now being paid, the councilman added. Earlier this year, Council refused to exempt all local houses from the present city three per cent admissions tax, claiming it would cost the city \$250,000 annually.

Three-dimensional films have the Ohio censors in a quandary. With no equipment for viewing 3-D films, Dr. Clyde Hissong, state education director, said his censors might pass them after viewings in the flat, only to discover they were "eye-poppers" on 3-D screens. Dr. Hissong hasn't yet requested an appropriation for 3-D equipment, but said he might decide to have his censors review new 3-D films in houses already equipped before approving them.

A small local company, Polacoat, Inc., has suddenly been transformed into a major industry. One of only two firms holding basic patents on polarized glass and plastic, Polacoat is multiplying its production facilities to fill orders for millions of pairs of glasses for viewing 3-D pictures.

National Theatre Supply installed Natural Vision equipment in the local Albee, Keith, Dayton, and Palace, Columbus, O., all RKO houses; Atheno, Athens, O., and Strand, Lexington, Ky., both Schine houses, and the Logan, Logan, W. Va., owned by C. and M. Theatre Company.

Business continues slow at neighborhood, suburban and small-town houses, being off 10 per cent or more during January compared with the same month last year in many locations, according to reports by several exhibitors. It was pointed out that continued publicity to the effect that 3-D is "saving" the movie industry, will have an unfavorable effect on efforts to get the 20 per cent federal admissions tax rescinded. "While a few houses are benefiting from showings of 3-D's, thousands of smaller neighborhood and small-town houses still are finding it difficult to break even," was the report by several exhibitors operating nabe houses.

Amateur photographers had a field day when four sweater-wearing starlets posed for two hours in the lobby of the Capitol as a feature of the local promotion for

Columbia's "All Ashore," with those taking the best photos receiving awards. Both Dick Haymes and the gals also made numerous TV and personal appearances.

Mel Martin, television star, will serve as master of ceremonies at a donor luncheon of Variety Wives on April 15 in the Netherland Plaza Hotel. Proceeds will be donated to the Variety Foundation for Crippled Children. Variety Club members are selling tickets for the Hollywood Ice Review at the Cincinnati Garden, March 3-11 with a percentage going to the same fund.

James B. Neff, 20th-Fox booker, was the subject of a local newspaper feature story for his collection of autographs of 240 world personalities, which he began accumulating six years ago to aid the education of his two children. The collection was on view recently in a branch of the Public Library.

At an annual stockholders meeting of Theatre Owners' Corporation, a resolution was unanimously adopted protesting the action of Republic in selling a large block of pictures to television. Also condemned was the action of other distributors in selling films to television, while still serving theatres, as "biting the hand that feeds them."

Jay Goldberg, Realart branch manager, booked "Hell Is Sold Out" into Loew's Ohio, Columbus, O., for the week of March 14.

Cleveland

Milton A. Mooney, president, Co-operative Theatres of Cleveland and Co-operative Theatres of Buffalo, buying-bookings service, is branching out into the television field, and is now buying and booking pictures for TV stations. His first contract, with WHIZ, channel 50, Zanesville, O., provides that he will service the station with motion pictures for the entire year. All of these pictures will be on 16mm. film.

The Ohio, Cuyahoga Falls, O., leased two months ago to M. B. Horwitz, head, Washington Circuit, has been sold to a church, and will be vacated by Horwitz on March 9. During the few weeks of its operation, the theatre has been built up as an art house. In announcing the closing, Horwitz stated foreign and art films will not be entirely abandoned in Cuyahoga Falls, but will be shown at the Falls and State, as the occasion presents itself. As a result of the closing of the Ohio, manager Henrietta Hunkel was transferred to the Falls to succeed manager Paul McCavitt, who resigned to rejoin the RKO Circuit in Cleveland. Horwitz also announced a managerial change at the State, where Lou Lutz, formerly of New Castle, Pa., took over succeeding Adam Goeltz. Goeltz resigned to go into another business.

RKO general sales manager Charles Boasberg, Nat Levy, Sid Kramer, and Milton Platt were in for a regional meeting to discuss plans for the company's 25th anniversary drive. Present were dis-

trict manager Morris Lefko and the branch managers in his district, Max Westebec, Albany; Jack Chinell, Buffalo; Otto Ebert, Detroit; Russ Brentlinger, Indianapolis; Stanley Jacques, Cincinnati, and Jack Bernstein, Cleveland.

Edward Cutler is back with RKO as booker, a post he held until he resigned to move to Florida. . . . Dorothy Freeman, secretary to Loew's Theatres division manager Frank Murphy, announced her engagement to Nat Hiller, New York, with a May wedding in the planning stage. Miss Freeman has been secretary to five district managers during her 13 years with Loew organization.

George Wakeley is playing Spanish pictures one or two days each week at his Limelite, Woodville, O. A large Mexican population supports this policy.

Jack O'Connell and the city fathers of Paulding, O., came to a happy agreement over the three per cent admission tax. In protest, O'Connell closed his Paulding on Jan. 17. Effort was made to reach an agreement by substituting a \$500 annual license fee for the three per cent tax. O'Connell refused to accept this proposition. The Village Council came up with a new plan whereby the Paulding will donate all receipts for two days a year to the general fund to be used for recreational programs. O'Connell agreed to this, and the theatre reopened on Feb. 20. All proceeds from the opening day were donated to the city's polio fund.

By latest count, 37 Ohio theatres ordered 3-D equipment installation from National Theatre Supply Company. The Berea, Berea, O., and the Vine, Willoughby, O., joined the line of those waiting for installation. Warners' Youngstown, Youngstown, O., opens on March 12 with "Bwana Devil," the second booking in the exchange area. The first was the local Allen. On March 13 Joe Robin's Daniel, Warren, O., opens with it, and Warners' Ohio, Canton, Ohio., has a March 19 opening date.

Dale Elleman has the climate problem licked. In the summer, he operates his drive-in theatres in Bellefontaine, O., and Belle Center, O. In the winter, he operates his Tampa, Fla., Drive-In.

Herbert Hoglan, Genoa, O., is looking west for profits. Reportedly, he is about to build a drive-in in Iowa. . . . In Mount Vernon, O., the mayor publicly proclaimed that for one day the name of the town's Public Square was changed to Rosemary Clooney Square. This was all part of the Vernon's promotion for "The Stars Are Singing." The "Limelight" booking for the Palace has been withdrawn. . . . Nat Barach, branch manager, and Irving Marcus, salesman, National Screen Service, attended the convention in New York. . . . Ray Moon, assistant to U-I general sales manager Charles Feldman, paid the exchange a brief business visit.

Detroit

Arthur Knight, well-know film critic and lecturer, came in for a series of

speaking engagements on the subject of the new 3-D movies. Detroit will be the first city outside New York to see Cinerama, which opens on March 23 at the Music Hall. Knight is also scheduled to speak at both Wayne University and the University of Michigan.

Allied Theatres of Michigan will hold its 34th annual convention at the Hotel Tuller on April 27-29. This annual meeting has been advanced to a spring convention because of the keen immediate interest being displayed in third-dimensional projection. Engineers and other experts will be on hand to explain progress, development, and other plans on third dimension. A full day will be devoted to drive-ins with speakers on construction, planning, projection, confectations and cocession operation, sales promotion, film buying, and insurance. Meetings at luncheon will be served at the Bel-Air Drive-In, owned and operated by Charles Komer, and Adolph and Irving Goldberg, Community Theatres. Full time will also be devoted to indoor theatres as well. Pearce Parkhurst, manager-owner, Lansing Drive-In, Lansing, Mich., has been appointed general chairman of the convention committee.

Earl J. Hudson, executive vice-president, western division, American Broadcasting Company, will be honored at a banquet on March 16 at the Sheraton Cadillac Hotel. The testimonial celebration is being arranged by the Variety Club. Before he was named to the American Broadcasting Company post, Hudson served as president, United Detroit Theatres, a group of 17 theatres in Greater Detroit. He joined the organization as an assistant executive in 1934. In addition to his theatrical experience, Hudson has been associated with numerous civic activities. He is president, United Cerebral Palsy Association of Michigan, a member of the executive committee of the United Foundation, and former vice-president, Civic Light Opera Association of Detroit. Hudson will be replaced as head of the Cerebral Palsy association by Raymond J. Meurer, Detroit attorney, after he leaves for Hollywood to assume his new duties with ABC.

The Broadway Capitol, operated by the Saul Korman Circuit, will undertake a first-run policy, it was announced by Weldon Parsons, manager. The theatre has been operating on a 24-hour-a-day policy.

Nathan Schreiber, operator of several theatres, and his wife celebrated their 47th wedding anniversary at a dinner in the Lee Plaza Hotel. More than 50 guests were present, all members of the family, including children and grandchildren. Nate's brother, Charles, flew in from Los Angeles.

Gil Green, manager, Michigan, says everything happens to him. He hired a pretty gal to work behind the candy counter. She was doing fine, said her teacher who was training her, except on one early sale. While her teacher was busy with another customer, the student sold four candy bars. The customer showed up in Green's office in two minutes,

and was angry. In the customer's hand was a dented wooden candy bar. "What goes here?" Green offered deep apologies, and replaced the wooden bars with chocolate ones. The supply is fresh every day. So the candy bars on top are wood, and for display only. The little trainee just got confused.

Harold H. Brown, executive in charge of film buying, United Detroit Theatres, was named general manager of the theatre company. He has been associated with United Detroit Theatres since 1935, beginning as a manager and then changing to the buying department. Except for services in the army in World War II, his association has been continuous. In his new capacity, Brown is charged with responsibility of operating 17 UDT theatres in the Detroit area.

Well-known figures in Detroit's theatrical world have just been appointed to key posts in the Cinerama organization bringing the new entertainment to the Music Hall on March 23. The appointments were announced by Zeb Epstein, assistant to Cinerama's director of exhibition, Joseph Kaufman. Frank Upton will manage the Music Hall. He was long identified with the United Detroit Theatres as assistant to Earl J. Hudson, with time out for three years with the marines overseas during World War II. Recently he was theatre supervisor for W. S. Butterfield Theatres. William Loll has been appointed treasurer. Since 1918, Loll has been a familiar face behind ticket windows. A third appointment is that of William Green as local press representative. He has represented such film organizations as MGM and Columbia as well as theatrical personalities.

Fred Preston, 83, builder and operator, Highland Park, suburban Highland Park, until his retirement in 1925, died recently in his home after a three-year illness. Born in Chatham, O., he came to Detroit 56 years ago, and opened the Cottage Grove, Highland Park, the first theatre in that area. Surviving are his wife, one son, and a grandson.

Indianapolis

Plans were completed for a luncheon of drive-in exhibitors at the Hotel Lincoln on March 18. The luncheon will be followed by a work shop to discuss and trade information on plans and problems for the coming season. There is no registration fee or charge other than the luncheon fee.

The Indiana was robbed of \$4,500 by a gunman who staged the stickup in the office of manager Alvin W. Hendricks as he and three other employees were counting the receipts.

Pittsburgh

Fred Kunkel, just out of the army, and back on the job at Loew's Ritz, says he was held up in the separation center at Fort Knox, Ky., because they had his name as "Hunkel," and wishes everyone would get it straight. Okeh, he's Kunkel.

"Treasure of the Golden Condor" was sneak previewed at the Fulton. . . . Lloyd D. Weir is the new Warner film sales-

man for the Erie, Pa., territory. He's the son of May Weir, a booker at the exchange. . . . Ben Steerman, Warner Theatres executive, is losing his secretary. Mrs. Jim Malone is leaving to fill a bassinet in April. The Malones have one youngster, 10. . . . The R. W. Kneptons, he's with Warners in the contact department, are off on a fortnight's motor tour of New York and Connecticut. His temporary replacement is Raymond Ayrey, from the home office. . . . The Harry Hendels, Granada, drive to Florida in a new car. They'll be back in the Spring. . . . Airman First Class Harold Hanna and the former Joyce Ann Dawson are honeymooning in New York following a February wedding. The groom, son of 20th-Fox shipper Ben Hanna, recently returned from Japan, and will be stationed with the 71st Fighter Interceptor Group at the Pittsburgh Airport.

The Variety Club, Tent 1, started a monthly buffet dinner. Mayor David Lawrence was the first speaker. William Finkel and George Neff are co-chairmen of the affairs. . . . John Keady resigned from the Warner Circuit contact office to join the U. S. Steel Company as an auditor at the J. Edgar Thompson works. He was replaced by Sarah Krill.

Ronnie Mayer, son of MGM cashier John Mayer, made the varsity basketball team at Duke University. He was a floor star locally at Avalon High School. . . . John Maloney and the missus are in Florida for a vacation. He's division manager for Metro, and headquarters here.

Benny Steerman, Warner Circuit executive, is back from a Florida vacation. . . . Columbia set 25 neighborhood and suburban theatres for two first-runs, passing up a downtown run. The films are "The Prince of Pirates" and "The Pathfinder." Early in March two more are booked, "One Girl's Confession" and "Problem Girls."

Cleo Moore, a newcomer, in "Strange Fascination," will make the usual newspaper and radio rounds to exploit her film as well as "One Girl's Confession," in which she has a role.

A fire near the Plaza and Metropolitan in the Bloomfield section caused 800 persons to leave the two theatres. A supply of candy and theatre equipment was damaged by water.

William C. Martin was named manager, Manos, Jeannette, Pa. He has been with the Manos circuit for 24 years in various capacities. . . . The Kayton Amusement Company, which owns two indoor theatres in Franklin, Pa., and two outdoor houses, is planning a third drive-in for the growing circuit near Milford, Pa.

"Fuzzy" Lund, owner, Carmichaels, Carmichaels, Pa., was elected president, Chamber of Commerce. . . . The Strand, St. Michaels, Pa., closed for an indefinite period.

Emil Foryan, shipper, 20th-Fox, is the proud father of a daughter, Barbara Ann. . . . Charles Rich, former Warner district manager, was in. He now distributes independent films.

NEWS OF THE

Territory

Boston
Crosstown

The first rear-projection equipment in a theatre in New England has been installed at the Brattle, Cambridge, Mass., a famous landmark. The theatre was purchased by Bryant Haliday and Cyrus Harvey, Jr., two Harvard graduates formerly connected with the theatre when it was devoted to stage plays. The new owners, handling their own buying and booking, have decided upon an art policy of foreign language and English films. In putting in projection equipment in the booth-less Brattle, they selected Century "Academy Award" projector machines and sound, and placed them behind the screen of cellulose acetate, which throws a transmitted rather than a reflected light. The placement of the booth will not in any way interfere with the size of the stage so that at any time the theatre can be returned to legitimate stage productions. Eddie Comi, Massachusetts Theatre Equipment, was in charge of the installation of the entire booth. The owners also installed 380 new Heywood-Wakefield "Encore" blue corduroy, self-rising seats, and had the inside of the house repainted, recarpeted, and redecorated throughout. Theodore Ames, Boston architect, drew up the plans for the remodeling, while the inside decor was handled by Haliday. Joan Connor is the publicist, and the two projectionists are William Lubao and Harold Pearl. The theatre opened its doors with the German "Captain From Koepenick," followed by "The Queen Of Spades," an English film. On the evening before the opening, Haliday and Harvey threw an invitational screening for the press with a tour of inspection. The Brattle has emerged as one of the most attractive intimate theatres in this area.

House Bill 2070, which seeks to have the Department of Public Safety be authorized to approve all films imported from foreign countries before exhibition in theatres in the Commonwealth, was heard at the State House. The bill was petitioned by John P. McMorro, its only proponent at the hearing. Opponents were Ray Feeley, executive secretary, Independent Exhibitors, Inc., New England unit of Allied, and Frank Lydon, executive secretary, Allied Theatres of New England, Inc. They stated that they felt it was unconstitutional to regulate interstate commerce, and that the bill was so ambiguous that it set no standards by which the Commissioner nor the Department of Public Safety could make operative the proposed legislation. They also brought out the recent opinion handed down by the U. S. Supreme Court that it is illegal to ban a film before it has been exhibited. In accordance with the old Sunday Blue Laws in the state, every film that is shown in theatres must be submitted to the Department of

Public Safety, and passed by them for Sunday showings only. The proposed bill would preclude the local censorship authority now enjoyed on foreign films by the separate communities. Wires of protest to the proposed bill were sent to George Rawson, clerk, Committee on Public Safety, by various exchanges, including one from Regal Pictures Corporation, another from George Kraska, pioneer exhibitor and distributor in Boston, Embassy Pictures Corporation, the Brattle, Cambridge, Mass., and others.

More than 900 persons filled the main ballroom of the Sheraton-Plaza Hotel for the third annual dinner of the Amasa Howe Award, hosted by The Boston Press Club, when James B. Reston, The New York Times reporter, was the chief speaker. Rudolph Elie, The Boston Herald columnist, was the toastmaster as well as the president, Press Club. The Amasa Howe Award, given annually by the club for the "Best Newspaper Writing of Public Significance," was presented to John H. Griffin, editor-in-chief, The Boston Post. Alta Maloney, now the drama and film editor, The Boston Traveler, was last year's winner. The club also honored Imogene Coca and Sid Caesar with citations for their television presentations. Among the industryites attending the dinner were Paul Levi, Harry Browning, Dick Berenson, Floyd Fitzsimmons, John McCraill, Edward Canter, and Joe Mansfield.

Suzan Ball, U-I star, was involved in an auto accident while riding in a car with John McGrail, U-I publicist. He was driving her to Boston to make personal appearances and radio and press interviews in connection with "City Beneath The Sea." The collision occurred in Becket, Mass., in the Berkshires, and, although McGrail's car was wrecked, no one was seriously injured.

Daytz Theatre Enterprises added the following new accounts to its buying and booking organization: Town Hall, Middlebury, Vt., for Kenneth Gorham; Park, Southwest Harbor, Me., for Mr. and Mrs. H. E. Robinson; Ellsworth Drive-In, Trenton, Me., and the Enfield, Me., Drive-In for Smuel Nyer, and the Dolly Drive-In, Sturbridge, Mass., for Peter Marrone.

Mrs. Chester Currie, wife of the owner of three theatres in Rhode Island is in the hospital for a back ailment. She is having a series of tests made.

Jim Shanahan, Loew's Theatres publicity staff, New York, spent a weekend on UA's "Moulin Rouge," Loew's Orpheum. Zsa Zsa Gabor could not come to Boston to appear at the various functions which publicists Joe Mansfield and Karl Fasick had arranged for her, as she rushed to Rome by plane.

Lucien Decoteau, Rex, Manchester, N. H., bought new Century "Academy Award" projectors with special third dimension synchronizers and a new "Transcenic" screen with a special third dimension section, made by Raytone, Inc., in readiness for 3-D pictures. The installation was made by Eddie Comi, Massachusetts Theatre Equipment Company.

Providence Exhibitor
Asks Three Millions

PROVIDENCE, R. I. — An anti-trust action, asking for damages to the amount of \$3,000,000 was filed in the U. S. District Court of Rhode Island by Elmwood Amusement Corporation, operating the Liberty, under the management of Milton and Edward Bomes. The defendants are RKO Rhode Island Corporation, operator, Albee, and former operator, Victory, both here; Loew's State, and Ralph E. Snider and Associated Theatre Operating Company, operators, Palace, Cranston, R. I., and the eight majors.

The complaint charges conspiracy, beginning prior to 1932, by the defendants to restrain and monopolize interstate trade by a system of runs, clearances, and admission prices in and near the city of Providence, as a result of which the plaintiff was denied the right to get features within a reasonable time after territorial release date, and was compelled to wait for varying periods from 55-100 days after first-run Providence.

It also charges minimum admission price fixing, block booking, blind buying, and various discriminations against the plaintiff in favor of the defendants.

The action was filed by George S. Ryan, Boston, and by Fergus J. McOsker, E. Harold Dick, and Joseph B. McCarty, Providence, as attorneys for the plaintiff.

U-I's "City Beneath The Sea" opened at the Pilgrim to launch a third pre-release series of territorial saturation openings. All four pre-release territorial saturation promotional campaigns are being marked by the simultaneous use of television, radio, and newspapers to high-light individual theatre playdates.

On Feb. 14, the Keith Memorial broke a house record with "Peter Pan." The advance publicity was in the able hands of Ralph Banghart, Al Margolian, and James "Red" king.

When the Middlesex School, a private boys' preparatory school in Concord, Mass., decided to pull out its 16mm. equipment in favor of 35mm., the heads of the school selected new Century "Academy Award" equipment and sound for the booth, with Massachusetts Theatre Equipment Company making the installation.

David Cantor, home office exploitation director for RKO, was in to set preliminary promotion plans for the scheduled opening of "The Hitch-Hiker" on March 20 at the Boston.

Film District

Irwin Chase is handling perfume dispensers for ladies rooms in theatres, a new vending machine. He is making his headquarters at 36 Melrose Street, and has the Massachusetts territory. His company is Payton Distributors, Inc., Providence, R. I., located at 318 Fountain Street, where his cousins, Harry and Al Chase, are handling the Rhode Island territory. These coin vendors, dispensing

four top brand perfumes, with the scents coming out in spray forms, have been installed in Radio City Music Hall and several other Broadway houses as well as in the Strand, Providence, and the Darlton, Pawtucket, R. I.

James M. Connolly, 20th-Fox branch manager, arranged for a preview of "Destination Gobi" for the Embassy, Waltham, Mass., an ATC house. . . . A. B. West, Lexington, Mass., a technical representative for National Carbon Company, returned to handle the New England territory.

Hugh Owen, Paramount's eastern and southern division manager, was in to conduct the second of a series of nine branch meetings on new product.

Edward X. Callahan, Jr., 20th-Fox salesman, and Mrs. Callahan are receiving congratulations on the birth of their second son and fourth child, at the Newton-Wellesley Hospital. The baby's name is Michael Joseph Callahan.

New Haven Crosstown

A guard of honor from Local 273, projectionists union, attended the funeral of Evert Jan Huisman, 70, who died after a long illness. He recently was at the Bijou. Officers of the local, who provided the guard, included: Maurice W. M. Moriarty, Anthony M. Basilicato, Ernest V. DeGross, Edwin Boppert, Frank Perry, Mathew W. Kennedy, Fred N. Frazier, and John E. C. Kelly.

For "Peter Pan," among the angles set by manager Irving Hillman, Roger Sherman, were store tieups; Brownies and Girl Scouts were invited, having earned this treat through the sales of calendars and cookies and part of their weekly dues, and Admiral comic books given to the kiddies.

Theila Darin, New Haven born girl, in "Girls in the Night," received a hometown story and picture in the Register to publicize the film at the Roger Sherman.

Sneak previews are being used more and more by downtown houses.

Morris Rosenthal, Loew's Poli, for "Hans Christian Andersen," had a private showing for 500 youngsters from six children's institutions as guests of The New Haven Register and the theatre. . . . The Mt. Carmel Parents Teachers Association had a theatre party at the Whitney. . . . Three sponsors were obtained for the special free kiddies show at the Whalley.

Operation of another outdoor drive-in, which has been trying to open since 1951, was finally approved by a Superior Court judge. The Bowl Outdoor Theatre, Orange Avenue, West Haven, 500 feet beyond the New Haven city line, has been the subject of litigation since Fishman Theatres, Rivoli and former Cameo, West Haven, appealed the action of State Police Commissioner Edward J. Hickey in approving the open air establishment nearly two years ago. In a

memorandum of decision, Judge Edward J. Daly approved the Bowl application granted by Hickey to operate motion picture equipment on the premises. The issues in the case, he added, "in no way raised any question as to the necessity for a certificate" issued to the theatre by the State Traffic Commission when it found the drive-in's location "would not imperil the safety of the public." In the appeal to the Superior Court, Fishman Theatres named Hickey as defendant in appealing his decision in granting the outdoor theatre's application for a permit. The Bowl organization was granted permission to enter the suit as a defendant by Judge Kenneth Wynne in November, 1951. Bowl originally applied to Hickey for the permit on May 1, 1950. Its application was approved on April 2, 1951. In the appeal, Fishman interests claimed that rights as owners of nearby real estate were endangered, and asked denial of the Bowl application.

Meadow Street

Carolyn Marra, Republic, who has made a name for herself in the bowling world, was one of the entries in the Theresa Carboni Women's Classic at the Crown Alleys. . . . Civilian Defense authorities urged Milford residents to see "Operation A-Bomb," Capitol. . . . With the Branford, Branford, burned out, and no theatre in the town, children's films were shown at Branford Town Hall by the Board of Education and Department of Recreation. . . . "Bwana Devil" gets first Connecticut showing at the Palace, Stamford, on March 11. In to assist was E. Hacking, special representative, George Schaefer's office. . . . Hy Levine is the Connecticut distributor for Suvain's "Never Take No For An Answer." Len Malcarne planned a special screening for school teachers and priests prior to his booking into the Essex Square, Clinton, and Deep River houses. . . . Drive-ins were planning for reopening, with Easter the popular opening date. . . . The Pike Outdoor is expected to open on March 12. . . . Lew Ginsberg, Amalgamated Theatres, arrived after a vacation trap to Florida. . . . Julia Smith, State, Waterbury, had some nice tieups for "Peter Pan."

Circuits Loew Poli

Division manager Harry F. Shaw was in Norwich and Waterbury. . . . Publicity director Lou Brown was in Norwich. . . . J Ray Quinn, assistant, Poli, Springfield, Mass., was on temporary leave of absence. Gordon Bothan, student assistant, Poli, Norwich, was temporarily made assistant for assistant Quinn. . . . Charles Gaudino, assistant, Poli, Bridgeport, arranged the "Tall Talent and Beauty Contest" on stage with Artie Mayno and his Miamians as an extra attraction.

Connecticut Greenwich

The settlement of a \$1,200,000 trust suit, filed by Prefect Theatres, Inc., against all of the majors except Paramount was disclosed in New York federal district court. Prefect, operator of

the Pickwick and Greenwich Playhouse, had also named as defendants in its 1949 suit Skouras Theatres and Metropolitan Playhouses, Inc.

Hartford

George E. Landers, division manager, E. M. Loew Circuit, worked out a number of record store tieups with John Markle, Columbia exploiteer, on "All Ashore."

Mrs. Walter Pew, daughter of Hugh Campbell, manager, Central, West Hartford, and Mrs. Campbell, gave birth to a baby girl. . . . Two Warner circuit houses in Connecticut, the Palace, Norwalk, and Hull, Derby, dropped Monday through Friday matinees, with continuous evening performances on weekdays and continuous shows from 2 p.m. on Saturdays and Sundays. Weekday evening shows start at 5. In Torrington, the circuit's Warner changed its policy, with complete program now starting nightly at 6:45. The co-feature is screened at 6:45 and 9:30, with feature at 8:15. The house runs matinees, beginning at 2.

Massachusetts Lynn

Opening of the Olympia on Monday nights for wrestling received a big buildup from the sports writers, but the idea was abandoned by manager James Davis, Paramount, because the best talent could not be guaranteed, and smoking is forbidden in theatres by a city ordinance.

Springfield

An all-out publicity campaign, which included a morning preview for underprivileged children, window displays in major downtown stores and contests over radio stations, paid off for "Hans Christian Andersen," Bijou, managed by Ralph Carenza.

Recent Bijou visitors were I. J. Hoffman, Arnold Eisen, and Sperry Perakos, B and Q. . . . Ralph Corbin, projectionist, Bijou, was back after a leave of absence, and projectionist John Girard left. . . . Mrs. Joan Prarishian, Bijou, left because of impending motherhood.

ART — Mrs. Wilda Sidemore resigned because of ill health. Miss Stella Juchno is the new cashier. . . . Mrs. Pearl Rocheford was seriously ill, Miss Evelyn Quinn is taking her place.

BING — Mrs. Rosalie Hart left, replaced by Miss Geraldine Berube.

New Hampshire Franklin

Paul Barker, manager, Regal, returned from the hospital following surgery necessitated by his war service. He resumed part-time work at the theatre almost immediately following two days' hospitalization.

Plymouth

"The Hoaxsters" was shown to high school students at the Plymouth through the cooperation of Sherburne Graves, manager.

NEWS OF THE

Territory

New York City
Crosstown

Passing of Mrs. Kate Bondy, mother of Al Bondy, GE theatrical films distributor, was mourned by the local industry.

Oscar A. Doob, Loew's Theatres executive, returned from a vacation. . . . Charles B. Moss, executive director, B. S. Moss Corporation, returned following a business trip to California.

Richard W. Altschuler, president, Republic Pictures International Corporation, left for a four-week tour of Great Britain and the Continent. . . . Leslie Caron, in MGM's "Lili," arrived to remain to attend the world premiere at show at the Trans-Lux 52nd Street on March 9. The formal premiere will be for the benefit of the North Shore Hospital, Manhasset, L. I.

Seymour Mayer, Loew's sales supervisor for the Far East, was back from a tour of the branches under his supervision. . . . Arthur Canton, eastern MGM press representative, was in the upstate New York territory, working on the special TV campaign for "Jeopardy." . . . Rita Aaron, secretary to Charles C. Moskowitz, vice-president and treasurer, Loew's, returned from a West Indies cruise. . . . Albert Floersheimer, Jr., advertising and publicity director, Walter Reade Circuit, returned from a vacation cruise to South America.

An innovation in premieres was set by Paramount, with the cooperation of nine theatre circuits, for a gala New York premiere for Rosemary Clooney's "The Stars Are Singing" on March 10 at the Astor. The circuits represent 60 neighborhoods in New York City and Long Island, in Westchester and Rockland Counties, and in Northern New Jersey. Cooperating are Randforce, Interboro, J. J. Theatres, Island Circuit, Endicott Circuit, Lane Circuit, Fabian Theatres, Warner Theatres, and AB-UP Theatres. Each theatre will conduct a drawing of five patrons' names in a contest that calls for merely the filling in of entry blanks, to be deposited in a box in the theatres' lobbies. The manager of each theatre will select five forms at random from the lobby box. Winners will receive two reserved seat tickets, which gives them the privilege of bringing guests to the premiere of "The Stars Are Singing" at the Astor.

Barney Balaban, president, Paramount Pictures Corporation, will serve as honorary chairman, 1953 Joint Defense Appeal campaign, it was announced by Maurice Glinert and Edmund Waterman, chairmen, Joint Defense Appeal in Greater New York. Balaban has been active in JDA and ADL affairs for many years.

Stanley Chambers, assistant to Olin H. Clark, eastern MGM story head, became a father for the third time when Martha, weighing approximately seven pounds, was born at Norwalk, Conn., general hospital.

The first educational use of theatre TV will be marked on March 21 when some 20,000 high school students will participate in a seven-theatre closed circuit program sponsored by the Technical Society's Council of New York. The program is linked with workshop sessions to be held the same day at NYU. Participating theatres are the local Paramount, Lane, RKO Fordham; Fox and Marine, Brooklyn; Prospect, Flushing, and Lee, Fort Lee, N. J.

Walter Brecher, Leo Brecher Theatres, has been named to the public relations advisory committee of the 1953 campaign, National Multiple Sclerosis Society.

Lester W. Roth, vice-president, Columbia, in the law firm of Cohen and Roth, was reelected a vice-president of the American Jewish Committee at the AJC's 46th annual meeting.

Mort Spring, first vice-president, Loew's International, is back from a visit to the company's Culver City studios and a tour of Far Eastern branches. . . . H. M. Richey, MGM exhibitor relations head, spoke before the Kiwanis Club in Oklahoma City and attended the Oklahoma Allied convention where George Murphy, MGM star, was master of ceremonies for the banquet.

Susan Hayward, 20th-Fox star, whose latest picture, "The President's Lady," opens here later this spring, arrived en route to a European vacation.

Milton E. Cohen, eastern division manager, United Artists, returned from a four-week tour that took him to Untied Artists exchanges.

New Jersey
Newark

Leading citizens were invited by Bamberger's Department Store to attend the opening of its special exhibition of Dean Cornwell paintings depicting incidents from "The Robe," being filmed in Cinema-Scope by 20th-Fox. The gala store introduction of the eight large canvases,

Normandie, NYC,
Files Anti-Trust Action

NEW YORK — The Normandie Amusement Corporation, operating the Normandie, seeks damages of \$1,200,000 in an anti-trust action filed in federal court against the major distributors.

The plaintiff seeks a permanent injunction to restrain defendants from allegedly withholding product and refusing to give the Normandie films on a first-run basis. The action charges that Loew's and RKO houses are given a monopoly by defendants. It complains that films are not available until after Loew's and RKO engagements.

first stop in a national tour, saw Jack Williams, president, Bamberger's, and actress Anne Bancroft, in "Tonight We Sing" and representative for the film company, cutting a ribbon officially opening the display.

New York State
Albany

Warners' Troy, Troy, teed off with "Bwana Devil," and the Stanley, Utica, gets it on March 13. Adult admission will be \$1.

With the temporary transfer of Jack Swarthout from the American, Troy, to the local Ritz, Joe Stowell, Lincoln, Troy, was given the added assignment of managing the American, now a weekend operation. . . . Fred Haas, Fabian Theatres' chief construction engineer, inspected the circuit's area houses.

Exhibitor co-chairman Charles A. Smakwitz eagerly awaited returns from "Brotherhood Week." . . . Tom Maher, Strand, left for army service.

The largest turnout in several years is predicted for the annual Variety Club dinner-dance at the Colonie Country Club on March 14 when Retiring Chief Barker Nate Winig will be honored. A cocktail hour will precede the dinner in the club, where Tent 9 held its golf tournament four years ago. Jan August is announced as one of the star entertainers coming from New York for the affair. Harold Gabrilove, president, RTA Distributors, chairmans the entertainment committee. The general committee comprises: Louis A. Sumberg, Albany TOAA executive director, and Leo Greenfield, U-I manager, co-chairmen; Chief Barker Julius Perlmutter, Aaron Winig, and George Schenck, Tri-State Automatic Candy Corporation branch manager.

Harry Lamont, president, Lamont Theatres and Albany TOAA, rested completely during his seven-week vacation in Key West, Fla. "I lost contact with the motion picture business although I did witness a screening of "Bwana Devil" at a Miami, Fla., theatre and saw a Metro crew taking shots, from a helicopter, of Esther Williams for a picture being made on location," he commented. He also revealed that he made a few photographs of the Williams-Van Johnson company.

John Gardner, Colony, Schenectady, vacationed in Florida.

Buffalo

Lil Miller acted as chairman of the meeting at which a motion was made to continue the Womens League of Variety. Dorothy Atlas was elected chairman; Peggy Jacobs, assistant chairman; Joan

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KNOW IT'S SO

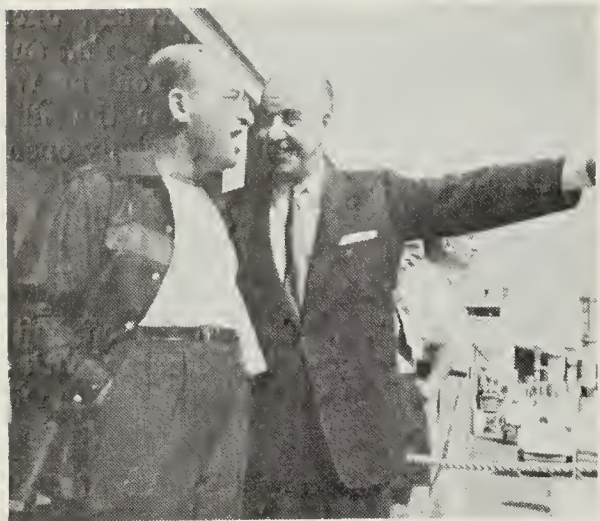
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Bill Brandt, Brandt Theatres, New York, recently watched as Duke Stewart, manager, Roney Plaza, Miami Beach, Fla., pointed to the golf balls falling into the Gulf Stream. Jackie Pung, Women's amateur champ, did the driving.

Bell, secretary; Edith Martin, treasurer; Louise Kosco, special projects; Marian Gueth and M. Lillech, publicity, and Belle Brown, telephone committee. Dorothy Gross and Mrs. Miller were named the Sunshine committee. Co-workers to assist on the phone committee are: Mary Cohen, Edith Wyckoff, Nina Lux, Yetta Cheskin, Mrs. Miller, and Mrs. Kosco. The first social affair will be a card party. Open house, afternoon tea at the club, a baked goods sale, and a social evening of dancing were all suggested as future activities. Wanita Washburn, former assistant secretary, leaving for California, will be presented with a gift on her departure. A few of last year's accomplishments by the club were refinishing one room and buying a small piano, washer, and dish washer for the Cerebral Palsy Clinic. This year the club plans refinishing a room on the third floor. The next meeting is scheduled for March 11.

Fred Itzenplitz, manager, Shea's North Park, was on a cruise to Bermuda with the Naval Reserve. . . . Gerry George, National Theatre Supply Company salesman, is the proud father of a baby boy, Gregg Sunday. . . . Rita Bogart, former cashier, Republic, is anticipating in May. This will be her second child. . . . John Scully, eastern district manager, visited Dave Miller, U-I branch manager. Scully beams when he tells of his seven grandchildren. . . . Felicitations go to Menna Dykstra on the occasion of his birthday. He owns the Glen, Williams-ville.

Carl Rindcen, manager, Shea's Buffalo, and Eddie Meade, publicity director, arranged a public exhibit on the mezzanine of Shea's Buffalo, sponsored by the Professional Photographers Society of New York. The exhibit will continue through March 18, with 22 photographers displaying their work.

Al Pierce, Bellevue manager, Niagara Falls, announced that his theatre would be the first to present three-dimensional films with "Bwana Devil."

Carl Bell, manager, Perkins Theatre Supply, installed a changeable letter marquee in the upper part of his front window, manufactured by Wagner Sign

EYEING THE

Exchanges

NEW YORK — U-I was aflutter when Piper Laurie dropped in. Exhibitors Paul Behrke, Jules Liggett, Seymour Florin, and Irving Kaplan were on hand. Posing for photographs, Miss Laurie brought a flush to the cheeks of cashier Walter Bernard.

U-I — Booker Hal Makofka has sharpened his writing skill by devising a novel type of musical comedy-TV show. With his collaborator, he is now trying to sell it. . . . The exchange was maintaining its lead in the "Charles Feldman Drive." . . . Harvey Reinstein, booker, was back after a skiing expedition.

PARAMOUNT — Ledger clerk Joe Murphy was talking about his new car. . . . Lake Placid was the honeymooning ground for print booker Joe Curtin and Mrs. . . . Ledger clerk Bill Monohan is engaged. . . . Assistant booker, Reginald Bagnall had a surprise party on his birthday. . . . Ledger clerk Nancy Olivero was absent because of her appendectomy. . . . The sick list claimed inspector Joe Marks and booker Frank Patterson. . . . Birthday greetings went to ledger clerk Joe Murphy. . . . Back after illness were booker Richard Magan, ledger clerk Nick Vacca, and biller Ruth Richardson.

20TH-FOX — Booker's assistant Martha Kafka celebrated her 25th wedding anniversary. . . . Assistant booker Mae Stabile took a week of her vacation to

Service. Bell completed the sale of three-dimensional equipment to the Strand, Ithaca, Berinstein Brothers, and to Charlie Martina for his Rialto, Albion.

Ken Caldwell, owner, announces that 29 branches of National Theatre Supply are ready to supervise installation of his new Caldwell Halo Screen, ideal for 3-D. It is now installed in Chicago, Miami, Fla., Elmira, Detroit, Buffalo, and New York.

A human interest slant on "Brotherhood Week" developed when Benjamin Applebaum, confined to a wheel chair, called the office of the National Conference of Christians and Jews, and expressed a desire to sign one of the honor rolls posted in the theatre lobbies. NCCJ director Carl F. Zietlow contacted Eddie Meads, regional publicity director, motion picture committee. Charles McLeary, manager, Shea's Elwood, volunteered for the job, went to Applebaum's home, and obtained the signature.

—M. G.

Kingston

Harry Lamont will up the admission to 65 cents at the Sunset Drive-In. He raised it a nickel last year. Lamont tentatively set March 15 for the 1953 opening, subject to the weather. Bob Case manages the Sunset.

be with her fiancé in on furlough. . . . The sales department's Tom Feeney received birthday cards. . . . New inspectress Audrey Shea was formerly with Warners.

UNITED ARTISTS — Jackie Rogers is responsible for the air force pin typist June Hill is wearing. . . . New apprentice booker Buddy Muchnick is from the home office. . . . Sydel Singer is the new typist and relief telephone operator. . . . Edith Bartlett is back filing after illness.

RKO — Illness claimed typist Joan Kucera, office assistant Steve Stelli, box-office clerk Sonny Robbins, and Jack De Waal, auditor.

REPUBLIC — Booker Dave Bass is due to become a father. . . . Former aide Lynn Ehrlich Turonsky is expecting to be a mother. . . . Bookkeeping machine operator Rene Goldstein lost nine pounds in two weeks with the Mayo Clinic diet. . . . Contract clerk Sylvia Kantor left.

COLUMBIA — Vacationing biller Kitty Bernstein was at Miami Beach, Fla. . . . N. Ted Falgiatore is the new office manager. . . . The office club presented former office manager Arthur Manning with a tie pin set when he made his farewells. . . . Assistant booker Monty Raphaelson, who has a lead in the Y production of "Guest In The House," set a date for the mid-May at the Taft High Auditorium to run concurrently with the Y Arts Festival. . . . Candy was sent on by booker Dave Jacobs from his vacation spot in Mobile, Ala. . . . Office assistant Bill Redmond was ill. . . . Monty Raphaelson was pinchhitting for booker Dave Jacobs.

MGM — Back after a week with the flu was typist Marie Alfano. . . . Salesman Edward Richter was a year older. . . . Shipper Bernard Mannun was still recuperating after illness. He would appreciate hearing from his friends. . . . Office assistant Marvin Rachelle wants to sell his 1947 Cushman motor scooter. . . . Office manager Sidney Stockman was ill. . . . Booker's assistant Dick Feinstein had his sailor brother Hank home. . . . Projectionist Abe Kessler celebrated 38 years of married life.

RAMBLIN' 'ROUND — Katherine Hanley, contract file supervisor at Warners, was grieved by the death of her mother. . . . Bonded inspector Lou Jacobs was off on vacation. . . . Bonded inspector Lou Notis was saddened by the death of his mother. . . . Monogram cashier Norman Benchick was acknowledging compliments for his baby, Ross, entered in a beautiful child contest. . . . Realart franchise owners Max Roth, Chicago; Selma Blachsleger, Cincinnati; Sylvan Leff, Albany, and Joe Levine, Boston, were in. . . . Third Naval District chief booker Lee Kaye became the father of a girl, Beth Robin. Mother, Pauline Gibbs Kaye, was formerly with Monogram. . . . Ira Michaels, former salesman for Eagle Lion, stopped in at Realart. . . . Alfred Crown, RKO foreign manager, flew to Europe for some conferences.

—J. A. D.

NEWS OF THE

Territory

Philadelphia
Crosstown

The "sex education" situation had "Mom And Dad" doing advance street bally in the nature of two pretty girls riding around town in an open carriage with a driver and horse with signs reading "Don't Be Old Fashioned. Don't get married until you've seen 'Mom And Dad,' and hear Elliot Forbes on the secrets of sensible sex." The girls handed out cards with tin wedding rings attached and bearing numbers, which, if posted at the theatre boxoffice, entitled the bearer to free admission. "Because Of Eve" had reached other houses, including the Spruce and Girard, as well as the Negro houses, the Royal and Pearl. "Street Corner" was still at the World, but was down to three neighborhood houses, the Rialto, Castor, and Admiral, where "last days" were announced.

Vine Street

The engagement of Esther Stiefel, daughter of Mr. and Mrs. Charles Stiefel, to Leonard B. Sternberg, son of Mrs. Marie Saul and the late Abraham Sternberg, was announced by her parents. The bride-to-be is a graduate of Lower Merion High School, and is now attending the Philadelphia Museum School of Art. Sternberg attended Temple University, and is now assistant program director and production manager, WHAT. He is known in the radio industry as Len Stevens.

Jack Greenberg is in Florida. . . . Lillie Rosentoor, 20th-Fox booker, was on the sick list. . . . Locals F-7 and B-7 held membership meetings over the weekend to plan with their negotiating committees on contracts with the distributors.

Max Jacobs, National Enterprises, Cleveland, in to see Sandy Gottlieb, has a kid promotion deal tieing in with a national safety campaign and a horror show, and is making his headquarters at 1231 Vine Street.

Mildred Green, Tri-States Buying and Booking Service, was back from a Florida vacation.

Circuits
Stanley-Warner

Jack "Peter Pan" Brodsky, Ellis Shipman's assistant, has a new style for what the "well dressed man" will wear for Easter with a red had with a green feather. . . . Daddy Irving Blumberg is back at his desk after a tussle with the virus. . . . Mickey Kipple, former S-W-ite, postcarded from Miami Beach, Fla., that his itinerary is Jamaica, Panama, Peru, Australia, Africa, and other points. . . . It's bad enough when a manager is awakened by police at 7 a.m. when someone breaks into his theatre, but Barney Cohen, Logan manager, gets the prize for being awakened to be notified that the Uptown was broken into. He hasn't managed that theatre for more than a year.



Al Plough, manager, S-W Stanton, Philadelphia, is seen standing beside his recent lobby display on Columbia's "Invasion, U. S. A."

The moral is: Be sure and remove your name from the wall of the office when you go elsewhere.

Rose Kastor, former assistant, Logan, and sister of the Center managing director Jack Goldman, is now a member of the booking department. . . . Everett Callow and Columbia's Milt Young were busy huddling over the "Salome" campaign for the Stanley. . . . Nat Levy, eastern division sales manager, RKO; Bob Folliard, and RKO branch manager Charles Zagrans spent the afternoon of the opening day of "Peter Pan" at the Boyd.

District of Columbia
Washington

The Variety Club held its traditional "Thank You" luncheon for the ladies who worked on the 1952 welfare awards drive.

Present were members of the Variety Club board. Hostess for the occasion were Mrs. Sara S. Young, chairman, women's committee, which included the wives and daughters of Variety Club members as well as employees of local film exchanges and theatre organizations. On Mrs. Young's committee were: special committee: Mrs. Frank M. Boucher and Mrs. Clark Davis; special assistant: Dr. Sylvan Danzansky, and team captains: Mrs. Al Briskman, Mrs. William Vincent Dougherty, Miss Gertrude Flax, Mrs. Samuel L. Forst, Mrs. Nathan D. Golden, Miss Marie Grasso, Mrs. Sidney Herwod, Mrs. William Janof, Mrs. Lillian Lee, Mrs. Mannie Lipskey, Mrs. Ben Lust, Mrs. George Nathan, Mrs. Lewis Rubin, Mrs. David Sadel, Mrs. Herb Sachs, Mrs. James Sandford, and Mrs. Paul Wall. During 1952, the club contributed \$21,533.34 to Children's Hospital toward a total pledge of \$115,800 for the Variety Club Carter Barron Memorial Clinic; \$4,824.00 for shut-in screenings to local hospitals, orphanages, and institutions; \$4,350.00 for an ambulance for Emergency Hospital; \$2,500 to the Glaucoma Clinic at the Episcopal Eye, Ear and Throat Hospital; \$2,000 to the Metropolitan Police Boys Club; \$1,500 to the Community Chest; \$1,500 to the Hebrew Home for the Aged, in addition to medical and material aid to needy individuals, and contributions to the Variety Club Will Rogers Memorial Hospital, Home for Incurables, American Red Cross, Gallinger Hospital, Washington Heart Association, American Cancer Society, and D. C. Tuberculosis Association. In the period from January through

(Continued on next page)

Theatre Managers

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Tech. Highlights At Allied Meeting

PHILADELPHIA — Highlight of the 15th annual meeting of Allied Independent Theatre Owners of Eastern Pennsylvania at the Broadwood Hotel was a panel meeting and open forum on 3-D.

With Harold Cohen, Lewistown, Pa., as chairman, the panel on 3-D comprised R. H. Heacock, RCA; A. J. Rademacher, Altec; William Gehring, executive assistant general sales manager, 20th-Fox; Frank LaGrande, Paramount technical department, New York City; William Hutchins, manager, National Theatre Supply Company, and Ben Blumberg, Blumberg Brothers, local supply dealers.

Heacock explained the 3-D technique, the necessity for Polaroid glasses for viewing, and the equipment needed for its presentation; Cinerama, which he termed as too expensive for the average theatre, and which is, of course, not 3-D, and 20th-Fox's CinemaScope, which is also not 3-D. To illustrate his technical talk, he had scaled wooden models which helped clear up many points for the record turnout of exhibitors present.

In explaining 20th-Fox's CinemaScope, Heacock stated that three requisites are necessary, two lenses, a special screen and additional sound horns. He said that the 20th-Fox screen is the best yet developed for the showing of illusionary 3-D pictures, but claimed that manufacture of

the lens was the bottleneck just as the manufacture of Polaroid glasses loomed as a bottleneck on 3-D. He explained that aluminum sprayed silver screens were a necessity in the projection of 3-D, and emphasized that more light was a necessity for the proper projection of any of the systems. It was later brought out that no satisfactory paint had been found to date for use on drive-in screens to make 3-D projection satisfactory.

Gehring stated that it was 20th-Fox's intention to sell CinemaScope as a package, that the company hoped to induce other studios to use the process, and that eventually CinemaScope would be standardized illusionary 3-D equipment. For the time being, he said, 20th-Fox plans to release one feature a month made in the process, which calls for three sound tracks on 35mm. film, stepping this up to two a month until in 1954 all releases by the company will be CinemaScopic. Meanwhile, the company will continue to release at least two two-dimensional films per month. The first CinemaScopic film, "The Robe," will be ready in October, he said. By November, 1953, Gehrig added, 3,000 to 4,000 lenses would be ready.

When questioned as to "flow of 3-D product," Gehrig said, he anticipated approximately 18 releases from all companies within the next year, and that his company might make several of them.

Paramount's LaGrande explained that no other equipment is needed to show their 3-D films other than that used for the others, including Polaroid glasses. He said a recent New York demonstration of the process was most successful, and that the company's first release, "Sangaree," in Technicolor, would be ready in May.

Rademacher and the supply dealers present offered answers to installation questions of those present, and revealed that any surveys conducted to ascertain if a particular theatre was suited to show the 3-D product would not be excessive as to cost.

The engineers confirmed, in answer to a question, that 3-D was available now to television, but that Polaroid glasses would have to be used for viewing the same as in theatres.

To make sure that an exhibitor buying a 3-D film for exhibition would have an adequate supply of Polaroid glasses, it was explained, the glasses are ordered and delivery guaranteed at the time he buys the picture.

It was also explained that the producers, to insure first rate presentation of their product, were insisting upon proper installations, with Loew's State, New York City, cited as an example. This theatre, prior to opening with "Bwana Devil," was said to have planned to repaint its screen, but the producer of the film insisted upon the installation of a new screen before permitting the showing of the film, and this installation was made over night. Those present were thus warned that any makeshift installations would be frowned upon. It was pointed out that "the public should not be fooled," since in the long run it should have only the best from the new medium, which it is hoped will not only be the shot in the arm but the future of one of the nation's top industries.

Larry Woodin, Tawanda, Pa., came up with an idea to avoid payment of the ASCAP tax; said he had made arrangements with an organist in Sarasota, Fla., to record for him any number of all music discs "in the public domain," and was ready to issue them to exhibitors for use as entrance, intermission, or exit music at a nominal fee of approximately 50 cents each.

Sidney Samuelson, head, Allied Theatre Owners of Eastern Pennsylvania, read a report from the National Tax Repeal Committee suggesting that exhibitors get bankers and landlords to write Congress in connection with the repeal of the 20 per cent federal admissions tax.

At the closed membership meeting prior to a luncheon, all of those submitted by the nominating committee for the board of governors were elected. They were, from Philadelphia, for three-year terms, M. B. Ellis and Norman Lewis; from upstate Pennsylvania, for a three-year term, J. Lester Stallman, Reading, and Cohen, and, to fill a vacancy from upstate for a two-year term, Mark Rubinsky, Harrisburg. Also, elected as alternate governors to serve one-year were Max Korr, Allentown; Mel Koff, Glenside, and Sam Segal, Philadelphia.

Present were exhibitors representing over 450 theatres from five states, Maryland, Connecticut, New Jersey, Delaware, and Pennsylvania and the District of Columbia.

District of Columbia

(Continued from preceding page)

December, 1952, the club expended \$47,360.02 for charity. This could not have been accomplished without the aid of the Variety Club ladies.

Gene Autry's western variety show closed its tour on March 1. . . . Before the "Peter Pan" run is complete at RKO Keith's, practically every kid in D. C. and environs will have seen it, according to Jerry Baker, manager.

Betty Strickler, so long the charming front office gal at Loew's Theatres, left to become a housewife under the name of Mrs. Hayes Dever. Her husband is publicity director, Capital Airlines.

A number of the Washington newspapers have been defending the showing of "Limelight" at Sam Roth's Plaza and Little. The D. C. Department of the American Legion has been picketing the theatres since the film opened. The Legion was joined by six other vet organizations in attacking Chaplin. The newspapers defended the right of Roth to book the film, and leave it up to the cash customers to decide whether they wanted to pay the admission fees.

Before George Murphy, who spearheaded the inaugural entertainment, left town, he tossed a breakfast party for cast of the Inaugural Festival, and presented Mrs. J. Burke Summers, chairman, with an antique silver platter. As a result of the pace of the inaugural, the flu bug got such folks as Jack Foxe, Loew's, and Frank La Falce and Flo Heinz, Warner Theatres.

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Booking Combines Set for D-I Season

PHILADELPHIA — Allied Motion Picture Theatre Service announced that it is handling the following drive-ins: Circle Drive-In, Dickson City, Pa.; Dallas Drive-In, Dallas, Pa.; Lincoln Drive-In, Thomasville, Pa.; Stony Brook Drive-In, York, Pa.; Silver Springs Drive-In, Hagestown, Pa.; Cumberland Drive-In, Newville, Pa.; Pottsville Drive-In, Pottsville, Pa.; Burnham Drive-In, Burnham, Pa.; Midway Drive-In, Lewistown, Pa.; Mahoning Drive-In, Lehigh, Pa.; Valley Drive-In, Sayre, Pa.; Starlite Drive-In, Tunkhannock, Pa.; Y Drive-In, Wellsboro, Pa.; Sky Vu Drive-In, Gratz, Pa.; Wysox Drive-In, Wysox, Pa.; Triangle Drive-In, Halifax, Pa.; Arrow Drive-In, Danville, Pa., and Midway Drive-In, Hummelstown, Pa. Of these, the Pottsville, Lewistown, Millerstown, Lehigh, and Hummelstown spots are new operations.

Sandy Gottlieb, Tri-State Buying and Booking Service, reported he is handling the White Beauty Drive-In, Lake Wallenpapauk, Pa.; Wayne Drive-In, Lake Ariel, Pa.; Maple Drive-In, Indian Orchard, Pa.; Oak Hill Drive-In, Moosic, Pa.; Hanson Drive-In, Harevy's Lake, Pa.; Midway Drive-In, Wilkes-Barre, Pa.; Harvest Moon Drive-In, Linden, Pa.; Silver Moon Drive-In, West Milton, Pa.; Pine Grove Drive-In, Pine Grove, Pa.; Pocono Drive-In, Stroudsburg, Pa.; Starlight Drive-In, Brandonville, Pa.; Sunset Drive-In, Chambersburg, Pa.; Route 202 Drive-In, West Chester, Pa., and Kerry Drive-In, Wilmington, Del. Of these, the Indian Orchard and Wilkes-Barre spots are new operations.

A young bandit got away with about \$80 from the Penn. . . . The Variety Club held its annual Valentine show and dance in the clubrooms with former Chief Barker Jerry Adams and his wife and Chief Barker Victor Orsinger and frau serving as official hosts and hostesses.

Branch manager J. B. Rosen, 20th-Fox, visited Richmond, Va. . . . There were a lot of birthdays around the 20th-Fox office, Feb. 13 for Aileen Poe; Feb. 16 for projectionist Frank Blake, and Feb. 22 for Doris Wazeka. Leona Weedon doubled up on birthdays celebrating her father's and her son's on Feb. 22. . . . Mrs. Sara Young, 20th-Fox, has her son a little closer to home now that the navy has transferred him to the Patuxent, Md., Naval Air Station.

At RKO, the big news was bookkeeper Audrey Weaver's marriage to Robert Miller, U-I booker. RKO's Norville Price played the organ for the occasion, and sales manager A. P. Folliard's secretary Dolores Smith was bridesmaid. Salesman Olmstead Knox's son, Jay, was ring bearer, while booker Don Bransfield, was best man. U-I's Jack Benson, booker, was usher. . . . Agnes Turner, RKO cashier, had a birthday, and so did biller Margaret Pryor.

At Paramount, clerk Hazel Garrett became a grandma. . . . NSS's Ernestine Bandell trekked to New York to meet her



The Baltimore, Md., Variety Club recent wrestling show brought forth generous contributions to the club's charities. Seen, left to right, are Lee Kim, wrestler; James H. Pollack, Chief Barker, and Lou Thez, recognized as wrestling champion, who defeated Kim in the feature bout.

sister from Ecuador. . . . Republic's biller Reba Campbell had a ring put on her important finger by Joseph Le Moyne. The office gals gave her a shower. . . . Sad news at Republic was the passing of shipper Stanley Cottrel's father and the passing of inspectress June Fauver's sister.

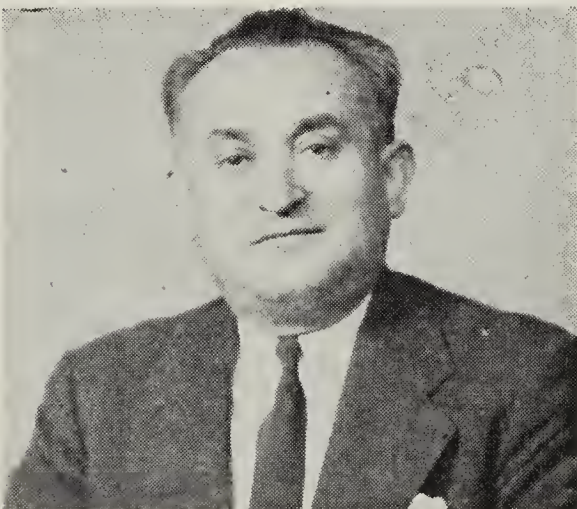
At U-I Bill Lipsner was heading for the Windy City. He hasn't made an affiliation in Chicago, but his family had already left. . . . U-I clerk Debbie Burke was still sick.

Sandy and Lippert have gone into partnership. The Lippert folks moved over to the Sandy offices. Among those moving over to the new offices are Lippert's branch manager Fred Beiersdorf, booker Evelyn Benfer, salesman Jerry Murphy, and cashier Josephine Deavers.

—RICK LA FALCE

Delaware Wilmington

Warner product played all four S-W theatres on the day of the annual meeting of stockholders of Warner Brothers Pictures, Inc., as has been customary in past years. Coincidentally, a Warner film, "The Man Behind the Gun," was also playing the Queen, one of two houses taken over by Harold S. Eskin's Avon Motion Picture Corporation, the other being the Arcadia.



George K. Pappas, partner with his brother, Peter, since 1933 in the operation of the Legionaire, Milton, Pa., died recently after a long illness.

G. Earl Smith, manager, Queen and Arcadia, announced the appointment of Kenneth Drake as assistant manager, Arcadia, succeeding Cyril Filler, who resigned. Eddie Travers continues as assistant manager, Queen. . . . John O. Hopkins, Jr., manager, Hopkins, was hopeful that his father would be soon home from the Memorial Hospital. . . . Mel Geller, coowner, Brandywine Drive-In, was expected home from Florida. . . . Delor Grady, daughter of Elizabeth G. Sholly, manager, Rialto, and Henry L. Sholly, EXHIBITOR correspondent, celebrated her 15th birthday anniversary.

—H. L. S.

Maryland Baltimore

The Homeland Amusement Company filed suit in U. S. District Court against several of the major producers in effort to obtain better pictures for its Rex, which closed. Louis Shecter, advertising executive and head, Homeland Amusement

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Company, which also operates the Rosylan and Times, would not make any comment.

Frank H. Durkee, head, Durkee Enterprises, returned from a vacation trip to Honolulu. . . . Fred Schmuff, district manager, Durkee, and also head, State, had the virus. . . . J. Lawrence Schanberger, owner, Keiths, was happy over a surprise visit from his son, Captain Frederick L. Schanberger, who flew in unexpectedly from the Azores.

A bill has been introduced in the current session of the Assembly to permit Sunday movies in Kent County, but not earlier than 2 p.m. . . . Porter G. Seiwell, owner, Towson, and Mrs. Seiwell were vacationing in Florida.

The Johns Hopkins Film Society, an organization formed by Hopkins University students, disbanded due to "procedural regulations" of the Maryland Board of Motion Picture Censors, according to Joe Zysman, former president of the society. He declared disbanding was a result of the board's requirement that films be submitted for review and by the necessity of sending the film back to the New York distributor for any deletions ordered. The distributors claim Zysman refused to comply because of time involved.

Leo "Gus" Cramer, Stanley electrician, was bedded with the flu. . . . George Hendricks, Mayfair manager, sprained an ankle when he tripped over electrical apparatus. . . . Herman Parrish, Westport manager, resigned. Willard Fagin, relief manager, Hicks, succeeds him.

—G. B.

Leonardtown

Lloyd Gabby and Raymond Hall are now working part time at the Park, Lexington Park, Md.

Salisbury

U-I's "Ma and Pa Kettle On Vacation" will have its world premiere as a series of 50 pre-release engagements in the Schine five-state circuit starting at the local Strand and the Wicomico, Salisbury, Md., on March 6.

New Jersey Trenton

W. Brock Whitlock, Olden, announced that he had acquired 16 acres of land on Route 130 near Robbinsville, N. J., for the construction of a 1,000-car drive-in to be named the Trenton Drive-In. Construction is to start in March. The new drive-in being built in Levittown, Pa., is expected to be ready for a June 1 opening.

Vineland

The old Globe building, formerly used as a theatre, which was condemned shortly after World War I; but was renovated and turned into stores, was destroyed by fire. The \$35,000 blaze was extinguished by firemen before it could spread to adjoining business places, although two adjacent stores were damaged.



Jack H. Pollack, Chief Barker, Baltimore, Md., Variety Club, recently presented the deed for a \$10,500 house to Mrs. Lawrence Kolman, who won it in a Variety-sponsored contest. Left to right are Melvyn Goldman, realtor; W. Kenneth Chiemlewski, who won an automobile in the same contest; Mrs. Kolman; Pollack, and Samuel Gorn, builder of the house that was donated to the Variety Club for the contest.

Pennsylvania

Lewistown

After providing movies for three generations, Ike Berney closed his Pastime. He was on hand at the theatre's final performance to see that "every little last minute detail was observed," and said he will take a long rest. Percy A. Niemond, manager, will transfer to the Midway Drive-In, opened several years ago on Route 22, between Lewistown and Mifflintown, Pa., where Berney's son, Irvin, will devote his interests. Equipment and furnishings of the Pastime were sold at a private sale. Edward D. Smith, purchaser of the property, announced no plans for what use the site will be employed, but it is believed some mercantile business will occupy it after he takes possession on April 1.

Milton

The trade mourned the passing of George K. Pappas, 60, partner with his brother, Peter, in the Legionaire since 1933, at the Hackenberg Nursing Home after a long illness. A native of Greece, he came to this country in 1913. Surviving are two brothers, two sisters, and five nephews and four nieces.

Morrisville

Marotta brothers, Amsterdam, N. Y., are building a 250-car drive-in here, with Bob Baronof handling details. Equipment will be installed by National Theatre Supply.

Reading

The Community General Hospital Auxiliary, which is sponsoring the Horace Heidt show in the Rajah on March 14, is aiming high. The auxiliary has pledged \$50,000 towards the cost of a new building, and hopes to net a large percentage of this amount from the proceeds of the show.

Tamaqua

J. C. Schreck sold the Majestic to J. W. McLaughlin. Schreck is a veteran in the industry, and has many friends in the business.

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) March 5, 2, "Code Two" (Ralph Meeker, Sally Forrest, Keenan Wynn); 6, 2, "Dream Wife" (Cary Grant, Deborah Kerr, Walter Pidgeon); 9, 2, "Cry Of The Hunted" (Vittorio Gassman, Barry Sullivan, Polly Bergen).

WARNERS — (230 North 13th) March 11, 2, "The Blue Gardenia" (Anne Baxter, Richard Conte, Ann Southern); 13, 2, "Trouble Along The Way" (John Wayne, Donna Reed, Charles Coburn); 18, 2, "The System" (Frank Lovejoy, Joan Weldon, Dan Seymour).

Wilkes-Barre

The comedy team of Huntz Hall and Gabriel Dell was at the Penn.

Virginia

Ashland

Miss Landora Covington, daughter of Mr. and Mrs. D. H. Covington, prominent local exhibitors, spent several days in New York, accompanied by Mrs. A. T. Wiles and daughter, Sandra, Richmond, Va. They stayed at the New Yorker Hotel. While in New York they were on the "Break The Bank" program, and won \$42 as a result.

Roanoke

B. A. Meadows, manager, Shenandoah Drive-In, donated a recent double feature showing to members of the Valley Junior Women's Club, which collected an offering for the Roanoke Valley Heart Association.

Variety Club

Tent 13, Philadelphia

"All Ashore" was screened through the courtesy of Columbia. . . . March 14 will be a "big night" at the club.

The recent screening of "The Stars Are Singing" was, of course, through the courtesy of Paramount, and not the company previously printed here. . . . The screening for March 8 is "Treasure Of The Golden Condor," courtesy of 20th-Fox.



The Parents Institute Award recently bestowed on UA's "Moulin Rouge" on the coast, was presented by Philip Wilcox, Parents Magazine, center, to Harold Mirisch, left, and Ralph Branton, production executives, Romulus Productions.

Allied Artists (Monogram)

- ARCTIC FLIGHT**—MD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting melodrama—78m.—see Aug. 13 issue—(5210)—(Monogram).
- ARMY BOUND**—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half—61m.—see Sept. 10 issue—(5216)—(Monogram).
- BATTLE ZONE**—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).
- BOMBA AND THE JUNGLE GIRL**—AD—Johnny Sheffield, Karen Sharpe, Suzette Horbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).
- CANYON AMBUSH**—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).
- DEAD MAN'S TRAIL**—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243)—(Monogram).
- FANGS OF THE ARCTIC**—MD—Kirby Grant, Chinook, Lorna Hansen—Okeh programmer for duallers—63m.—see Feb. 25 issue—(5222).
- FARGO**—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).
- FEUDIN' FOOLS**—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).
- FLAT TOP**—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).
- HIAWATHA**—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).
- MAVERICK, THE**—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322)—71m.
- MONTANA INCIDENT**—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).
- NO HOLDS BARRED**—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).
- ROSE BOWL STORY, THE**—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204)—(Monogram).
- SEA TIGER**—MD—Marguerite Chapman, John Archer, Harry Lautner—For the lower half—71m.—see Aug. 13 issue—(5218)—(Monogram).
- STAR OF TEXAS**—W—Wayne Morris, Rick Vallin, Robert Lee Rice—Okeh western—67m.—see Jan. 28 issue—(5332).
- TANGIER INCIDENT**—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).
- TORPEDO ALLEY**—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).
- WYOMING ROUNDUP**—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).
- YUKON GOLD**—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

- AFFAIR IN MONTE CARLO**—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made).
- BIG WILDERNESS**—Kirby Grant, Chinook.
- COW COUNTRY**—Edmond O'Brien, Helen Westcott, Peggy Castle—(5310).
- CLIPPED WINGS**—Leo Gorcey, Huntz Hall, Bowery Boys.
- FORT VENGEANCE**—James Craig, Reginald Denny, Rita Moreno—(Cinecolor)—(5303).
- HOMESTEADERS, THE**—Bill Elliott, Barbara Allen, Robert Lowry—(5323).
- JALOPY**—Bowery Boys, Jane Easton, Mona Knox—(531B)—65m.
- KANSAS PACIFIC**—Sterling Hayden, Eve Miller, Barton MacLane—(Cinecolor)—(5302)—74m.
- LOOSE IN LONDON**—Leo Gorcey, Huntz Hall, Bowery Boys.
- MARKSMAN, THE**—Wayne Morris, Elena Verudgo, Stanford Jolley—(5333).
- REBEL CITY**—Bill Elliott, Marjorie Lord.
- ROAR OF THE CROWD, THE**—Howard Duff, Helene Stanley—(Color)—(5311).
- SON OF BELLE STARR**—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor)—(5309).
- WHITE LIGHTNING**—Stanley Clements, Barbara Bestar, Steve Brodie—(5326).

Columbia

(1951-52 releases from 401

1952-53 releases from 501)

- AFFAIR IN TRINIDAD**—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).
- ALL ASHORE**—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor)—(534).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2

Vol. 49, No. 18

MARCH 4, 1953

- ASSIGNMENT-PARIS**—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).
- BANDIT OF SHERWOOD FOREST, THE**—COSMD—Cornel Wilde, Anita Louise, Jill Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue.
- BLUE CANADIAN ROCKIES**—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
- CAPTAIN PIRATE**—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).
- CLOUDED YELLOW, THE**—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).
- EIGHT IRON MEN**—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
- FIVE ANGLES ON MURDER**—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mystery import—88m.—see Feb. 11 issue—Leg.: B—(English-made).
- FOUR POSTER, THE**—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).
- GOLDEN HAWK, THE**—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).
- HANGMAN'S KNOT**—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

- HAPPY TIME, THE**—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).
- INVASION U.S.A.**—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).
- KID FROM BROKEN GUN, THE**—W—Charles Starrett, Smiley Burnette, Angela Stevens—Fair series entry—56m.—see Aug. 13 issue—(481).
- LADIES OF THE CHORUS**—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
- LADY AND THE BANDIT, THE**—AD—Louis Hayward, Patricia Medina, Suzanne Dalton—Okeh action drama for the duallers—79m.—see Aug. 13 issue—(403).
- LAST OF THE COMANCHES, THE**—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).
- LAST TRAIN FROM BOMBAY**—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).
- MEMBER OF THE WEDDING, THE**—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).
- MINE WITH THE IRON DOOR, THE**—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).
- PATHFINDER, THE**—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).
- PRINCE OF PIRATES**—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).
- RAINBOW 'ROUND MY SHOULDER**—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).
- SAVAGE MUTINY**—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).
- STRANGE FASCINATION**—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

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|-------------------------------------|----------------------------------|
| AD—Adventure drama | MUCD—Musical comedy drama |
| ACD—Action drama | MU—Musical |
| ACMU—Action musical | MUSAT—Musical satire |
| ADMD—Adult melodrama | MUW—Musical western |
| BID—Biographical drama | MY—Mystery |
| BIDMU—Biographical drama with music | MYC—Mystery comedy |
| BUR—Burlesque | MYCM—Mystery comedy musical |
| C—Comedy | MYD—Mystery drama |
| CAR—Cartoon feature | MYMD—Mystery melodrama |
| CD—Comedy drama | MYMU—Mystery musical |
| CDMU—Comedy drama musical | MYW—Mystery western |
| CFAN—Comedy fantasy | NOV—Novelty |
| CFANMU—Comedy fantasy musical | OPC—Operatic comedy |
| CMD—Comedy melodrama | OPD—Operatic drama |
| CMU—Comedy musical | OD—Outdoor drama |
| COMP—Compilation | OMD—Outdoor melodrama |
| COSMD—Costume melodrama | PD—Psychological drama |
| D—Drama | ROMC—Romantic comedy |
| DFAN—Drama fantasy | ROMCMU—Romantic comedy musical |
| DMU—Dramatic musical | ROMD—Romantic drama |
| DOC—Documentary | ROMDMU—Romantic drama with music |
| DOCD—Documentary drama | SAT—Satire |
| DOCMD—Documentary melodrama | SCD—Sex-comedy drama |
| ED—Educational feature | TRAV—Travelogue |
| F—Farce | W—Western |
| FAN—Fantasy | WC—Western comedy |
| FANMU—Fantasy musical | WCMU—Western comedy musical |
| FMD—Farce musical | WD—Western drama |
| HISD—Historical drama | WMD—Western melodrama |
| MDMU—Melodrama musical | WMDMU—Western melodrama musical |
| MD—Melodrama | WMU—Western musical |
| MUC—Musical comedy | |

We "LAY IT ON THE LINE"...
and call a "Stinker" a "Stinker"



There was no bunk or side stepping in our original **FACTUALLY HONEST "Pink Section" REVIEWS**... and in this "Yellow Section" **CHECK-UP** is a summary of the same **HONEST FACTS**.

Check these running times and other data against your records!

TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).
WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marshal—(Mexican-made).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor).
BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made In England).
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
FORT TI—George Montgomery, Joan Vohns, Ben-Estar—(Technicolor)—(3-D).
FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.
49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalbert.
GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
JACK McCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(Made in Israel)—(520).
KILLER APE, THE—Johnny Weissmuller, Carol Thurston, Bert Wenland.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made)—(English titles).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor).
MISSION OVER KOREA—John Hodiak, John Derek, Audrey Totter.
ON TOP OF OLD SMOKY—Gene Autry, Smiley Burnette, Gail Davis—(572).
ONE GIRL'S CONFESSION—Hugo Haas, Cleo Moore, Glenn Langan—(528).
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).
PROBLEM GIRLS—Ross Elliott, Susan Morrow, Helen Walker—Leg.: B.
SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.
SALOME—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor)—(545).
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Luez—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
WILD ONE, THE—Marlon Brando, Mary Murphy, Lee Marvin.

Lippert

(1951-52 releases from 5101)

GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
PIRATE SUBMARINE—MD—Pierre Daudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
TROMBA, THE TIGER MAN—MD—Rene Deligen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213).
BAD BLONDE—Barbara Payton, Tony Wright—(English-made)—(5211).
CAIRO—George Raft, Maria Canale—(Made In Italy).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marle Windsor, Lee J. Cobb—(5207)—84m.

Metro

(1951-52 releases from 201)

1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—(321).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).
CONFIDENTIALLY CONNIE—C—Van Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers 71m.—see Jan. 28 issue—(322).
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—90m.—see Sept. 10 issue—(Made In Europe)—(302).
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made In England)—(309).
I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made In England)—(Technicolor)—(307).
JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—110m.—see Nov. 19 issue—(Technicolor)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Ann Blyth—(Technicolor).
ARENA—Gig Young, Polly Bergen, Robert Horton—(Anso Color)—(3-D).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
CODE TWO—Ralph Meeker, Sally Forrest, Keenan Wynn, Robert Horton—69m.
CRY OF THE HUNTED—Vittorio Gassman, Barry Sullivan, Polly Bergen—80m.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).

DREAM WIFE—Cary Grant, Deborah Kerr, Walter Pidgeon.
EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).
FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIRL WHO HAD EVERYTHING, THE—Elizabeth Taylor, Fernando Lamas, William Powell—69m.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made In England).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KISS ME KATE—Kathryn Grayson, Ann Miller—(Technicolor).
KNIGHTS OF THE ROUND TABLE—Robert Taylor, George Sanders—(Technicolor).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor)—81m.
LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).
MAIN STREET TO BROADWAY—Tailulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa and England)—(Technicolor).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England)—(327).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
RIDE, VAQUERO—Robert Taylor, Ava Gardner, Howard Keel—(AnsoColor).
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
SEE HOW THEY RUN—Dorothy Dandridge, Robert Horton, Harry Belafonte—(326).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
SMALL TOWN GIRL—Jane Powell, Farley Granger, Ann Miller—(Technicolor)—(325).
SOMBRERO—Pier Angeli, Ricard Montalban, Yvonne De Carlo—(Technicolor)—(Made in Mexico)—(324)—103m.
STORY OF THREE LOVES—Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas—122m.—(Technicolor).
TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(Anso Color).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(Made in England).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101)

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
GIRLS OF PLEASURE ISLAND, THE—CD—Leo Genn, Don Taylor, Elsa Lanchester—Pleasant program—95m.—see Feb. 25 issue—(Technicolor)—(5215).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).
ROAD TO BALL—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).
STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

TO BE REVIEWED OR IN PRODUCTION

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
 BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.
 ELEPHANT WALK—Vivien Leigh, Dana Andrews—(Technicolor)—(Partly made in Ceylan).
 FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
 HERE COME THE GIRLS—Bob Hope, Tany Martin, Rosemary Clooney—(Technicolor).
 HOUDINI—Tany Curtis, Janet Leigh, Tarln Thatcher—(Technicolor).
 JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey—(Partly made in France).
 MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday.
 PONY EXPRESS—Charlton Heston, Forrest Tucker, Rhonda Fleming, Jan Sterling—(Technicolor)—(5217).
 RED GARTERS—Rosemary Clooney, Anna Maria Alberghetti, Joanne Gilbert—(Color)—(3-D by Paravision).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).
 SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional).
 SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.
 SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
 STALAG 17—William Holden, Don Taylor, Otto Preminger.
 THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Color)—(3-D by Paravision).
 VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).
 WAR OF THE WORLDS, THE—Gene Barry, Ann Robinson, Lee Tremayne—(Technicolor)—(5218).
 WHITE CHRISTMAS—Bing Crosby, Donald O'Connor.

RKO

(1951-52 releases from 201)

1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).
 ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
 ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
 ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles 91m.—see Sept. 10 issue—(383).
 BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
 BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
 BEWARE MY LOVELY—MD—Ida Lupina, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).
 BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Threath—Good adventure yarn—122m.—see Sept. 10 issue—(361).
 BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).
 BLOOD ON THE MOON—W—Robert Mitchum, Barbara Bel Geddes, Robert Preston—Names should help reissue—87m.—see Mar. 11 issue.
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
 COUNT THE HOURS—MD—Teresa Wright, MacDonald Carey, Dolores Moran—Fair melodrama—74m.—see Feb. 25 issue.
 FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots 89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
 FAITHFUL CITY—D—Jamil Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).
 FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Reissue has the names and angles—127m.—see Mar. 11 issue.
 HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).
 HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).
 LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
 NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
 NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).
 PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conreid as "Capt'n Hook"—High rating Disney—76½m.—see Jan. 28 issue—(Technicolor)—(392).
 PORT SINISTER—MD—James Warren, Lynne Roberts, Paul Cavanagh—Far the lower half—65m.—see Feb. 25 issue.
 SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carsan, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).
 SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).
 SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).
 TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).
 UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTPOST—Dale Robertson, Arthur Hunnicutt.
 BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
 GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thless.
 HEAVY WATER—Documentary on World War II—(Norwegian-made).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 LOST HOURS, THE—Mark Stevens, Jean Kent—(Made in England).
 MAUD—Robert Preston, Marjorie Steele.
 MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Walt Disney cartoons of the past 25 years (Technicolor).
 NIGHT WITHOUT STARS—David Farrar, Nadia Gray.
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SECOND CHANCE—Linda Darnell, Robert Mitchum.
 SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.
 SON OF SINBAD—Ursula Thiess, Vincent Price—(Technicolor).
 SWORD AND THE ROSE, THE—Richard Todd, Geynls Johns, Michael Gaugh—(English-made)—(Technicolor)—(Disney).
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 MARSHAL OF CEDAR ROCK—W—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—Routine series entry—54m.—see Feb. 25 issue—(5241).
 OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).
 OLD OVERLAND TRAIL—W—Rex Allen, Koko, Slim Pickens, Virginia Hall—Routine series entry—60m.—see Mar. 11 issue—(5146).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
 SOUTH PACIFIC TRAIL—W—Wm—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
 SAN ANTONIO—OMD—Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado—Okeh outdoor offering—90m.—see Mar. 11 issue—(5203).
 THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
 THUNDERING CARAVANS—W—Allan "Rocky" Lane, Eddy Waller, Mona Knox—Good Rocky Lane—54m.—see Aug. 13 issue—(5173).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FROM BROOKLYN, THE—Charles Winninger, Hope Emerson.
 CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
 EL PASO STAMPEDE—Alan "Rocky" Lane, Eddie Waller, Dorothy Patrick.
 FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).
 FLYING SQUADRON, THE—Massimo Serato, Dina Sassoli, Umberto Spadaro—(Italian-made).
 IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.
 LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor)—92m.
 LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).

PERILOUS VOYAGE, A—Vera Ralston, Scott Brady, David Brian.
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.
 SWEETHEART TIME—Ray Middleton, Lucille Norman, Eileen Christy—(Trucolor).
 WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter.

20th Century-Fox

(1951 releases from 101)

1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
 CALL OF THE WILD—MD—Clark Gable, Loretta Young, Jack Oakie—Reissue has the names and angles—81m.—see Mar. 11 issue—(350).
 DESTINATION GOBI—ACD—Richard Widmark, Don Taylor, Judy Dann—Entertaining off-beat war film—89m.—see Feb. 25 issue—(Technicolor)—(313).
 DOWN AMONG THE SHELTERING PALMS—CMU—William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne—Names may help South Pacific type musical—87m.—see Mar. 11 issue—Leg.: B—(Technicolor)—(317).
 GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
 I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).
 MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).
 MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).
 MY DARLING CLEMENTINE—WD—Henry Fonda, Linda Darnell, Victor Mature—Names should help reissue—97m.—see Mar. 11 issue—(351).
 MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
 MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: B)—(231).
 NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(306).
 NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
 O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Grainger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).
 PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
 RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: B)—(303).
 SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).
 SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
 SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
 STAR, THE—D—Bette Davis, Sterling Hayden, Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).
 STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
 STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
 TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).
 THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
 TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).
 TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).
 WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
 YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BAPTISM OF FIRE—Victor Mature, Alvy Moore, Grease Mitchell.
 BLUEPRINT FOR MURDER—Jean Peters, Joseph Cotten, Gary Merrill.
 BRADY'S BUNCH—Jeff Chandler, Maureen O'Hara—(Technicolor).
 CALL ME MADAM—Ethel Merman, Vera-Ellen, George Sanders, Donald O'Connor—(Technicolor)—(311).
 DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.

DESERT RATS, THE—James Mason, Richard Burton, Chlpe Rafferty.
FARMER TAKES A WIFE, THE—Betty Grable, Dole Robert-son, Thelma Ritter—(Technicolor)—(307).
FIGHT TOWN—Jeanne Crain, Dole Robertson—(Techni-color).
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).
HOW TO MARRY A MILLIONAIRE—Betty Grable, Marilyn Monroe, Rory Calhoun—(3-D)—(Color)—(CinemaScope).
INFERNO—Robert Ryan, William Lundigan, Rhonda Flem-ing—(3-D)—(Technicolor).
INVADERS FROM MARS—Jimmy Hunt, Helene Carter, Arthur Franz—(Cinecolor)—(314).
MABEL AND ME—Dan Dailey, Corinne Calvet.
MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Ger-many)—(315).
PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter.
POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor).
PRESIDENT'S LADY, THE—Susan Hayward, Charlton Heston, Fay Bainter—(312)—96m.
ROBE, THE—Richard Burton, Victor Mature, Jeon Sim-mons—(3-D)—(Color)—(CinemaScope).
SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Rit-ter, Richard Basehart.
VICKIE—Jeanne Crain, Jean Peters, Casey Adams—(3-D).
WATERHOLE—Bill Lundigan, Gloria Grahame.
WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duollers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be ex-ploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Anscia Color)—(3-D)—(Natural Vis-ion)—(Oboler).
GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help reissue—87m.—see Sept. 10 issue—(Reissue)—(Skirball).
ISLAND OF DESIRE—AD—Linda Darnell, Tab Hunter, Don-ald Gray—Fair romantic adventure entry—93m.—see Aug. 13 issue—Leg.: B—(Made in Jamaica, B.W.I.)—(Technicolor)—(Rose).
IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Reissue has names to sell—87m.—see Sept. 10 issue—(Skirball).
KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Reissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).
LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metro-politan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
MAGNETIC MONSTER, THE—MD—Richard Carlson, King Donovan, Jean Byron—Okeh science fiction thriller for the duollers—76m.—see Feb. 25 issue—(Tors).
MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the ort spots—B2m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).
MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).
OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
PARK ROW—MD—Gene Evans, Mary Welch, Bela Kovacs—Hord-hitting newspaper meller has the angles—83m.—see Aug. 13 issue—(Fuller).
RING, THE—MD—Gerald Mohr, Rita Moreno, Lala Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).
THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).
UNTAMED WOMEN—MD—Mikel Conrad, Darls Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok—(Rank).
BANDITS OF CORSICA, THE—Richard Greene, Paula Raymond, Raymond Burr—(Small)—B1m.
CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vas-sarotti).
ESPERENZA—(Argentine-made)—(Ben Ami).
FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
FORT ALGIERS—Yvonne DeCarlo, Leif Erickson, Carlos Thompson.
GENGHIS KHAN—Manuel Conde, Elvira Reyes, Lou Sal-vador—(Made in the Philippines)—(Conde).
GOLDEN ARROW—Jean Pierre Aumont, Burgess Mere-dith—(Renown)—B2m.
GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian)—B1m.
LUXURY GIRLS—Susan Stephen, Jacques Sernas, Anna Maria Ferrero—(Made in Italy)—(Cines)—96m.

MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).
MISS HARGREAVES—Katharine Hepburn—(Huston).
MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).
MRS. JEZEBEL—Gertrude Michaels, Lyle Talbot, Ross Elliott—(Wisberg-Pollexeen).
PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).
RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).
RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
SABRE JET—Robert Stack, Coleen Gray—(Krueger).
SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).
SCARLET SPEAR, THE—John Archer, Martha Hyers—(Tech-nicolor)—(Made in Africa)—(Breakston-Stahl).
SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).
SON OF THE RENEGADE—John Carpenter, Lori Irving, Joan McKellen—(Schwartz)—57m.
SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
TOMBSTONE EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Technicolor)—(Small).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 Issue—(Technicolor)—(305).
BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. B issue—(302).
BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Ed-mund Gwenn, Charles Drake—Amusing programmer—79 1/2m.—see Sept. 10 issue—(232).
CITY BENEATH THE SEA—MD—Robert Ryan, Mala Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(30B).
GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the differ-ence—82m.—see Jan. 14 issue—Leg.: B—(311).
GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor show—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).
HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—B1m.—see Sept. 24 issue—(Technicolor)—(235).
IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor)—(3B1).
IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
MA AND PA KETTLE ON VACATION—C—Marjorie Main, Percy Kilbride, Ray Collins—Series entry will have the usual appeal—75m.—see Mar. 11 issue—(314).
MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—B7m.—see Dec. 17 is-sue—(Technicolor)—(307).
MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Or-leans and the Mississippi should account for itself okeh—98 1/2m.—see Jan. 14 issue—Leg.: B—(Techni-color)—(310).
PROMOTER, THE—C—Alec Guinness, Glynis Johns, Val-erie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Bar-bara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor ac-tion show—80m.—see Dec. 31 issue—(Technicolor)—(309).
SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—B7m.—see Feb. 25 issue—(Technicolor)—(313).
SON OF ALL BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertain-ment—75m.—see Aug. 27 issue—(Technicolor)—(231).
STORY OF MANDY, THE—D—Phyllis Calvert, Jack Haw-kins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 Issue—(English-made)—(Rank)—(383).
STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Ba-garde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 Issue—(Eng-lish-made)—(284).
WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard—(316).

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff, Helen Westcott.
ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.
BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Marcia Henderson—(Technicolor).
CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).
COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
DESERT LEGION—Alan Ladd, Richard Conte, Arlene Dahl—(Technicolor)—(315).
EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Tech-nicolor).
GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
I BELIEVE IN YOU—Cecil Parker, Celia Johnson—(English-made)—(Rank).
IT CAME FROM OUTER SPACE—Richard Carlson, Bar-bara Rush—(3-D).
IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.
LAW AND ORDER—Ranald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).
LONE HAND, THE—Joel McCrea, Barbara Hole, Alex Nicol—(Technicolor).
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MALTA STORY, THE—Alec Guinness, Jack Hawkins, An-thony Steel—(English-made)—(Rank).
MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made)—(382).
QUEEN IS CROWNED, A—Coronation documentary nar-rated by Sir Laurence Olivier—(Technicolor)—(Rank).
SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).
VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
WALKING MY BABY BACK HOME—Donald O'Connor, Janet Leigh, Buddy Hackett—(Technicolor).
WINGS OF THE HAWK—Glenn Ford, Julia Adams, Abbe Lane—(Technicolor).
YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing force has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).
CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).
I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).
IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Techni-color)—(212).
MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).
MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made re-ligious film—102m.—see Sept. 10 issue—(Warner-Color)—(203).
OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).
SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. B issue—(WarnerColor)—(204).
STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Sothern, Not "King" Cole—(215).

BOY FROM OKLAHOMA—Will Rogers, Jr., Nancy Olson, Lon Chaney, Jr.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

DIAMOND QUEEN, THE—Fernando Lamas, Arlene Dahl, Gilbert Roland—(Super Cinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D).

ISLAND IN THE SKY—John Wayne, Lloyd Nolan, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MARINES HAD A WORD FOR IT, THE—Burt Lancaster, Virginia Mayo, Hayden Rorke.

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SO BIG—Jane Wyman, Sterling Hayden.

SO THIS IS LOVE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour—(217).

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn—(216).

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Karen Morley—For the lower half—77m.—see Feb. 11 issue—(Trucolor)—(Astor).

CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(16 mm.)—(Brandon).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor)—(Astor).

MAHATMA GHANDI—TWENTIETH CENTURY PROPHECY—DOC—Produced by Stanley Neal Productions for the American Academy of Asian Studies and narrated by Quentin Reynolds—Fascinating glimpse of life of Ghandi may appeal to some art spots—80m.—see Feb. 25 issue—(AAAS).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue—(Astor).

STEREO-TECHNIQUES SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Lesser).

Foreign-Made

(Distributors' addresses will be furnished on request)

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).

ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BEAUTY AND THE DEVIL—DFAN—Michel Simon, Gerard Philipe, Nicole Besnard—Engrossing art house entry—95m.—see Sept. 10 issue—(French-made)—(English titles)—(Davls).

BERLINER, THE—SAT—Gert Frobe, Arlbert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAIRO ROAD—MD—Eric Portman, Laurence Harvey, Maria Mauben—Import will fit into the lower half—82m.—see Aug. 27 issue—(English-made)—(Realart).

CAPTAIN BLACK JACK—MD—George Sanders, Herbert Marshall, Patricia Roc—Interesting import has names to help—90m.—see Sept. 10 issue—(European-made)—(Classic).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delial Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Same art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DANGEROUS ASSIGNMENT—MYC—Brian Reece, Joy Shelton, Christine Norden—Routine British whodunit—67m.—see Sept. 10 issue—(English-made)—(Famous).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

DEVOTION—MD—Columba Dominguez, Rolando Lupi, Juan Delanda—Melodramatic entry may appeal to Italian houses—84m.—see Feb. 25 issue—(Italian-made)—(English titles)—(IFE).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocera Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORBIDDEN GAMES—D—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—(French-made)—(English titles)—(Times).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michelle Priele, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(MAGICOLOR)—(Russian-made)—(English titles)—(Artkino).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English Import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markoovich, Milvoje Zhivanovich, Vera Ilich-Djukieh—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Chema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OF LOVE AND BANDITS—MD—Amedeo Nazzari, Maria Mauban, Jean Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).

PIMPERNEL SVENSSON—C—Edvard Persson, Ivar Wahlgren, Aurore Palmgren—Swedish spoof on Communism may appeal to some art spots—85½m.—see Feb. 25 issue—(Swedish-made)—(English titles)—(Scandia).

ROBINSON CRUSOE LAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STRANGE ONES, THE—DFAN—Nicole Stephane, Edouard Dermite, Rene Cosima—Import has limited art house appeal—98m.—see Sept. 10 issue—(French-made)—(English titles)—(Mayer-Kingsley).

STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Unlon).

TARAS SHEVCHENKO—BID—Sergei Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(MAGICOLOR)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdier, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian-made)—(English titles)—(Times).

UNDERSEA RAIDER—DOC—Interesting documentary on submarine warfare—74m.—see Feb. 25 issue—(English-made)—(Manor).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(MAGICOLOR)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WOMEN OF TWILIGHT—MD—Freda Jackson, Rene Ray, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made)—(Romulus).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(MAGICOLOR)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16½m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15½m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18½m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes	F	20m.	3472
5425	(Mar. 12)	Woo, Woo	F	16m.	
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16½m.	3434
5434	(Jan. 17)	One Too Many	F	20m.	
5435	(Mar. 19)	Yumpin' Yiminy	F	17m.	
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15eb.	3464
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16½m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15½m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16½m.	3472
5405	(Mar. 5)	Booty And The Beast	F		
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10½m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	3473
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10½m.	3404
5552	(Dec. 4)	No. 2	F	10½m.	3435
5583	(Feb. 19)	No. 3	F	10½m.	3473
COLOR FAVORITES (15)					
(Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7½m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	3473
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	3473
5609	(Mar. 12)	The Make Believe Revue	F		
JOLLY FROLICS (6)					
(Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn	F		
		Gerald McBoing Boing's Symphony	E	7½m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6½m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12)					
(Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
5856	(Mar. 19)	Mickey Rooney—Then And Now	F	9½m.	
THRILLS OF MUSIC (8)					
(Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10½m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9½m.	3473
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9½m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9½m.	3473
5805	(Feb. 26)	Trick Shot Artists	F		
MGM					
One Reel CARTOONS (16)					
(Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybudy Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(Mar. 14)	Cops And Robbers	F	6½m.	3448
		Johann Mouse (T-J)	E	7m.	3465
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6½m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
PROPHECIES OF NOSTRADAMUS					
R-421	(Jan. 21)	Nostradamus Says So	E	10m.	3465
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
S-455	(Feb. 7)	The Mosconi Story	G	9m.	3473
S-456	(Feb. 14)	Aquatic Kids	G	8m.	3473
		Good Guy Now			
		The Postman			
Paramount					
Two Reel MUSICAL PARADES (6)					
(Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6)					
(Technicolor)					
B12-1	(Oct. 24)	True 800	G	7m.	3410
B12-2	(Feb. 13)	Frightday The 13th	F	7m.	
B12-3	(Mar. 13)	Spook No Evil	F	7m.	
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets	F	9m.	
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	3473
HERMAN AND KATNIP (4)					
(Technicolor)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic	F	7m.	
KARTUNES (6)					
(Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History	G	7m.	
X12-3	(Apr. 3)	Philharmoniacs	F		
NOVELTOONS (6)					
(Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch			
P12-4	(Apr. 17)	Winner 8y A Hare			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks			
POPEYE CARTOONS (8)					
(Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology			
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	3472
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4)					
(Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days			
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two	F	17m.	3472
33604	(Mar. 13)	Pardon My Wrench			
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2)					
(Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For 8etty	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner	F	15m.	3472
PEOPLE AND PLACES					
(.....) The Alaskan Eskimo					
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
33105	(Jan. 2)	Conquest Of Ungava	G	15m.	3458
33106	(Jan. 30)	Canadian Mounties	G	15m.	3

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5187	(Aug. 25)	The Philippines	G	9m.	3357
5188	(Mar. 1)	Ceylon			

20th Century-Fox

One Reel
ART FILMS (7)
(Technicolor)

7251	(Sept.)	I Remember The Glory	G	9m.	3301
7252	(Sept.)	Curtain Call	G	10m.	3289
7253	(Sept.)	Light In The Window	G	10m.	3402
7254	(Oct.)	Birth Of Venus	E	9m.	3435
7255	(Oct.)	Joy Of Living	E	10m.	3402
7256	(Nov.)	The Young Immortal	G	10m.	3402
7257	(.....)	The Nightwatch			

LEW LEHR RE-RELEASES (2)

9281	(Feb.)	Fuss And Feathers	G	9m.	3294
9282	(June)	Jungle Land	G	9m.	3335

SPORTS (6)

3201	(Feb.)	The Fighting Cohoes	G	9m.	3311
3202	(Apr.)	Sails And Blades	G	8m.	3319
3203	(July)	Mel Allen's Football Review	G	10m.	3348
3204	(Sept.)	U. S. Olympic Champions	G	9m.	3396
3205	(Oct.)	Kalamazoo Klouters	F	9m.	3412
		(Reissues)			
2201	(Nov.)	Conquering The Colorado	E	9m.	3418

TERRYTOONS (26)

5201	(Jan.)	Papa's Little Helpers	G	7m.	3219
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m.	3195
5203	(Feb.)	The Mechanical Bird	F	7m.	3201
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m.	3211
5205	(Mar.)	Little Roquefort In City Slicker	G	7m.	3209
5206	(Mar.)	Mighty Mouse In Prehistoric Perils	G	7m.	3219
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m.	3243
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m.	3251
5209	(Apr.)	Time Gallops On	F	7m.	3251
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m.	3266
5211	(May)	The Happy Cobblers	G	7m.	3279
5212	(June)	Little Roquefort In Hypnotized	G	7m.	3279
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m.	3301
5214	(June)	Filpper Frolics	F	7m.	3318
5215	(July)	Terry Bears In Little Anglers	F	7m.	3301
5216	(July)	Dinky In The Foolish Duckling	G	7m.	3326
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m.	3310
5218	(Aug.)	The Mysterious Cowboy	E	7m.	3318
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m.	3326
5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m.	3333
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m.	3342
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m.	3348
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m.	3348
5224	(Nov.)	Dinky In Sink Or Swim	G	7m.	3387
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m.	3388
5226	(Dec.)	Terry Bears In Planic With Papa	G	7m.	3402
		(Re-releases) (4)			
5227	(Jan.)	Harvest Time	F	7m.	3219
5228	(Feb.)	Plane Goofy	F	7m.	3219
5229	(Apr.)	The First Robin	F	7m.	3219
5230	(May)	Billy Mouse's Awkwacado	G	7m.	3294

(1952-53) (26)

5301	(Jan.)	Mighty Mouse In A Soapy Opera	F	7m.	3402
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m.	3410
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m.	3418
5304	(Feb.)	Dinky In Wise Quacks	G	7m.	3435
5305	(Mar.)	Little Roquefort In Mouse Meets Bird	F	7m.	3441
5306	(Mar.)	Terry Bears In Snappy Snapshots	F	7m.	3443
5307	(Mar.)	Mighty Mouse In Hero For A Day	G	7m.	3448
5308	(Apr.)	Heckle and Jeckle In Pill Peddlers	F	7m.	3458
5309	(Apr.)	Dinky In Featherweight Champ	G	7m.	3472
5310	(Apr.)	Little Roquefort In Playful Puss	E	7m.	3473
		(Re-releases) (4)			
5327	(Jan.)	The Owl And The Pussy Cat	G	7m.	3425
5328	(Feb.)	Slap Happy Hunters	F	7m.	3425
5329	(Apr.)	Happy Circus Days	G	7m.	3425

United Artists

Two Reel
MEDAL OF HONOR (4)

(.....)	Richard P. Hobson	G	26 1/2m.	3410
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(.....)	Dr. Mary Walker	G	26m.	3410
(.....)	Julius Langbein	G	26 1/2m.	3410
(.....)	Joseph C. Rodriguez	G	27 1/2m.	3410

Universal-International

Two Reel

MUSICAL FEATURETTES (13)

8301	(Nov. 6)	Xavier Cugat and his Orchestra	G	15m.	3418
8302	(Dec. 4)	Don Cornell Sings	G	15m.	3418
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m.	3418
8304	(Mar. 12)	Andy Russell And Della In House Party	G	20m.	3472

SPECIALS

8201	(Mar. 22)	Out Of The Earth	G	18m.	3458
8203	(Feb. 1)	The World's Most Beautiful Girls (Tech.)	E	18m.	3448

THE EARTH AND ITS PEOPLE (13)

8361	(Nov. 3)	Horsemen Of The Pampa	G	21m.	3417
8362	(Dec. 1)	Farms And Towns In Slovakia	G	20m.	3458
8363	(Dec. 29)	An Industrial Lake Port	G	20m.	3458
8364	(Jan. 26)	Ports Of Industrial Scandinavia	G	20m.	3472
8365	(Feb. 23)	The Po River Valley	G	20m.	
8366	(Mar. 23)	Sheep Ranch Country			
8367	(Apr. 20)	Cross Sections Of Central America			
8368	(May 18)	Factories, Mines And Waterways			
8369	(June 15)	British Trade And Industry			
8370	(July 13)	Farmer-Fisherman			
8371	(Aug. 10)	The Lumber States			
8372	(Sept. 3)	Mountain Farmers			
8373	(Oct. 5)	Adobe Village			

One Reel
COLOR PARADE

8381	(.....)	Fiesta Frolics			
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VARIETY VIEWS (8)

8341	(Dec. 22)	King Winter	G	9m.	3459
8342	(Feb. 9)	Get A Horse	G	9m.	3459
8343	(Mar. 9)	Sky Police	G	9m.	

WALTER LANTZ CARTUNES (13)

8321	(Dec. 8)	Termite From Mars	G	6m.	3459
8322	(Jan. 19)	What's Sweepin'	F	6m.	3459
8323	(.....)	The Dog That Cried Wolf	F	6m.	

Warners

Two Reel

SPECIALS (8)

9001	(Sept. 6)	Killers Of The Swamp	G	17m.	3387
9002	(Oct. 25)	Man Without A Country	E	21m.	3387
9003	(Dec. 6)	Cruise Of The Zaca	F	17m.	3425
9004	(Jan. 24)	Flag Of Humanity	E	19m.	3458
9005	(Mar. 7)	Thar She Blows	E	18m.	
9006	(Apr. 25)	Under The Little Big Top			
9007	(May 30)	America For Me			

CLASSICS OF THE SCREEN (6)

9101	(Sept. 27)	Monsters Of The Deep	G	20m.	3387
9102	(Nov. 22)	Oklahoma Outlaws	E	20m.	3410
9103	(Dec. 27)	Are Animals Actors?	E	20m.	3434
9104	(Mar. 21)	Star In The Night	E	20m.	3458
9105	(May 16)	Plantation Melodies			

One Reel
BLUE RIBBON HIT PARADES (13)

9301	(Sept. 13)	A Feud There Was	G	7m.	3387
9302	(Oct. 11)	Daffy Doodles	G	7m.	3387
9303	(Nov. 8)	Day At The Zoo	E	7m.	3410
9304	(Nov. 29)	Early Worm Gets The Bird	G	7m.	3410
9305	(Jan. 10)	Tale Of Two Mice	G	7m.	3425
9306	(Feb. 7)	Bashful Buzzard	F	7m.	3458
9307	(Mar. 14)	Country Mouse	G	7m.	3472
9308	(Apr. 11)	Little Dutch Plate	G	7m.	3472
9309	(May 2)	Ain't That Ducky			

BUGS BUNNY SPECIALS (8)

9723	(Sept. 20)	Rabbit Seasoning	F	7m.	3392
9724	(Nov. 15)	Rabbit's Kin	G	7m.	3425
9725	(Dec. 20)	Hare Lift	G	7m.	3435
9726	(Feb. 14)	Forward, March Hare	G	7m.	3465
9727	(Mar. 14)	Upswept Hare	F	7m.	
9728	(May 2)	Southern Fried Rabbit			

JOE McDOAKES COMEDIES (6)

9401	(Sept. 20)	Sa You're Going To the Dentist	G	10m.	3392
9402	(Nov. 8)	So You Want To Wear The Pants	G	10m.	3412
9403	(Jan. 10)	So You Want To Be A Musician	F	10m.	3443
9404	(May 23)	So You Want A Television Set			
9405	(Mar. 28)	So You Want To Learn To Dance			

9801	(Oct. 11)	Freddie Fisher And Band	G	10m.	3388
9802	(Nov. 15)	Junior Jive Bombers	E	10m.	3412
9803	(Dec. 27)	Circus Band	G	9m.	3425
9804	(Apr. 18)	Ozzie Nelson And Orch.	G	10m.	3473

MELODY MASTER BANDS (6)

MERRIE MELODIES (22)

9701	(Sept. 8)	Mousewarming	F	7m.	3386
9702	(Oct. 4)	The Egg-cited Rooster	G	7m.	3392
9703	(Oct. 18)	Tree For Two	F	7m.	3410
9704	(Nov. 1)	The Super Snooper	G	7m.	3410
9705	(Nov. 29)	Terrier Stricken	F	7m.	3425
9706	(Dec. 13)	Fool Coverage	G	7m.	3435
9707	(Jan. 3)	Don't Give Up The Sheep	G	7m.	3441
9708	(Jan. 17)	Snow Business	G	7m.	3459
9709	(Jan. 31)	A Mouse Divided	E	7m.	3465
9710	(Feb. 21)	Kiss Me Cat	G	7m.	3459
9711	(Feb. 28)	Duck Amuck	E	7m.	3465
9712	(Mar. 28)	A Peck Of Trouble	F	7m.	
9713	(Apr. 4)	Fowl Weather	F	7m.	
9714	(Apr. 18)	Muscle Tussle			
9715	(May 9)	Ant Pasted			
9716	(May 23)	Much Ado About Nutting			

THE SPORTS PARADE (10)

9501	(Oct. 4)	They Fly Through The Air	E	10m.	3388
9502	(Nov. 1)	Unfamiliar Sports	F	10m.	3412
9503	(Dec. 20)	Fiesta For Sports	F	9m.	3426
9504	(Jan. 31)	Sporting Courage	E	9m.	3465
9505	(Feb. 28)	Birthplace Of Hockey	G	9m.	3465
9506	(Apr. 4)	Cheyenne Days	F	9m.	
9507	(May 9)	Yo Ho Wonder Valley			

VITAPHONE NOVELTIES (7)

9601	(Sept. 13)	Ain't Rio Grande	F	9m.	3396
9602	(Apr. 11)	No Adults Allowed			
9603	(Oct. 18)	Hunting The Devil Cat	G	10m.	3418
9604	(Jan. 3)	Too Much Speed	E	10m.	3435
9605	(Feb. 14)	Here We Go Again	F	10m.	3465

Miscellaneous

A Is For Atom (G-E)	E	10m.	3473
Antarctic Whale Hunt (BIS)	F	18m.	3472
Art Survives The Times (AF)	G	10m.	3435
Championship Race, The (Artkino)	G	20m.	3387
Charm Of Life (Pictura)	G	15m.	3387
Clear Iron (Marathon Newsreel)	G	14m.	3448
Eva Peron Story, The (Astor)	G	29m.	3387
Garden Spider, The (IFE)	E	11m.	3465
Gallery Of Modern Sculptors (AF)	G	14m.	3417
Glasgow Orpheus Choir (BIS)	G	14m.	3425
Images Medievales (AF)	E	18m.	3441
Images From Debussy (AF)	E	18m.	3402
Jet Power (G-E)	G	10m.	3473
Kabylia (AF)	F	9m.	3418
Legend Of The Pallamid Mountains (Italian Tourist Bureau)	F	10m.	3435
Leonardo Da Vinci (Italian Consulate)	G	16m.	3464
Lifelines Of Defense (Bondy)	F	14m.	3425
Mastery Of The Air (BIS)	G	20m.	3464
Mephisto Waltz (Times)	G	18m.	3472
Miracle On Skis (Kraska)	E	16m.	3472
Narcotics Dens Of The Orient (Telenews)	G	17 1/2m.	3464
Night Before Christmas, The (Magicolor) (Artkino)	G	25m.	3458
Prisoners Of The Tower (Baker-Brill)	G	17m.	3410
Queen Of The Border (Tech.) (BIS)	G	10m.	3426
Royal Destiny (BIS)	G	20m.	3464
Sea Harvest (Voyagers Int.)	F	9m.	3465
Sea Hunt (AF)	G	20m.	3441
Songs Of Labor (Artkino)	F	16m.	3448
Story Of The Violin, The (Hoffberg)	G	11m.	3465
Stranger Left No Card, The (Meteor)	E	23m.	3410
Suite Of Berber Dances (AF)	G	10m.	3404
Survival Under Atomic Attack (Civil Defense Force) (Castle)	E	9m.	3425
Teen Age Menace (Broadway Angels)	G	26 1/2m.	3434
Travel Royal (Tech.) (BIS)	G	20m.	3464
21st International Horse Show (Color) (Times)	G	9m.	3465
24 Hours Of Progress (De Rochemont Associates)	F	10m.	3465
White Continent, The (BIS)	G	20m.	3435
Zanzabella In Paris (Discina)	G	15m.	3392

THINGS YOU SHOULD KNOW

—about this service—
THE CHECK-UP

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THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

- | | |
|-----------------------------|----------------------------|
| 1. TITLE | 5. ONE-LINE CRITICISM |
| 2. TYPE OF SHOW | 6. RUNNING TIME |
| 3. COLOR or BLACK AND WHITE | 7. PRODUCTION NUMBER |
| 4. LEADING PLAYERS | 8. DATE OF COMPLETE REVIEW |
| 9. LEGION OF DECENCY RATING | |

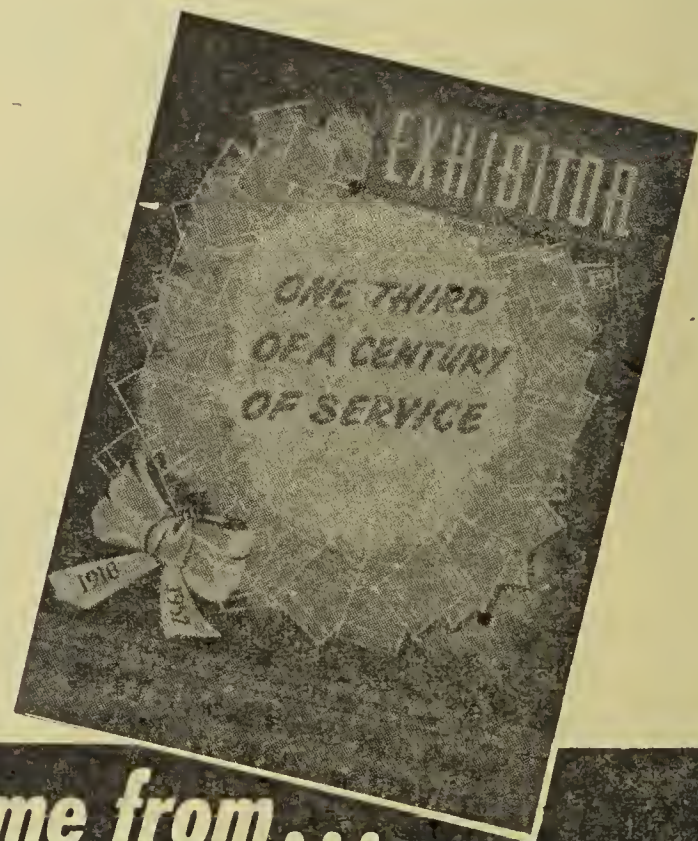
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ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY-MARCH	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor)	Last Of The Comanches B. Crawford, B. Hale, (Technicolor)	The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	Jeopardy B. Stanwyck, B. Sullivan, R. Meeker	The Stogie D. Martin, J. Lewis, P. Bergen, E. Mayehoff	Peter Pan Disney cartoon feature (Technicolor)	Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	Niagara M. Monroe, J. Cotten, J. Peters (Technicolor)	Limelight C. Chaplin, C. Bloom (Chaplin)	The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor)	The Jazz Singer D. Thomas, P. Lee (Technicolor)
Tangier Incident G. Brent, M. Aldon	Target Hong Kong R. Denning, N. Gates, R. Loo	Rogue's March P. Lawford, J. Rule	The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor)	Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	Angel Face R. Mitchum, J. Simmons, M. Freeman	The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made)	The Silver Whip R. Calhoun, K. Crowley, D. Robertson	The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Man)	Girls In The Night P. Hardy, J. Holden, L. Freeman	I Confess M. Clift, A. Baxter, K. Malden
		Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)		The Stars Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor)	Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	San Antonio R. Cameron, A. Whelan, F. Tucker	Treasure Of The Golden Condor C. Wilde, C. Smith, F. Currie (Technicolor)	Bandits Of Corsica R. Greene, P. Raymond, (Small)	The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Jalopy Bowery Boys	The Member Of The Wedding E. Waters, J. Harris	Perils of the Jungle C. Beatty	Confidentially Connie J. Leigh, V. Johnson, L. Calhern	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman	Old Overland Trail, W R. Allen, V. Hall, S. Pickens	Taxi D. Dailey, C. Smith (Technicolor)	Destination Gobi R. Widmark. D. Taylor, (Technicolor)	Moulin Rouge J. Ferrer, C. Marchand, F. Smith (Made in France and England)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor)	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color)
White Lightning S. Clements, B. Bestar, S. Brodie	Prince of Pirates J. Derek. B. Rush (Technicolor)	Chu Chin Chow A. M. Wong (English-made) (Re-issue)	I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor)	Port Sinister J. Warren, L. Roberts		Down Among The Sheltering Palms W. Lundigan, J. Greer, D. Wayne (Technicolor)	Bwana Devil R. Stack, B. Britton, (Partly made in Africa) (Anasco Color) (3-D)	Seminole R. Hudson, B. Hale, A. Quinn (Technicolor)	The Blue Gardenia A. Baxter. R. Conte, A. Sothorn	
Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	Savage Mufnny J. Weissmuller, On Murder (English-made)	Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England)	Battle Circus H. Bogart, J. Allyson, K. Wynn			My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	Golden Arrow J. P. Aumont, (Foreign-made) (Renown)	Gunsmoke A. Murphy, S. Cabot, (Technicolor)		
The Homesteaders B. Elliott, B. Allen, R. Lowry	All Ashore M. Rooney, P. Ryan (Technicolor)	The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)								
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
The Marksman W. Morris, E. Verugo, S. Jolley	The Glass Wall V. Gossman G. Grahame, R. Raymond	Bad Blonde B. Poyton, T. Wright (English-made)	Sombrero P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor)	Off Limits B. Hope, M. Rooney, M. Maxwell, E. Mayehoff	Walt Disney's All- Cartoon Festival Compilation of Disney cartoons	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor)	The President's Lady S. Hayward, C. Heston, F. Bainter	Ma and Pa Kettle On Vacation M. Main, P. Kilbride	Trouble Along The Way J. Wayne, D. Reed, C. Coburn	
Cow Country E. O'Brien, H. Westcott, P. Castle	Jack McCall, Desperado G. Montgomery, A. Stevens, D. Kennedy (Technicoalr)	Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor)	The Girls Of Pleasure Island D. Taylor, A. Dalton, E. Lanchester L. Genn (Technicolor)	Blood On The Moon R. Mitchum, B. Bel Geddes, R. Preston (Reissue)	Call Me Madam E. Merman, G. Sanders, D. O'Connor (Technicolor)	Man On a Tightrope F. March, T. Moore, C. Mitchell, G. Grahame (Made in Germany)	Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard	The System F. Lovejoy, J. Weldon, D. Seymour	House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)	
	One Girl's Confession H. Haas, C. Moore	The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell		Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue)	Count The Hours T. Wright, M. Carey			Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)		
	Problem Girls R. Elliott, S. Morrow, J. Seay			The Sea Around Us Documentary (Technicolor)						

OBSERVANCES

Mar. 29—Palm Sunday
Mar. 31—April 1—Passover
April 3—Good Friday
April 5—Easter

REALART

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)
March—Salome, Where She Danced—Y. DeCarlo, R. Cameron
(Reissue)
Abbott and Costello In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

April—The Flying Saucer—M. Conrad, P. Garlison (Reissue)
The Atomic Monster—L. Cheney, A. Nagel (Reissue)
Dark Streets Of Cairo—S. Gurie, C. Zucco (Reissue)
Chinatown Squad—V. Hobson, L. Talbot (Reissue)

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CAROLYN JONES · PAUL PICERNI · SCREEN PLAY BY CRANE WILBUR · PRODUCED BY BRYAN FOY · DIRECTED BY ANDRE DE TOTH



EXHIBITOR



The Hostess with the Mostest for Easter!

IRVING BERLIN'S
"CALL ME
MADAM"
TECHNICOLOR



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

Number 19
Sections: Section One

MARCH 11, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

ERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

uring EXTRA PROFITS

M-G-M's "THE NAKED SPUR" BREAKS DENVER AND SATURATION ROCK BIG TECHNICOLOR ADVENTURE PICTURE

THE EXHIBITOR SPEAKS!

(This telegram is typical of Colorado, Wyoming,
New Mexico, Nebraska, Texas whirlwind.)

"'NAKED SPUR' OPENED TO LARGEST
NUMBER OF ADMISSIONS IN THE
HISTORY OF ANY THEATRE OR ANY
ATTRACTION IN DENVER. CAMPAIGN
IS TALK OF THE TOWN. HOLDING
THEM OUT EVER SINCE OPENING.
THIS IS A TOP HIT!"

—Harris and John Wolfberg, Paramount Theatre, Denver



"SHOWS WHAT HAPPENS WHEN YOU'VE G

**ALL RECORDS IN WORLD PREMIERE IN
MOUNTAIN TERRITORY BOOKING...
THRILLS HAPPY AUDIENCES NATIONWIDE!**

**GET A LOAD OF M-G-M's
TECHNICOLOR DYNAMITE!**

"THE NAKED SPUR"

Just a few of the stunts that echoed through the nation: Colorado Legislature honors James Stewart and party with presentation of Gold Nugget Awards! Governor Dan Thornton proclaims "Hollywood in the Rockies Day"! Mayor Quigg Newton of Denver declares citywide "James Stewart Day"! Silver Dollar Award to James Stewart by Denver mayor! Girl Scout honor citations to M-G-M players! "Naked Spur" Mine presented to James Stewart! Denver's top civic, social event! Greatest news coverage ever given motion picture by Denver Press! 27 radio and TV shows, parades, civic ceremonies greet "Naked Spur" stars!

M-G-M presents James Stewart, Janet Leigh, Robert Ryan, Ralph Meeker in "The Naked Spur" with Millard Mitchell; color by Technicolor; written by Sam Rolfe and Harold Jack Bloom; directed by Anthony Mann; produced by William H. Wright

PICTURE AND GET BEHIND IT!"—Hollywood Reporter

ALFRED
HITCHCOCK'S



I Confess

SMASH SUCCESS!

SMASH IN PROVIDENCE! SMASH IN SPRINGFIELD, MASS! SMASH IN TROY! SMASH IN UTICA! SMASH IN WORCESTER! SMASH IN SCRANTON! SMASH IN WILKES-BARRE! SMASH IN PITTSBURGH! SMASH IN ERIE! SMASH IN BOSTON! SMASH IN PHILLY! SMASH IN CLEVELAND!

PRODUCED IN A BIG WAY—SOLD IN A BIG WAY—BY WARNER BROS.



STARRING
MONTGOMERY CLIFT · ANNE BAXTER · MALDEN · AHERNE
WITH **KARL · BRIAN**
ALFRED HITCHCOCK
E. HASSE · ROGER DANN · DOLLY HAAS · CHARLES ANDRE
SCREEN PLAY BY **GEORGE TABORI AND WILLIAM ARCHIBALD**
DIRECTED BY
MUSIC COMPOSED AND CONDUCTED BY **DIMITRI TIOMKIN**



DURING a lighter portion of a conversation between a distributor and an exhibitor who wanted a 28-day run, the theatreman asked, "What will it cost me?", whereupon the exchangeman said, "Inasmuch as it is a 28-day run, it will cost you \$28." So the theatreman added, "Then make it a 14-day run."

★

ACCORDING to some equipment men, 3-D stands for Don't Demand Delivery.

★

DURING "National Laugh Week", April 1-8, the National Association of Gagwriters has suggested that "the best of the year" in comedy be shown during the period. It also happens to be Easter Week, lest the sponsors of the week suddenly become surprised that they are getting so much cooperation.

★

THE BATTLE over a local three per cent tax in a mideastern city ended when the city fathers and theatre agreed on an arrangement whereby the house will donate all receipts for two days a year to a general fund to be used for recreational problems. Previously, the city solons wanted a \$500 license fee instead of the tax.

★

A MEMBER of a state board of censors, in covering the problem of reviewing 3-D films, said that the censors might review them in 2-D, only to discover that "they were eye-poppers" on 3-D. Another censor group, however, is looking at 3-D prints without glasses, it is understood.

—H. M. M.

I N D E X

VOL. 49, No. 19

MARCH 11, 1953

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"THE SATURATION OPENINGS CONTINUE"	6, 7
NEW YORK NEWS LETTER	8
THE INTERNATIONAL SCENE	10
WHAT'S NEW IN 3-D	11
THIS WAS THE WEEK WHEN	14
THE SCORE BOARD	15
PEOPLE	15
IN THE NEWSREELS	16
EXTRA PROFITS	EP-1—EP-16

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Tyrone Power, starring in U-I's "The Mississippi Gambler," poses with Cliff White, Jr., film buyer, Video Independent Theatres, Inc.; Paul Townsend, district manager, Warner Theatres, and Charles Hudgens, U-I Oklahoma City branch manager, while in Oklahoma City plugging the premiere, bowing along the Mississippi River area.

EXHIBITOR

VOL. 49, No. 19



MARCH 11, 1953

Wise Words From The Coast

EVERYONE in the industry should be interested in what the Screen Producers Guild Journal, organ of the Screen Producers Guild, has to say concerning recent developments in the business.

THE JOURNAL, after reviewing the current scene, asks some questions, among them:

"Just what has our industry ever done to prepare for a day when its customers might be progressively bored with the cinema diet fed it by the industry?"

"Just what has any of our huge corporations done in the line of research to provide any new type of celluloid entertainment?"

THE JOURNAL points out what is no secret, that the Natural Vision process which started the rush to 3-D films "was known to many of us months before it startled Hollywood Boulevard."

IT ASKS why, for example, one of the major companies didn't first come forth with a three-dimensional process.

WHAT THE JOURNAL advocates is a well-planned program of scientific research, one which "must go far beyond the current hectic flurry in all Hollywood which is suddenly concerning itself with the third-dimension."

SUMMING UP, the Journal continues:

"Let's not be satisfied with any industry tactics which merely reduce present costs below present income.

"Let's know that our industry is importantly and scientifically studying how to bring new excitement to the movies.

"Let's not be the only great American industry without the scientists to insure our future."

ANY ARGUMENTS?

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THROGS TURN OUT FOR A GLIMPSE OF THE CELEBRITIES ATTENDING THE NEW ORLEANS PREMIERE OF U-I'S "THE MISSISSIPPI GAMBLER" AT THE JOY.

The Saturation Openings Continue

Universal-International Tied Up Four Exchange Areas In Its Plans For "The Mississippi Gambler"



Attending the premiere at the Fox, St. Louis, are, left to right, Edward Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company; actress Julia Adams; Eddie Dunn, St. Louis radio personality, and actress Piper Laurie.

THAT 1953 will see the continuance of the saturation opening, so successful in the past, is apparent in the merchandising policies of some companies.

Following the successful pattern of the launching of "Bend Of The River" in the Northwest, U-I decided to give "The Mississippi Gambler", starring Tyrone Power, Piper Laurie, and Julia Adams, a Mississippi River Valley territorial pre-release world premiere. In addition to the three premiere cities, St. Louis, Memphis, and New Orleans, U-I decided to book the picture in a territory running roughly 50 miles on each side of the Mississippi River, which meant booking through four different exchanges.

To provide each theatre scheduled to play the picture with the greatest possible promotional impact, U-I sent Miss Laurie and Miss Adams and three featured players, Jackie Loughery, "Miss United

States" in the "Miss Universe" Beauty Pageant; Ruth Hampton, "Miss New Jersey", and Valerie Jackson, "Miss Montana", into the territory in advance of the premiere. They not only covered St. Louis, Memphis, and New Orleans, but they also visited 50 additional towns in the premiere area.

In St. Louis, several comprehensive promotional campaigns were developed, highlighted by one with the Associated Grocery Stores, which has 600 outlets in the territory, and another with a department store.

In Memphis, the premiere was tied in with Variety Club, Tent 20, proposed Home For Convalescent Children, with the dual premiere, one for the white patrons and a second for the Negro patrons, rolling up an impressive \$20,000. A whole series of promotional events were developed in connection with the New Orleans premiere at the Joy.



Tyrone Power, also starred in the film, is made an honorary commander of the non-existent Oklahoma navy by Governor Johnston Murray, and is awarded a certificate showing his rank.



Miss Laurie and Miss Adams participate in an autographing party at the Holmes department store, New Orleans, as E. A. McKenna, manager, Joy, looks on. They autographed 2,500 pictures.



Patients at Jefferson Barracks Veterans' Hospital, St. Louis, are cheered by a visit from U-I's Ruth Hampton, Miss Laurie, starring in "The Mississippi Gambler," and Valerie Jackson on their tour.



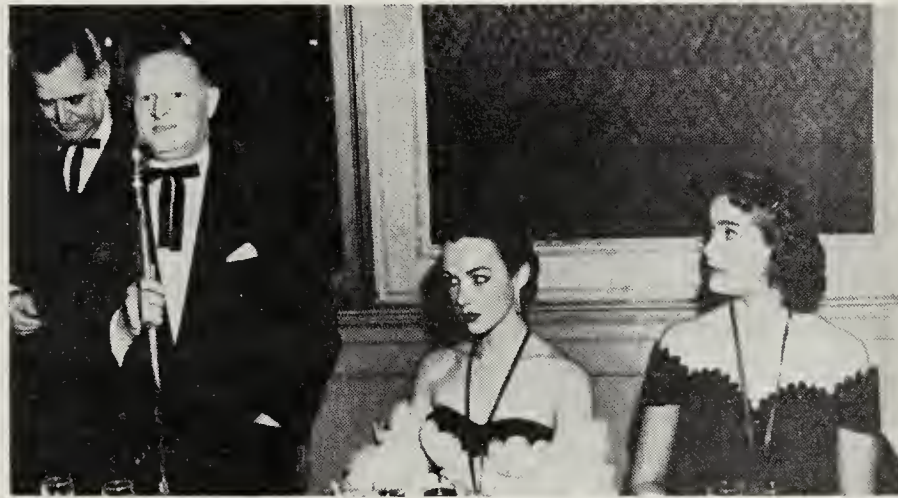
M. A. Lightman, Sr., head, Malco Theatres, is seen here with the stars and featured players of "The Mississippi Gambler." With Lightman are, left to right, Miss Hampton, Miss Jackson, Miss Laurie, Miss Adams, Jackie Loughery, and the attractive La Juanesse girls who aided in the premiere.



Miss Loughery is welcomed to Gulfport, Miss. Seen, left to right, are Commander R. W. Conway, Captain C. S. Daily, Miss Loughery, Sam Williams, Chamber of Commerce secretary; Mayor "Mit" Evans; "Miss Hospitality," Gloria Knowblock, and D. Sutter, president, Chamber of Commerce.



At the Three Sisters Admiration Hosiery contest, St. Louis, are the Misses Loughery, Hampton, and Jackson, and seated, left to right, Miss Laurie, Sally McGee, winner of the "Beautiful Leg Contest," and Miss Adams.



C. R. Ost, U-I New Orleans branch manager, and L. C. Montgomery, president, Delta Theatres, preside at a special 17-course dinner at La Louisiane given for the stars as Miss Laurie and Miss Adams look on.



M. A. Lightman, Jr., arriving at the Malco, Memphis, for the Variety Club premiere, is interviewed by Wilson Mount and Olivia Brown.



Miss Laurie attends a fashion show at the Scruggs-Vandervoort and Barney downtown store, St. Louis, for "The Mississippi Gambler."

New York News Letter

— By Mel Konecuff —

A THOUSAND leaders of all phases of American industry, the arts and sciences, public life, and especially his own business crowded into the Waldorf-Astoria to mark Adolph Zukor's 50th year in motion pictures at a Golden Jubilee dinner sponsored by Variety Clubs International. The huge multi-tiered dais contained a wide representation of America, all present to pay tribute not only to Adolph Zukor, motion picture pioneer, but also to Adolph Zukor,



KONECOFF

man, father, husband, associate, and friend.

The room was covered with gold from ceiling to floor. Harry Brandt, dinner chairman, introduced Robert J. O'Donnell, VCI, who outlined the activities of the organization, and paid tribute to Mort Sunshine and Charles E. Lewis for their efforts in making the dinner a success as well as introducing International Chief Barker Jack Beresin. Rosemary Clooney sang a number honoring Zukor, and Bob Hope clowning, noting that a lot of gum has passed under the seats in the 50 years, and though he's been with Zukor and Paramount for only 15 years, he's enjoyed every dollar of it.

Mayor Impellitteri added his praise of Zukor as did State Attorney-General Nathaniel Goldstein, who passed on regards from Governor Thomas E. Dewey. Barney Balaban, Paramount president, recalled the part played by Zukor in the company and the industry, and wished him well. Herbert Bayard Swope, who substituted for Bernard Baruch, unable to be present as the keynote speaker because of the death of his brother, presented Zukor with an elaborate testimonial book containing messages.

Zukor, emotionally affected, called this a day of thanksgiving, and expressed his admiration for this great country, which, after all, made everything he had possible. He couldn't add much to what has been said of the past, but he did comment on the future, which he believed held great things for the industry. He felt that the potential for the industry has not as yet been reached, and there is much to do and a great distance to travel.

He urged industryites to pay greater attention to business and less to pleasure, and everything will be all right. He urged his listeners to learn from the public, and wound up his address with words of appreciation to the trade press.

A highlight was a 15-minute short compiled by Paramount News, "The Adolph Zukor Story", which went back to his arrival in this country, and showed early



The 3-D question was discussed by Cecil B. DeMille at a recent trade press conference which was held in the Paramount office in New York.

attempts at entertaining the public, Jesse Lasky, C. B. DeMille, Mary Pickford, the fire at the Famous Players Studio in 1915, the advent of sound, etc. Some of the more recent years of Zukor in action were also included.

EXHIBITION REPORT: At a press conference, Si Fabian, president, Stanley Warner Corporation, and Sam Rosen, executive vice-president, announced preliminary plans and policy for the circuit of former Warner theatres which they took over under the reorganization of Warners. They reported that there would be no consolidation between the Fabian enterprises and the Stanley Warner Theatres, and that each would operate separately.

The Stanley Warner Circuit now includes about 300 houses operating actively, with about 25 closed either permanently or temporarily. Expansion is prohibited under the government decree. The Fabian group numbers 57 actively operating with about six closed. Fabian, believing that three-dimensional presentations offer great potential drawing power, announced that 200 of the S-W houses have orders in for 3-D equipment or have already had it installed while 25 to 30 of the Fabian group are similarly scheduled. Incidentally, there are 13 theatre television set-ups in the two circuits, and this could eventually be used as a separate circuit for special TV transmission, possibly on closed circuits.

Harry Kalmine will continue to supervise the operation of S-W as vice-president and general manager, and there are no changes in personnel contemplated. The buying and booking will continue in the field, each zone remaining autonomous. Fabian expects to visit all the zones in the next several months.

On the subject of wide screen and 3-D, Fabian opined that both have tremendous possibilities with each able to do a good job where specialized set-ups are advisable. He thought that possibly the future might see a marriage between the two media, especially after experimentation. He expected to equip some of the houses with wide angle equipment when that becomes available.

As far as the future of the business is concerned, Fabian predicted that mass entertainment will always be wanted and desired by the public, and that theatre entertainment was here to stay. He estimated that business this year as compared to 1952 could be ahead of last year. The first two months found some theatres

"Three Loves" Leads Broadway Grosses

NEW YORK—Business held up satisfactorily last week in most of the Broadway first-runs despite the fact that there was only one new picture, "The Story Of Three Loves", Radio City Music Hall. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE STOOGES" (Para.). Paramount, with stage show, expected the fifth and last week to tally \$58,000.

"PETER PAN" (RKO-Disney). Roxy, with ice show, reported \$63,000 for Wednesday through Sunday, with the fourth week heading toward \$75,000.

"THE STORY OF THREE LOVES" (MGM). Radio City Music Hall, with stage show, garnered \$84,000 for Thursday through Sunday, with the opening week sure to tally \$130,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$18,000 for the 15th week.

"THE STAR" (20th-Fox). Rivoli expected the sixth week to reach \$13,000.

"ANNA" (IFE). Globe was headed toward a \$19,000 third week.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated the sixth week at \$18,500.

"ROAD TO BALI" (Para.). Astor expected the sixth week to hit \$14,000.

"BWANA DEVIL" (UA). Loew's State, with 3-D feature, expected the third, and last, week to reach \$19,000.

"MOULIN ROUGE" (UA). Capitol was heading toward \$54,000 on the fourth session.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported \$14,000 for the 11th week.

ahead and some a little behind, but the overall average, he estimated, was about the same.

Fabian estimated that S-W theatres represented an original investment of 120 million dollars and a depreciated investment of 70 millions; and 24 theatres still have to be separated from the circuit according to the government decree.

Other items that came out at the interview session included: The future would see an open door policy on press relations. . . . A survey to determine the necessary physical rehabilitation was in the works. . . . Estimated cost of converting to 3-D was put at between \$1500 to \$2,000. . . . The Stanley Warner Circuit will join the TOA. . . . After seeing rushes, Fabian booked Warners' 3-D "House Of Wax" into 75 houses. . . . Cinerama leased the now-closed Warner, Broadway, for five years, which includes options, and will shift from its present quarters on June 1. . . . S-W has a three-year lease on its quarters in the Warner building. . . . The attention of Fabian and Rosen will be split between the two operations.

DINNER REPORT: The Friars held their annual benefit testimonial, with Bob Hope being honored for his humanitarian and entertainment achievements, and with over 1,000 in attendance in the Waldorf-

(Continued on page 15)

COMPO Heads Still See Chance For Repeal

C. Bruce Newbery Republic Sales Chief

LONDON—Herbert J. Yates, president, Republic Pictures Corporation, last week announced the appointment of C. Bruce Newbery as Republic vice-president and director of sales in the United States to succeed James R. Grainger, former executive-vice-president and general sales manager. He also appointed Reginald Armour to the Newbery post as vice-president and chief executive officer, Republic British organization, and that Richard G. Yates, former assistant to Grainger, will be assistant director of sales under Newbery.

On his return to New York, Yates will attend several regional sales meetings with Newbery.

WB Reorganization Is Now Complete

NEW YORK—Warner Brothers Pictures, Inc., and its theatre affiliate, now Stanley Warner Corporation, launched separate careers last week after having completed all the necessary legal and financial elements of the reorganization.

The reorganization of Warners Brothers Pictures, Inc., was completed in Wilmington, Del., by the transfer, as of the close of business on Feb. 28, 1953, of the motion picture assets and business of the old corporation to the new Warner Brothers Pictures, Inc., which was organized in 1952, and the transfer of the domestic theatre assets and business to the new theatre company, Stanley Warner Corporation.

The sale by Messrs. Warner and their families of their stock of the new theatre company to Fabian Enterprises, Inc., was consummated on March 2. A meeting was then held at which the following board of directors of the Stanley Warner Corporation was elected: Simon H. Fabian, Samuel Rosen, David G. Baird, Harry M. Kalmine, and Moe A. Silver.

Immediately following, the board elected the following officers: President, Fabian; executive vice-president, Rosen; chairman of the finance committee, Baird; vice-president and general manager, Kalmine; vice-president, Nathaniel Lapkin; vice-president and treasurer, W. Stewart McDonald; controller, Frank Kiernan; secretary, David Fogelson; assistant secretary, Miles Alben, and assistant treasurer, James M. Brennan.

The board of the new picture company, elected last month, consists of Messrs. Harry M. Warner, Albert Warner, Jack L. Warner, Waddill Catchings, Stanleigh P. Friedman, Samuel Schneider, Charles G. Guggenheimer, Samuel Carlisle, and Robert W. Perkins.

CinemaScope Coast Bow Mar. 19

HOLLYWOOD—20th-Fox will give a demonstration of its CinemaScope on March 19 at 8 p. m. on stage six of its studio on Western Avenue, corner of Sunset.

Leading exhibitors are being invited.

Fine Spirit of Cooperation Is Necessity; Sindlinger and Company Retained As Statis- tical Service For Campaign

NEW YORK—There is "a good chance" that the federal 20 per cent admission tax will be repealed at this session of Congress, it was declared last week by Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Repeal Campaign Committee, in a statement issued through the Council of Motion Picture Organizations urging the industry to disregard discouraging rumors regarding tax repeal, and to continue "the fine spirit of cooperation that has so far been shown in the repeal campaign."

Cole and McGee also asked people in the industry, especially state and Congressional repeal campaign committee members, to hold themselves available for further assistance to the campaign as help may be necessary.

"Having successfully completed the first phase of the campaign, which was the grassroots approach to Congressmen and Senators in their home districts, we have now moved our efforts to Washington. We have established headquarters at the Raleigh Hotel, and from these headquarters we have been busy for the last several weeks strengthening contacts with Congressional leaders. The immediate aim of this activity is to obtain an early hearing before the House Ways and Means Committee on the bill which has been chosen as the one best suited for our purposes. This measure is H.R.157, introduced by Representative Noah M. Mason, Illinois, a high ranking member of the Ways and Means Committee.

"To impress upon the Ways and Means Committee the necessity for early action on the Mason Bill, we have brought to Washington delegations of exhibitors from the districts represented by members of the committee and other key leaders of Congress. These conferences, which will be continued, have been eminently fruitful, for not only have they further cemented the support promised by these Congressmen, but they also have elicited helpful advice and offers of guidance. As a consequence, we now have several pow-

Newsreel Coverage Reaches New High

NEW YORK—The American Film industry's newsreels are giving the nation's fans a more extensive coverage of world events than ever before, it was disclosed in a Motion Picture Association analysis of the contents of 520 newsreel issues released to theatres in 1952 by the industry's five newsreel organizations.

The survey shows that of some 3300 newsreel topics presented last year, 785 dealt exclusively with some aspect of the foreign scene, an increase of 118 topics of foreign source over the totals of the previous 12-month period.

erful Congressional leaders who are helping us in our efforts.

"But all of this activity would be in vain if we failed to make thorough preparation for the presentation of our case when the House Ways and Means Committee hearing is held. Accordingly, the tax committee has been busy marshaling facts and figures to prove to the Ways and Means group that tax relief is not only needed, but is needed now.

"For the collection of this information, we have retained Sindlinger and Company, well-known statistical organization. This group has been conducting a survey, now nearly completed, which will set forth facts and figures never before collected by this industry. These figures, whose authenticity is beyond question, are expected to be of immense value in the presentation of our case.

"For this presentation, moreover, we have not overlooked resources peculiar to our own business. At the suggestion of several Congressional leaders, we are having a short film produced which will be shown to the Ways and Means Committee and other interested Congressmen and Senators. This film, now nearing completion at the MGM studio, is being made by Herman Hoffman, producer of 'The Hoaxters', and is expected to be a powerful argument for tax repeal. Incidentally, permission to show this film to the Ways and Means Committee already has been granted."



S. H. Fabian, president, new Stanley Warner Corporation, recently held his first press conference in New York, and, seen talking to reporters in rear are, left to right, Fabian, Samuel Rosen, executive vice-president, and Harry M. Kalmine, vice-president and general manager. Plans and policies were discussed.

The International Scene

Canadian Trade Show Looms As Possibility

TORONTO—A trade show for the theatre-men of Canada is being looked into by a committee set up by the Motion Picture Theatres Association of Ontario. The show would be held in connection with the annual meeting of the association, and would probably be one of the first of its kind ever to be held in Canada. Firms supplying theatres will be invited to set up exhibits of products. Tying in with the presentation is the plan to have the next meeting of the Motion Picture Industry Council of Canada and the National Committee of Motion Picture Exhibitors Associations of Canada in Toronto, and during the same week of the MPTAO annual meeting. Theatre owners from coast-to-coast would be given an opportunity of seeing three-dimensional equipment.

The committee is composed of President Jack McCulloch, Morris Stein, Jack Clarke, Lou Consky, and Myer Axler.

Canadian Comment

Ed C. Lamoreaux, manager, Palace, Windsor, Ontario, was named president, Essex, Kent and Lambton Theatres Association, at the annual election meeting. He succeeded Harry Wilson, and his place as secretary-treasurer was filled by Ernie Taylor, Vanity, Windsor. Joe Lafave, Capitol, Windsor, was set as vice-president, succeeding Arch Axler, and James Hooper, Empire, Windsor, was voted in as editor.

The National European Flood Relief Committee of Canada, headed by the Governor General, is being helped in its campaign for funds by both circuits, Odeon and Famous Players. A flood aid trailer made by Associated Screen News is being shown in theatres across the country, and James R. Nairn, Famous Players, is on the publicity committee of the aid organization. Individual theatres are being used by various organizations seeking funds, holding benefit performances. In Toronto, a special show was staged by the Toronto branch, Overseas League, at the International Cinema.

A survey shows that five theatres have been opened in Canada to bring the total of new houses since the beginning of the year to seven. One RCAF station has started operation of a theatre for its personnel, and this type of situation is classified as "non-commercial." After complete renovation, the Beam, Beamsville, Ont., has been opened by owner George F. Marfei. Six theatres are reported under construction, with two of them expected to start in business shortly. During January, four alterations and construction contracts were awarded in Canada, worth \$107,000. Three, valued at \$100,000, were let in British Columbia, and one, for \$7,000, was awarded in Ontario. Theatres which have opened are the Linkon Com-



Kenneth Hargreaves, left, managing director, J. Arthur Rank General Film Distributors, is welcomed in New York upon his recent arrival from London by Americo Aboaf, U-I foreign sales head.

pany's 400-seat Roxy, the first in Terrace Bay, Ont.; the 1,000-seat Bellevue, built by Leo Choquette and Phillipe Brassars at a cost of \$200,000 in Jonquiere, Quebec; Le Centre d'Edmunston's 768-seat Le Centre, Edmundston, N. B.; Emile Ruffo's 400-seat Venise, the first in Iberville, Quebec, and V. R. Briggs and son's 400-seat Briggs, the second for Plaster Rock, N. B.

Legislation amending the Cinematograph Act will be brought down during the current session of the Ontario legislature. . . . The Gayety, Montreal, has been purchased by the Bronfman family, owner, Seagram's Distillers, as an investment property. . . . Phil Pendry, local newsreel man for Warner-Pathe, is engaged to be married to Susan Monroe. Another of industry to become engaged is Mildred Stein, National Film Board liaison to the commercial theatres. . . . The By-line Ball, Toronto Men's Press Club, is scheduled for May 9. . . . The annual Variety Club ball game has been set for June 29.

Charles Boasberg, general sales manager, RKO, and Sidney Kramer, short subjects sales manager, were in Toronto for the final session of a series of meetings with the field sales force in preparation for the "25th Anniversary Drive."

—HARRY ALLEN, JR.

Italy

Venice "Biennale" officially fixed the dates of the 14th International Exhibition of Cinematographic Art, which includes the fourth international documentary and short film exhibition and the fifth international festival of film for children. The exhibition will be held from Aug. 20 to Sept. 4, with documentary and short films being held on Aug. 11-19.

Mexico City

In Mexico City, theatre operators and the city's three largest dailies settled a dispute over advertising rates. Theatre advertising is back in the newspapers with a guarantee that rates will not be increased until September.

TV Proponents Change FCC Plea

WASHINGTON—The NETTC and MPAA, proponents of allocation of exclusive frequencies for transmission of theatre-television programs, last fortnight petitioned the Federal Communications Commission to "determine that a limited or restricted common carrier furnishing only a theatre-TV transmission service, including associated audio transmissions, is eligible to use the current fixed common carrier frequency allocations for that purpose."

The petitioners declared they still feel that "the most rapid and efficient development of fully competitive nation-wide theatre-TV services of superior quality providing entertainment, educational, and other public interest opportunities not achieved by any other use of TV could best be achieved by an allocation of a block of frequencies for the exclusive use or at least for the primary use, of theatre-TV. However, they say, A T and T has now advised the Commission that it will make an effort to provide facilities of the desired quality, but express a doubt in saying they believe adequate service from existing common carriers is still a very long way off."

The petitioners said their determination to submit the compromise proposal was based on questioning by Commission members of theatre-TV counsel at the Feb. 9 hearings, when answers to specific questions posed by the FCC were brought in.

The proposal would make the "limited common carrier" services suggested available to all persons "engaged in the showing of large-screen television programs for entertainment, educational or governmental purposes," and suggests certain safeguards against "difficulties inherent in this type of arrangement which might impede the development of a theatre-TV service."

Texas Meeting Sept. 28-30

DALLAS—It was announced last week that Texas COMPO's second annual conference will be held from Sept. 28-30.

The 1953 convention will be in conjunction with the International Drive-In Theatre Owners Association.



Ethel Merman recently invited a host of her friends, numbering important personages of the entertainment, political, social, and business worlds, to an advance showing in New York of 20th-Fox's "Call Me Madam," in which she stars. Here the musical comedy star is seen with Charles Einfeld, 20th-Fox vice-president in charge of advertising and publicity, and Mrs. Einfeld.

What's New In 3-D ...

Ten members of the Screen Producers Guild, in a west coast interview at the second "meet-the-press" luncheon, were split as to the relative merits of stereoscopic and peripheral screen systems, but agreed that the new processes were valuable to the industry as a stimulant to technological progress and public interest. The discussion brought out the fact that all the wide screen techniques can also be combined with stereoscopic processes in which the audience wears viewers. William Pine and Bryan Foy, each having completed his first production in three dimensions, differed as to the cultivation of the new medium, but agreed that its usefulness and durability will depend on the immediate supply of quality product.

Altec President G. L. Carrington called top technicians and design engineers of both Altec Service and Altec Lansing in session on the coast to chart course on stereophonic equipment design and manufacture. Convinced that final industry standards on 3-D will include stereophonic sound, the Altec group conferred with major studios in Hollywood.

In New Orleans, RKO-Pathe has been shooting a documentary film on the Louisiana Purchase. The company has been experimenting with a 3-D camera, supervised by John Norling and manipulated by cameraman William Deeke. They were accompanied by company vice-president Douglas Travers, director Harry W. Smith, and unit manager Peter Scoppa. The crew also filmed some Mardi Gras parades and balls and designers' shops.

In Salt Lake City, Rotus Harvey, Western Theatre Owners Association, told Utah theatre owners at a meeting to "take your sweet time about ordering 3-D equipment. Don't rush in. You might make some horrible mistakes. The processes are not settled, and what you buy now might not fit the purpose a few months from now."

"Those Sisters From Seattle", Paramount's second picture to be made in the studio's new third-dimensional Technicolor process, will go before the cameras on March 16. It will be produced by William H. Pine and William C. Thomas, in Paravision.

J. E. Volkmann, manager of theatre equipment engineering, RCA Victor Division, Radio Corporation of America, visited Hollywood to consult with production engineers on requirement for stereophonic sound reproduction to accompany 3-D and other new types of motion picture presentations. He joined H. D. Bradbury, sales manager, RCA's film recording activities, already there in connection with special recording equipment used in production of stereophonic sound.

20th Century-Fox Sets Two-Year Deal For CBS-TV "Toast" Plugs



Charles Einfeld, vice-president, 20th-Fox, and Ed Sullivan, CBS-TV's "Toast of the Town," in New York recently concluded a two-year agreement calling for the monthly programming of six-minute scenes from a host of 20th-Fox releases. The line-up was led by "Destination Gobi," to be followed by "Call Me Madam."

Myers In D. C. Confab

WASHINGTON—Abram F. Myers, National Allied board chairman and general counsel, met in closed session last week with William D. Amis, chief investigator, and Charles N. Noone, counsel, Senate Small Business Committee, to discuss problems confronting exhibitors.

Distrib. Negotiations Continue

NEW YORK—The distributors' exchange operations committee for the purpose of negotiating new contracts with front and back office branch personnel had covered more than half of the 32 exchange cities last week, but no agreements had been reached.

Each of the three negotiating teams has about five more cities to visit.

The first 3-D motion picture coverage of a sports event will take place here at the Chicago Stadium on April 10 with the filming of the Walcott-Marciano heavyweight title bout, it was announced by James Norris, president, International Boxing Club, and William J. Heineman, vice-president, UA, which has acquired sole theatrical release rights to the film. The 3-D subject will be the only film of the fight, which is also scheduled for national telecasting.

NEW YORK—20th Century-Fox last week consummated a major agreement with the "Toast of the Town" CBS-TV program to feature special film sequences on a monthly basis for two years. The contract, set between Charles Einfeld, 20th-Fox vice-president, and Ed Sullivan, will bring into play the energies of the film producing and distributing company; the Columbia Broadcasting System, carrying the hourly show, and the nation's Lincoln and Mercury automobile dealers, sponsors of "Toast of the Town."

Sullivan will feature six-minute scene highlights from 20th-Fox releases every month as entertainment recommended to his vast audience. On special occasions, presentations will also be held on the show. At other times, 20th-Fox personalities viewing proceedings in the studio audience will take bows, and have their latest screen vehicles credited.

In addition, commentaries will highlight unique features of the pictures to stimulate attendance at theatres as they are released.

Initial production to receive this special handling was "Destination Gobi", which comprised part of the show's all-star lineup on March 8. Irving Berlin's "Call Me Madam", is set for programming on March 29. Picture number three is "The President's Lady", to be featured on the April 5 telecast.

Also scheduled for promotion will be "Titanic", "The Girl Next Door", "White Witch Doctor", and "Gentlemen Prefer Blondes."

The filmed excerpts will also be shown in localities where the show is kine-scoped. Theatre-dealer-station campaigns on the local level will augment national activities. Exhibitors will be encouraged to buy spot ads bracketing the show in their own areas to reach local audiences. Simultaneously, 20th-Fox will so arrange its releasing program dating pictures to mesh with the national television publicity schedule.

W-B District Heads Convene

NEW YORK—Ben Kalmenson, Warners' vice-president in charge of distribution, presided over a two-day meeting of district managers at the home office last week.



Principals associated with the filming of 20th-Fox's "The Robe" toasted the production start of the film recently at a Hollywood luncheon with members of the trade and lay press. The Technicolor spectacle, first being lensed in the new CinemaScope system, is the costliest in the company's history.

Hans' Across

'Hans' Sockeroo Seattle

Terrific total
leads town

'Hans' Gigantic Frisco

Unheard-of business
at Stagedoor

'Hans', 9th, L. A. Nifty

Upbeat sensation
at Beverly Hills (9th wk.)
and Palace (5th wk.)

'Hans' Bests 'Best Yrs.' In Denver

Miracle opening tees
off record run

SAMUEL GOLDWYN

presents

Hans Christian

starring

Danny Kaye



The Country...!!

**'Hans', 2nd,
Wows Chi**

Great in holdover
at Oriental, Chicago

**'Hans' Boffo
Buffalo**

Pacing field
by big margin

**'Hans' Happy
In 9th, Hub**

Holdover sensation
at Astor, Boston

**'Hans' B'way
13th Wk. Smash**

13th session tops previous
socko 6 wks. in day-date
Criterion, Paris, N. Y. run

**'Hans' Huge
Pittsburgh**

Off with a bang
at the Fulton

**'Hans', 3rd,
Thrills Philly**

3rd wk. terrific
following smash 2nd

**'Hans' D. C.
Smash**

Socko start at
Metropolitan

**'Hans' N. Orleans
Knockout**

Sizzling 2nd wk. after
whopping opener

**'Hans' Miami
10 Wk. Mop-Up**

No let-up in torrid take

Andersen

COLOR BY
TECHNICOLOR

ARLEY GRANGER introducing **JEANMAIRE**

Directed by CHARLES VIDOR • Screenplay by MOSS HART
Words & Music by FRANK LOESSER • Choreography by ROLAND PETT

This Was The Week When . . .

Highlights from MGM's "Battle Circus" were included on the Ed Sullivan-CBS-"Toast of the Town"-TV program with shots from "I Love Melvin" due on March 22 and six more to get plugs later. . . . 20th-Fox declared a dividend of 25 cents per share on the common stock. . . . Frank Braden was signed by UA as national exploitation representative for "Melba", beginning a coast-to-coast tour. . . . Leonard H. Goldenson, president, United Cerebral Palsy, announced a national goal of \$7,500,000 during the 1953 campaign. . . . U-I premiered "Desert Legion" in three areas, Texas, Buffalo, and Minneapolis.

UA's New York, St. Louis, and Montreal exchanges retained the lead in the ninth week of the "Bernie Kranze Drive." . . . Jonas Rosenfeld, Jr., vice-president in charge of advertising, publicity, and exploitation, IFE, revealed that \$150,000 would be spent for cooperative advertising with theatres in 400 key cities for "Anna", the film getting multiple openings in several cities. . . . Stereoscopic motion pictures and the engineering of drive-ins were announced as highlights of the sessions for the Society of Motion Picture and Television Engineers' 73rd convention at Los Angeles from April 27-May 1.

J. R. Grainger, president, RKO, and Roy O. Disney, president, Walt Disney Productions, Inc., announced a new distribution deal, including "The Sword And The Rose" and "Prowlers Of The Everglades." . . . Theatre Network Television revealed that audience reaction to the first theatre television of the opera, "Carmen", was enthusiastic. . . . Producer-distributor Jules Levey announced the signing of a contract with Admiral Harold G. Bowen, executive director, Thomas Alva Edison Foundation, for the production of "The Life Of Thomas A. Edison." . . . The first world premiere in Seoul, Korea, was set when Paramount decided to hold the bow of "The Girls Of Pleasure Island" under the joint sponsorship of the Department of Defense and UA Camp Shows, with Don Taylor, Audrey Dalton, Joan Elan, Richard Shannon, and Kathryn Grandstaff on hand. . . . March 17 was scheduled as the date of the world premiere of 20th-Fox's "The President's Lady" at the Paramount, Nashville, Tenn.

Consolidated net sales of Eastman Kodak Company were reported increasing to a new high in 1952 for the third consecutive year, \$575,022,750, up six per cent from 1951, with the consolidated net earnings \$45,803,851, equal to \$2.74 a share on 16,554,935 shares of common stock, against \$49,025,906, or \$3.23 a share, on 15,030,675 shares outstanding in 1951. . . . Anika Van Koy, French actress, started a tour as part of the advance promotion for U-I's "Desert Legion" in Buffalo, Texas, and Minneapolis. . . . The world bow of Columbia's "Salome" was announced for March 24 at the Rivoli, New York City, with a gala kleig light opening.

UA President Arthur Krim denied reports that the company was not in full sympathy with the activities of the Production Code Authority. . . . Frank Westmore, traveling in the interests of U-I's "City Beneath The Sea", extended his tour to 11 more cities. . . . 20th-Fox held the world premiere of "Call Me Madam" at the Ritz, Hollywood, with 20th-Fox stars appearing on TV for the first time. . . . U-I extended the tour of its Seminole Indians in the south in the interests of "Seminole." . . . Walt Disney's "Motor Mania" was awarded the David S. Beyer trophy for 1952 as the year's outstanding theatrical motion picture production on the subject of highway traffic safety. . . . Charles C. Moskowitz, Loew's vice-president, denied that the MGM Record Company was for sale.

S-W Men Hold Meeting

NEW YORK—The first meeting of the zone managers and home office staff of the new Stanley Warner Corporation took place last week. Simon H. Fabian, president, and other officers discussed policy and the future of the industry.

Those participating included, Samuel Rosen, executive vice-president; Harry M. Kalmine, vice-president and general manager; Nathaniel Lapkin, vice-president; W. Stewart McDonald, vice-president and treasurer, and David Fogelson, secretary.

A. Montague Feted

NEW YORK—Columbia general sales manager A. Montague was guest of honor last week at a surprise luncheon given him by his fellow executives at Toots Shor's restaurant to celebrate Montague's 20th anniversary as sales manager, the longest tenure in that position in the history of the industry. At the conclusion of the luncheon, Montague was presented with a silver bowl, suitably inscribed to permanently commemorate the event.

Mass. Booth Decision Enjoined

BOSTON—Judge Francis Donahue in Suffolk Superior Court last weekend granted a motion for an injunction providing that his decision on the state's two-men-in-a-booth provision, handed down early in February, will obtain until the State Supreme Court overrules it. His decision had been that certain regulations were invalid, void, and unenforceable in the case brought by three members of Independent Exhibitors, Inc., against the Commissioner of Public Safety asking for an interpretation of the law and a clarification of the rules and regulations of the Commissioner regarding two projectionists in a booth.

The judge substantiated the findings of fact in the Master's report, and gave further interpretations, including differentiating between the words "combustible" and "incombustible", ruling on the matter of two men in a booth, regarding revocation of a projectionist's license, and regarding suspension of a theatre's license. An appeal was filed on March 4 by Commissioner of Public Safety Daniel F. Murphy.



Tyrone Power, starring in U-I's "The Mississippi Gambler," recently stopped in at the New York office to discuss progress of the picture with N. J. Blumberg, U-I board chairman, and others.

AB-PT Dives. On Schedule

NEW YORK—The divestiture of 60 theatres, representing two-thirds of the 180 divestitures required by the federal consent decree, was completed last week by American Broadcasting-Paramount Theatres. They were disposed of in the past six months, according to Walter Gross, AB-PT vice-president. AB-PT has another six months to dispose of the final 60 theatres, and complete the divestiture program. Also disposed of were several theatres in Interstate Circuit, Texas, for which additional time had been granted earlier.

Gold Seal Awarded \$375,000

HOLLYWOOD—Gold Seal Productions, Inc., headed by Jack H. Skirball, was last fortnight awarded \$375,000 damages in its \$2,000,000 action against RKO which charged that RKO failed to keep an agreement to produce John O'Hara's "Appointment In Samarra."

Alex Sayles Passes

ALBANY—Passing of Alex Sayles, manager, Fabian's Palace for two decades, was mourned last week.

He was a long-time veteran in the industry.



Industry pioneers discussing conditions back in 1911 at the recent first convention of the Allied Theatre Owners of Oklahoma in Oklahoma City were, left to right, standing, E. B. Walker, Ritz, Lawton, Okla.; J. S. Worley, Liberty, Texas, and Pioneer Drive-In, Shamrock, Tex.; Bernard J. McKenna, secretary, ATO, Royal and Tower, Tulsa, Okla., and Glen D. Thompson, president, Glen Thompson Theatre Circuit, and, seated, Mrs. A. A. Moulder and A. A. Moulder, Criterion, Sapulpa, Okla., and Leon J. Bamberger, RKO sales and promotion manager, who started as a poster clerk in Indianapolis in 1910. Moulder is now the oldest theatre operator in Oklahoma.



Jack L. Warner, Warners' vice-president in charge of production, recently showed visitors to the studio the Natural Vision camera on the set of the company's first 3-D feature, "House of Wax."

PEOPLE

NEW YORK—David Hanna, former newspaperman who has specialized in recent years in serving as publicist for American film producers making pictures in Europe, has been appointed public relations representative assigned to the Rome offices of Italian Films Export, it was announced last week by Jonas Rosenfield, Jr., director of public relations, IFE. Hanna will assume his new duties on April 1.

NEW YORK—Frank Damis, Stanley Warner Theatres' Newark, N. J., zone manager, last week announced the appointment of John McKenna, former New York exchange manager for United Artists, Film Classics, and Eagle Lion, to the post of Newark zone film buyer. McKenna has been with the S-W film buying and booking staff in Newark for the past 18 months.

NEW YORK—Samuel Goldwyn, Jr., joined the CBS Television Network last fortnight as producer in the news and public affairs department. He had just finished a two-year tour of duty with the army, during which he headed a film production unit assigned to SHAPE.

HOLLYWOOD—Robert Riley was last week appointed vice-president, Technicolor Corporation. He will be in charge of Hollywood sales, and continue as director of studio operations. Riley has been associated with Technicolor for more than 30 years.

Levin D-I Service Revealed

NEW YORK—Jack H. Levin last fortnight announced the organization of the National Drive-In Theatre Institute, Inc., serving exhibitors, distributors, and equipment companies. The Institute, affiliated with Jack H. Levin Associates, Inc., was incorporated under the laws of the State of New York. Levin is president, and its headquarters are in the Paramount building.

It has been set up, according to Levin, for the purpose of specializing in survey, research, and inspections for drive-in operations. The Institute is now making a nationwide survey and analysis of the current drive-in situation.

Levin expects the new group to prove an invaluable aid to drive-in operations.

Konecuff

(Continued from page 8)

Astoria. Part of the proceeds went to cerebral palsy.

With George Jessel as master of ceremonies, heard were Mayor Vincent Impellitteri, Louis B. Seltzer, Bernard Baruch, Eric Johnston, Major General Emmett "Rosy" O'Donnell, Milton Berle, Senator Stuart Symington, Alben W. Barkley, and Fred Allen, who was in fine form. Others aboard the dais were Danny Kaye, Harty Delf, Jesse Block, Mayor Thomas Burke of Cleveland, Frank Folsom, Ohio Governor Frank Lausche, Joseph H. McConnell, Frank White, and Adolph Zukor.

Hope, touched by the tribute of his colleagues, got off some witty bon mots. He also had his serious moments.

A fine stage show followed, after which Hope received a Boy Scout award, an award from USO Camp Shows from Jim Sauter, a plaque from Leonard Goldenson for his efforts on behalf of cerebral palsy, and an "Oscar" from the Friars. It was a memorable evening, and a fitting tribute to a great showman.

PRODUCTION REPORT: Theron Warth, producer of the forthcoming Gary Cooper starrer, "Return To Paradise", UA release, was in enroute to London, where he is to arrange for printing the film at Technicolor labs there. He expects to return in about five weeks with the first print. It probably will be scheduled for release in July, with \$500,000 earmarked as the initial budget for advertising.

The cost of the film, first for Aspen, which consists of Warth, Mark Robson, and Robert Wise, came to \$550,000 less cost of prints, ads, etc. It was made almost wholly in Samoa after a number of difficulties, and he thought that the result should prove attractive to all audiences, regardless of 3-D, wide screen, or anything else. If possible, the group will make other films abroad.

The next effort, in the negotiation stage, will be shot in India with two top Hollywood names in the leads. The company will eventually turn out two annually. The next film may use a wide screen type of attachment which is still in the working stage.

On "Return To Paradise", Warth expected to bring in several people and exhibits from Samoa to tour the country in advance of the film, and it may well be that Cooper, who has a piece of the film, may also prove cooperative in plugging the picture in advance.

THE METROPOLITAN SCENE: 20th Century-Fox's "Call Me Madam" was previewed for a host of celebrities, press people, and personal friends of Ethel Merman, the star, at the company home office, and the result is some fine entertainment. The music is great, the cast is wonderful, with everyone really shining in technicolor, especially George Sanders. The story is interesting, and much comedy, tuneful music, dance routines, etc., are present. It looks as though it will make nothing but money. . . . The RKO Palace has been temporarily named the "R-Kaye-O Palace", marking a first in the theatre's history. . . . The telecast of the Academy Awards will also feature ceremonies from New York, where a Hollywood personality will act as master of

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

MGM

"The Girl Who Had Everything"—Mild program.

"The Story Of Three Loves"—Three-part feature will appeal most to better class audiences.

MGM

"Sombrero"—Interesting tale of Mexico has names to help.

"Dream Wife"—Names should aid light comedy.

"Code Two"—For the duallers.

20TH-FOX

"Call Me Madam"—Topnotch.

"The President's Lady"—Well-made historical drama has merchandising angles.

COLUMBIA

"One Girl's Confession"—For the lower half.

"On Top Of Old Smoky"—Usual series entry.

UA

"Bandits Of Corsica"—Action show will fit into the duallers.

"Luxury Girls"—Import has the angles for exploitation.

U-I

"Desert Legion"—Good Ladd.

PARAMOUNT

"The War Of The Worlds"—High rating science fiction show.

ceremonies for a group of former Oscar winners and a number of this year's nominees who can't get back to the coast for the big in-person show to go out via the facilities of NBC radio and TV on March 19. Wonder if any theatres are going to tie in with the telecast. . . . United Artists plans to feature "High Noon" and "The African Queen", as a double bill immediately after the Oscar ceremonies. . . . Harold Lloyd is planning to come east for the opening of his "The Freshman" at the Paris. . . . Okeh pressbooks are out on "The Magnetic Monster", "All Ashore", "The President's Lady", "Luxury Girls", "Invaders From Mars", "The Star", "The Secret Code", "Road To Bali", "The Stooge", "Come Back, Little Sheba", "Taxi", "Monsoon", "The Member Of The Wedding", "Niagara", "The Stars Are Singing", "My Cousin Rachel", and a real colorful one on "Moulin Rouge."

Mersereau Leaves FD

NEW YORK—Don Mersereau, associate publisher and general manager of The Film Daily, and general manager, Radio Daily, resigned last week. He was associated with Film Daily for the past 30 years, and with Radio Daily since its inception.

He left for Hollywood and a vacation in Palm Springs, Cal.

MANAGER

Aggressive, alert for drive-in theatre—Eastern Shore. Position on 12 month basis if desired. Give all qualifications and experience in letter to

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EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Washington, D. C.: President Eisenhower opens Red Cross Drive. Augusta, Ga.: President Eisenhower presents Bobby Jones work of art.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 20) Alaska: Volcano erupts. Hawaii: New Governor installed. Camp Drum, N. Y.: "Exercise Snowstorm." Mobile, Ala.: "Miss America" is "Azalea Queen." Hollywood: Marilyn Monroe honored. Iron Mountain, Mich.: Norwegian wins North American ski championship.

NEWS OF THE DAY (Vol. XXIV, No. 254) Alaska: Volcano erupts. Indo-China: Commando fighting force trained. Cuba: Carnival time in Havana. Hollywood: Dore Schary honored by Texas American Legion. New York: Whitfield breaks world track records. Santa Anita, Cal.: Mark-Ye-Well wins by nose (except Cincinnati and Boston). Tampa, Fla.: Cincinnati Reds warm up (Cincinnati only). Sarasota, Fla.: Red Sox begin training (Boston only).

PARAMOUNT NEWS (No. 57) Alaska: Volcano erupts. New York: Bob Hope toasted by Friars Club. New York: Whitfield breaks world track records. Florida: Red Sox, Braves, and Senators in base ball training.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 444) Indo-China: Commando fighting force trained. Virginia: New air aid to France. Hollywood: William Goetz honored by Look magazine. New York: Whit-

"Call Me Madam"

At one point in 20th-Fox's "Call Me Madam", Ethel Merman gives out with a definite "Wow."

That is about as good a way to describe this Technicolor version of the Irving Berlin stage hit as any.

"Call Me Madam" is a happy combination of everything needed for a boxoffice show, Ethel Merman, Donald O'Connor, Vera-Ellen, a singing George Sanders, no less, plus the Berlin songs, plus a handsome production, plus about everything else needed to keep the ticket registers busy.

Quite a nice holiday package.

—H. M. M.

field breaks world track records. France: Ping pong pranks.

WARNER PATHE NEWS (Vol. 24, No. 59) New York City: Vishinsky speaks at UN. Indo-China: Commando fighting force trained. Stamford, Conn.: Miracle rug cleaner. Phoenix, Ariz.: Swim suits in the sun. New York: Whitfield breaks world track records. Santa Anita, Cal.: Mark-Ye-Well wins by a nose. Hialeah, Fla.: Flamingo Stakes.

TELENEWS DIGEST (Vol. 7, No. 10-A) Augusta, Ga.: President Eisenhower presents Bobby Jones work of art. Illinois: Governor Stratton holds open house. England: Queen Elizabeth visits BBC. England: Co-ed beauties protest invitation of French glamor girls to Reading annual ball. Indo-China: Commando fighting force trained. Canada: Snow survival methods tested. Basketball: Indiana takes "Big 10" title.

IN ALL FIVE:

New York City: Lodge says Reds can stop Korea war at any time.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 19) Italy: Six NATO nations in customs union. Turkey: Balkan nations in anti-red pact. Great Neck, N. Y.: Army "skysweeper" gun. San Francisco: General Van Fleet welcomed. France: Optical scientist demonstrates Anamorphoscopic lens for CinemaScope. Newton, Mass.: World figure skating queen, Tenley Albright, hailed. Chicago and New York: Golden Glovers.

NEWS OF THE DAY (Vol. XXIV, No. 253) San Francisco: General Van Fleet welcomed. England: Londoners get coronation previews. Chile: President Ibanez welcomes President Peron. Germany: Red troops parade on "Red Army Day." Great Neck, N. Y.: Army "skysweeper" gun. Silver Springs, Fla.: Submarine cavern. Santa Anita: "Chanlea" wins turf classic.

PARAMOUNT NEWS (No. 56) Chile: President Ibanez welcomes President Peron. Korea: French Marshal Juin inspects French forces. San Francisco: General Van Fleet welcomed. Chicago: Marciano-Walcott sign. Hollywood, Cal.: Look magazine honors Hal Wallis. New York: Look honors Shirley Booth. Germany: Red troops parade on "Red Army Day."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 443) New York: Cheap beef from New Zealand. Chile: President Ibanez welcomes President Peron. Austria: Elections. Great Neck, N. Y.: Army "skysweeper" gun. California: Tokyo Giants baseball team. Chicago: Bowling congress. New York: Motor sports show.

WARNER PATHE NEWS (Vol. 24, No. 58) Canada: Rich uranium strike. Turkey: Balkan nations in anti-Red pact. Chile: President Ibanez welcomes President Peron. San Francisco: General Van Fleet welcomed. Los Angeles: Virginia Mayo named "Miss Picture Page." France: Christian Dior's Paris fashions. Chicago: Marciano-Walcott sign. Chicago: Bowling congress. France: Ski festival.

TELENEWS DIGEST (Vol. 7, No. 9-B) New York City: Lodge says Reds can stop Korea war. Italy: Six NATO nations in customs union. France: Baimain's Paris fashions. India: Nation reveres Gandhi's memory. Chile: President Ibanez welcomes President Peron. Israel: Russian diplomats leave Tel-Aviv. Great Neck, N. Y.: Army "skysweeper" gun. Cuba: Pittsburgh Pirates in workout.

NATIONAL BOARD OF REVIEW

Feb. 21, 1953

SELECTED FEATURES: "The Magnetic Monster" (UA); "Tonight We Sing" (20th-Fox); "Lili" (MGM).

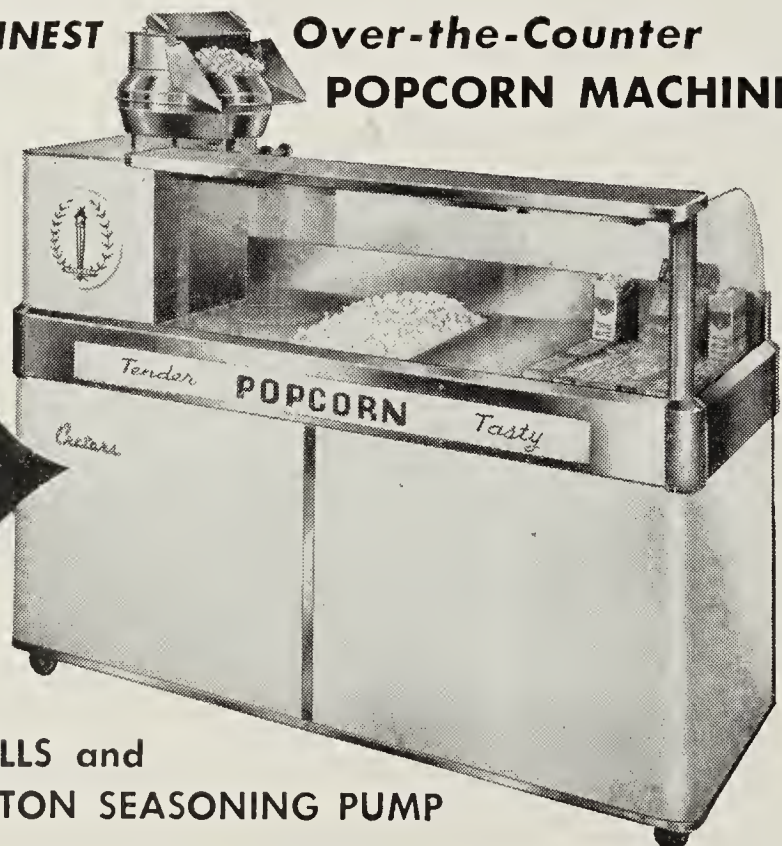
SEC Reports More Shifts

WASHINGTON—The Securities and Exchange Commission reported last fortnight that Robert Lehman, a director of 20th Century-Fox, bought 7,000 shares of 20th-Fox common, \$1 par value, in January, increasing his direct holdings in the company to 7,500 shares. Charles P. Skouras, president, National Theatres, purchased 11,700 shares of common, \$1 par value, also in January, bringing his direct holdings to 11,710 shares. His wife, Florence L. Skouras, owns 200 shares in her own name.

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POPCORN MACHINE

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TWIN ELEVATOR WELLS and
AUTOMATIC PUSH-BUTTON SEASONING PUMP

- Greater Warming Capacity—holds equivalent of 200 boxes popped corn.
- New Forced Air Warming—Thermostat controlled; keeps corn crisp, fresh.
- Automatic Electric Seasoning Pump.
- Ample Space for 2 busy attendants.

To get everything you need for top popcorn profits, operate CRETORS' magnificent all-new "Olympic" . . . a Champion throughout! Sleek, streamlined all-metal cabinet in gleaming enamel and stainless steel, plus illuminated animated "Olympic" Torch for new concession glamor and over-the-counter sales punch. CRETORS' exclusive super-efficient, Super-Production gas or electric Steel Kettle outpops all others, by any test—gives years of trouble-free, economical service. Many other performance-perfect features!

For details, write Dept. No. 1329-E

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CANDYDLY SPEAKING

(J. J. Fitzgibbons, Jr., Theatre Confections Limited, Canada, is no stranger to the EXTRA PROFITS department. His suggestion on popcorn selling, while the result of his Canadian experiences, will apply anywhere.—Ed.)

THERE have been phenomenal annual increases in popcorn sales in Canada since 1945, and the theatre industry can certainly take a bow for educating the taste of the people to good popcorn. Popcorn has always been popular in the provinces of Manitoba and Saskatchewan, due to the fact that the majority of its pioneers came from the mid-western United States, where the taste for popcorn had already been developed. The quantity of corn consumed previous to 1945 was a mere drop-in-the-bucket compared to the volume in 1952 and the potential volume of 1953.

THIS VOLUME increase can be partially attributed to the shortage of candy in 1945 and 1946, which gave popcorn a successful start in theatres. Then, as candy became plentiful, theatre managers were the prime promoters of popcorn. Not only did they maintain previous sales, but pushed on to new records each year by using their ingenuity, following through with proven merchandising gimmicks.

A LUCKY pass in the popcorn box has always been successful, and is used from time to time with excellent results. Premiums such as a Magic Glo Ring, a ring which shines in the dark and contains a ballpoint pen, magnifying glass and a secret compartment, have been beneficial. This premium was handled by an agency, and all the public had to do was send in two box tops and 25 cents to receive a ring. At present, we are offering the Hop-La premium. The initial results are excellent, and we are looking forward to increased sales.

POCKET SIZE offset photos of motion picture stars have also been successfully used as premiums. Ten pictures make up one complete set, and one picture is given away each week with every purchase of a box of popcorn. The first 10 patrons who turn in a complete set of stars receive a free pass. The old gag of filling a glass jar with popcorn, and having the patrons

(Continued on page EP-12)



Cooperating with THE COUNCIL ON CANDY OF
THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



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CIATION OF POPCORN MANUFACTURERS

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BUYERS

MARKET

ISSUE

LEDGER

BANK

Profit & Loss Bank

AMOUNT

DATE

DEPOSITS
AMOUNT

BALANCE

AMOUNTS FORWARDED

NOW SHOWING . . . NEW PROFIT!

Your profit ledger will be first to reflect your customers' satisfaction when you install vending equipment to sell Coca-Cola in your house. People everywhere enjoy *the pause that refreshes* with ice-cold Coke. When they have that happy experience in your theater, you pocket the profit. A few square feet of unused floor space is all you need. There's a wide choice of vending equipment available. To get the money-making details, write: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

SELL

Coca-Cola

REG. U.S. PAT. OFF.

**In your
theatre**

THE SPRING MARKET GUIDE . . .

Following its semi-annual custom, EXTRA PROFITS lists leading companies in the field which are ever ready to aid those houses which realize the possibilities of off-the-screen selling.

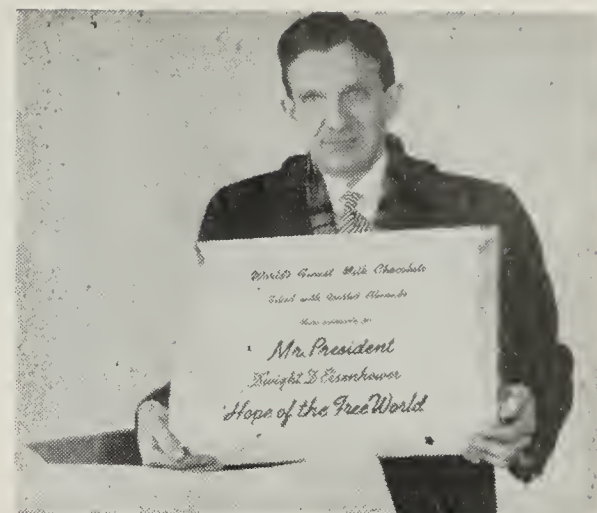
BEVERAGES

CANADA DRY GINGER ALES, INC., 100 Park Avenue, New York—Beverages
THE COCA-COLA COMPANY, 515 Madison Avenue, New York—"Coke"
Dad's Root Beer Company, 2800 North Talman Avenue, Chicago, Ill.—Beverages
Double Cola Company, 1478 Market Street, Chattanooga, Tenn.—Beverages
Grapette Company, 112 Grinstead, Camden, Ark.—"Grapette"
Charles E. Hires Company, 206 South 24th Street, Philadelphia, Pa.—Root beer
Julep Company, 353 West Grand Avenue, Chicago, Ill.—Root beer and fountain syrup
Mission Dry, Corporation, 5001 South Soto Street, Los Angeles, Cal.—Mission orange
Nehi Corporation, 10th and 9th Avenue, Columbus, Ga.—"Nehi" and "Royal Crown Cola"
Orange Crush Company, 314 West Superior Street, Chicago, Ill.—"Orange Crush" drink, "Old Colony" beverages
Dr. Pepper Company, 428 Second Street, Dallas, Tex.—Beverages
PEPSI-COLA COMPANY, 3 West 57th Street, New York—Beverages
Richardson Corporation, 1069 Lyell Avenue, Rochester, N. Y.—Root beer

CANDY

Fred W. Amend Company, 8 South Michigan Avenue, Chicago, Ill.—"Chuckles"
Bachman Chocolate Manufacturing Company, Mount Joy, Pa.
Walter Baker and Company, Inc., Pierce Square, Dorchester, Mass.
Banner Candy Manufacturing Company, 700 Liberty Avenue, Brooklyn, N. Y.—Candy, Jordan almonds, coated licorice
Paul F. Beich Company, West Front Street, Bloomington, Ill.
E. J. Brach and Sons, 4656 West Kinzie Street, Chicago 44, Ill.
Bunte Brothers, 3301 West Franklin Street, Chicago 24, Ill.
Cadbury-Fry America, Inc., 261 Broadway, New York
Candy Crafters, Inc., Stewart and Union Avenues, Lansdowne, Pa.—Chewing gum, Licorice "Sweeties"

Candymasters, Inc.—3-5 North 15th Street, Minneapolis 3, Minn.
Cardinet Candy Company, 2172 Market Street, Oakland, Cal.
Charms, Inc., 601 Bangs Avenue, Asbury Park, N. J.
Chase Candy Company, 4230 Gravois Avenue, St. Louis, Mo.
Chunk-E-Nut Products Company, 231 North 2nd Street, Philadelphia, Pa.
Cook Chocolate Company, 4825 South Rockwell Street, Chicago 32, Ill.
Curtiss Candy Company, 1101 West Belmont Street, Chicago 13, Ill.
Dennis Candy Factory, Inc., 793 Monroe Avenue, Rochester, N. Y.—Candy kisses, jellies, pops
F and F Laboratories, 3501 West 48th Street, Chicago 32, Ill.
Fisher Nut and Chocolate Company, 2327 Wycliff Street, St. Paul 4, Minn.
D. Goldenberg, Inc., 161 West Wyoming Avenue, Philadelphia 40, Pa.
Henry Heide, Inc., 313 Hudson Street, New York
Hershey Chocolate Corporation, Hershey, Pa.
Hollywood Candy Company, Chestnut and Calumet, Centralia, Ill.
Walter H. Johnson Candy Company, 4500 West Belmont Avenue, Chicago, Ill.
Robert A. Johnston Company, 4033 West National Avenue, Milwaukee 1, Wis.
Kimbell Candy Company, 6546 West Belmont Avenue, Chicago, Ill.
Kraft Foods Company, 500 Peshtigo Court, Chicago 11, Ill.
Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.
Life Savers Corporation, Port Chester, N. Y.—Candy, Life Savers
Lusk Candy Company, Davenport, Ia.—Lemon drops
McAfee Candy Company, Inc., Macon, Ga.
Mars, Inc., 2019 North Oak Park Avenue, Chicago 35, Ill.
Mason, Au and Magenheimer, P. O. Box 549, Mineola, L. I.
Melster Candies, Cambridge, Wis.
National Licorice Company, Bridge and John Streets, Brooklyn 1, N. Y.



Herman Schmidt, sales manager, World's Finest Chocolate, Inc., Chicago, recently presented to President Dwight D. Eisenhower the 25-pound chocolate-almond bar which is indicated above.

Necco Sales Corporation, 245 Massachusetts Avenue, Cambridge, Mass.
NESTLE'S CHOCOLATE, 60 Hudson Street, New York 13, N. Y.
Peter Paul, New Haven Road, Naugatuck, Conn.
Planters Nut and Chocolate Company, 632 South Main Street, Wilkes-Barre, Pa.
Queen Anne Candy Company, 604 Hoffman Street, Hammond, Ind.
Reed Candy Company, 1245 Fletcher Street, Chicago—Butter Scotch Rolls, Chocolate rolls, orange rolls
Thomas D. Richardson Company, Atlantic and 1 Streets, Philadelphia, Pa.—Candy mints
Joseph A. Riggie Candy Company, 3704 West North Avenue, Chicago, Ill.—Jordan almonds
Rockwood and Company, 88 Washington Avenue, Brooklyn, N. Y.
Schuler Chocolates, Inc., 1000 West Fifth Street, Winona, Minn.
Sperry Candy Company, 133 West Pittsburgh Avenue, Milwaukee 4, Wis.—"Chicken Dinner," "Denver Sandwich"
Squirrel Brand Company, 10-12 Boardman Street, Cambridge, Mass.

(Continued on page EP-14)



Realizing that motor vehicles servicing theatres can make a valuable contribution in plugging theatre attendance by utilizing the sides of their trucks, Theatre Concessions Company, Chicago, recently had both sides of its delivery trucks lettered with special promotional copy. Pictured is one of the trucks.

EXTRA PROFITS

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EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113½ West Fourth Street, Los Angeles 48, California.

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Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields:

A. F. Rothbun, Fred W. Amend Company, Chicago; Harold Sharp, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. H. Shaw, Shaw Brothers, Inc., Poughkeepsie, N. Y.; C. M. Seld, McPhail Chocolate Company, Oswego, N. Y.

Varied Views From The Field

Two Trade Luminaries Offer Some Important Comment On Aspects Of Off-The-Screen Selling

(The following observations first appeared in *Candy Industry*, and are reprinted by special permission.—Ed.)

**By Lee Koken,
RKO Concession Service,
New York City**

THE THEATRE is an important outlet for candy. It is a "plus market." Sales in theatres are impulse sales. A theatre patron does not go to a show to make a purchase of candy or any other commodity. However, once inside the theatre, purchases are made because of the desire which is spurred by attractively displaying candy at eye-catching stands. The gross candy sales depend largely upon the attractiveness of the stands and the proper displaying and merchandising of the product.

SEVERAL YEARS AGO, in cooperation with various concessionaires who service RKO theatres, we embarked on an improvement and modernization program that was aimed at increasing candy sales. New candy stands were constructed and installed, and these installations are now in most of the circuit's theatres.

SEVERAL RULES were followed in the construction and installation of these new display stands. New locations, where possible, were selected in line with patron traffic. Virtual stores were built and recessed into the rear of the orchestra sections of the main floor, creating a head on location. In many cases, stockrooms

were built in conjunction with the installations. Naturally, the original design of the theatre had to be taken into consideration. These candy installations were designed to conform to the architecture of the theatres. Trim, color, and equipment, were planned to make the stands as attractive as possible. The more bright, colorful, and eye catching the display, the greater the candy sales.

CANDY MANUFACTURERS can greatly help theatre merchandisers by making candy packaging or wrappers as attractive as they can. By trying to eliminate noisiness in wrappings and leaving off price markings, not only on wrappers, but also deleting mention of price in advertising copy used over radio and TV programs, they will help sell more candy in theatres.

IT MUST BE remembered that an inactive public, sitting at home, is not as much of a candy consuming public as a theatre going public. The theatres that are a "plus market" should not only be encouraged and improved, but protected.

**By Loyal Haight,
W. S. Butterfield Theatres, Inc.
Detroit**

AS THE theatre business is primarily one of entertainment, merchandising of candy in theatres has to be done a little differently than in a super market, drug chain, or other retail outlets.

OUR THEATRES have not gone into any extensive promotions or advertising in connection with the merchandising of

candy, other than the use of trailers on the screen from time to time calling attention to the various items handled by the confection stand.

MERCHANDISING of candy in theatres is based generally on the theory that patrons attending the theatres have other things on their mind than the purchase of candy. Therefore, the stands and merchandise must be of a nature to attract attention and arouse interest. Entertainment and the consumption of candy seem to go hand in hand but the customer still has to be stopped, and sold. Because of the physical limitations of many theatres, it is sometimes difficult to get stand locations right in the line of traffic or in head on locations. When off locations have to be employed, light, color, and especially attractive stands are required to pull the theatregoer from the regular line of traffic.

A MASS DISPLAY of well known, nationally advertised candies should be offered to arouse that impulse to buy. In one group of theatres, since December, 1950, we have been charging six and 11 cents for candy with no apparent resistance on the part of the customer. Moreover, we have made a concentrated effort to offer many 11-cent candies, and we are pleased with the good acceptance they have had from the public. At this time, 60 per cent of our gross sales is from 11-cent candies. In order to bring about increased sales on the 11-cent bars and higher-priced candies, we have devoted the top of two shelves of our stands to this merchandise. The third bottom shelf carries the lower-priced items.

IN ADDITION, we have found that the use of shelves at 17° angle in the cases enables the prospective customer to see a full display of the candy assortment. The angled shelf also makes it possible to build neat mass displays. Concession attendants are instructed to place merchandise to take advantage of contrasting colorful wrappers and boxes. They also place the candy so that prospective customers will have no difficulty reading the printing that appears on the wrappers or boxes.

THESE ARE basic principles of merchandising. The display of top quality, fresh merchandise will bring highly satisfactory results. Our theatres are going to continue pushing the higher-priced items as the public has accepted them up to now.

MUCH HAS been written about the "captive market" the theatres enjoy. This is not so. Let the theatre candy stand offer inferior or off brand merchandise in slovenly display racks, and it will soon lose its market.

NSS Has New Trailers

NEW YORK—National Screen Service announced recently that it now has available three new Technicolor intermission trailers for profit-boosting confection booths or drive-in concession stands.

The first of the three is full of taste-tempting, mouth-watering appeal to draw customers to the confection stand. Featuring cartoon animation, combined with a swiny singing jingle and entertaining cartoon characters to put over the selling message for ice cream, soft drinks, candy, and popcorn, the new NSS trailers have a showmanship touch.



Present at the Dad's Root Beer booth at the TESMA show recently in Chicago were, clockwise, John Friedlund, national district manager, holding cup; Ben Weisbach, assistant sales manager, fountain flavor division; Isadore Berger, national district manager; Walter Sala, newly appointed advertising manager; G. E. Kopald, assistant advertising manager; Edward Bright, national district manager; Richard Burns, Chicago sales manager; William Russel, national sales manager, fountain flavor division, and R. A. Chipman and A. Chipman, owners, Ionia and Big Rapids Drive-Ins, Greenville, Mich.

"We Get \$15 to \$22 More from Every 100 Pounds of Corn with Our New Manley Aristocrat..."

says Dump Myatt, manager of the Jet Drive-In Theater, Lancaster, California. "With our Manley Aristocrat, we've increased our popping volume and our sales volume. It's got the eye-appeal that really attracts customers. And from the service standpoint it's tops. I would recommend the Manley Aristocrat over any other machine I have ever seen or used."

Find out how you can increase your popping volume . . . increase sales in your drive-in . . . with a new Manley Aristocrat. Get all the facts. Mail coupon today!



MANLEY, INC.

Dept. EX-353 1920 Wyandotte St., Kansas City 8, Mo.

- ☐ Send complete information on the new Manley Aristocrat.
- ☐ Please have a Manley representative call.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



MANLEY, INC.

1920 Wyandotte St.,
Kansas City 8, Mo.

Nobody Outpops Manley

THE BIGGEST NAME IN POPCORN . . . THROUGHOUT THE WORLD

Popcorn—A Tale of Two Cities

The NAPM-Sponsored Sessions In New York City And Philadelphia Bring Out Some Interesting Observations, Resulting In Constructive Meetings

PHILADELPHIA

THE National Association of Popcorn Manufacturers sponsored a one-day conference with Lawrence S. Goldmeier, Poppers Supply Company, serving as chairman of the conference, and William Drutt, vice-president, Chunk-E-Nut Products Company, as co-chairman.

The session began with an analysis of the 1952 popcorn crop by three popcorn processors, Preston H. Luin, Western Popcorn Company, Atlantic, Ia.; Lee E. Stine, Popcorn Processing Company, Hagerstown, Md., and John L. Strickland, John L. Strickland Company, Riderwood, Md.

The panel members agreed that there was no critical shortage of popcorn. However, they admitted that the present market was quite firm, with the future prices possibly advancing slightly higher.

A combination of little or no carry-over from the 1951 crop plus 1952 drought damage was given in explanation of a reduction in the popcorn production, thus explaining why many processors are being forced to pro-rate their existing contracts with purchasers. The processors indicated that the 1952 crop totalled approximately 230 million pounds on the ear, as compared with the Department of Agriculture report of 253 million pounds.

Luin, presented a graphic step-by-step description of the popcorn processing operation, hybrid popcorn research, a comparison of white and yellow popcorn, and the essentials of protective packaging for popcorn.

Discussing "Modern Trends in Merchandising" Drutt offered these concrete suggestions:

(Continued on page EP-10)

NEW YORK CITY

POPCORN was the subject of the educational conference in New York City when over 100 representatives of all segments of the industry gathered at the Hotel New Yorker to discuss ways and means of increasing sales. Bert Nathan, Theatre Popcorn Vending Corporation, Brooklyn, chairmanned the conference, and Irving A. Singer, Rex Specialty Bag Corporation, was co-chairman.

Lee E. Stine, Popcorn Processing Company, Hagerstown, Md., led off the sales clinic with a comprehensive report on the 1952 popcorn crop. He revealed that little or no carry-over from the 1951 crop plus 1952 drought conditions resulted in less popcorn being harvested. Commenting on the 1952 crop report of the Department of Agriculture showing 253 million pounds, Stine asserted that popcorn processors believed this estimate to be excessive, and affixed a corrected total production of approximately 225 million pounds. Price-wise, Stine assured those attending the conference that the market would continue firm and might even advance slightly.

Stine said that as a result of the drought in the southeastern states last year, the supply of seed for 1953 might be scarce. With the advantage of greater tenderness, shorter growing period, and more reasonable prices, the demand for white corn was becoming greater, and farmers are responding by growing more. The shortcomings of white corn, however, lie in the fact that its expansion is less than the yellow corn, and, consequently, waste is greater, he declared.

"Oil Availability and Future Outlook" was the subject of R. W. Smith, vice-president, The Blanton Company, St.

Louis. Following an exhaustive analysis of the various factors which presently influence the supply and prices of popping oils, Smith summarized the situation by stating that "the outlook for our fats during 1953 is ample, but, unfortunately, the two fats we like the most, coconut and peanut oil, are in the high priced field today. As we get into the 1953 crops and imports of coconut oil, this situation might adjust itself."

He pointed out that the oil supply this year was picking up after the wartime shortage. Experience, he found, proves that peanut, cottonseed, and soybean oil are best for popping with peanut oil holding up best under highest temperatures. He declared also that the processing of oil is very complicated. After the crude oil is extracted from the vegetables, it is analyzed and refined chemically, and the color particles removed by a mechanical process of bleaching, after which the oil is deodorized.

Jack Servies, vice-president, National Theatre Supply Company, New York, presented the host of services offered by a distributor of popcorn and supplies to the industry buyers, citing how a distributor offers quality branded merchandise at a competitive price scale which relieves purchasers of the obligation of trying to solve the supply picture, having to buy excessive quantities, and storing the same. Servies encouraged buyers to give this new service serious consideration. He declared that it is more economical to use the services of NTS rather than going to the distributors of supplies, buying in large quantities, and having to store materials with the possibility of contamination and the inconvenience of stocking.

"Put Your Popcorn In A Box" was the presentation of Fraser Gatenby, specialties division sales representative, Sutherland Paper Company, Kalamazoo, Mich. Explaining that the fundamental purpose of any package is to protect its product against spilling, contamination, and internal change, Gatenby extolled the advantages of a paperboard carton, and told how consumers prefer popcorn packed in a box, especially because of ease of handling and firmer construction.

In developing the subject of "New Ideas In Bags", Singer, Rex Specialty Bag Corporation, described the development of the noiseless popcorn bag and the increased usage of bags to package popcorn within the industry. A lower unit cost plus greater utility and attractive imprinting, explained Singer, has skyrocketed bags into a new position in the packaging field. "We are constantly developing new ideas," stated Singer, "and we hope to serve the popcorn industry better than ever in the years ahead."

He said further:

"I would like to take a few minutes of your time in telling you how the noiseless bag was developed. In June, 1946, we fortunately were approached by the Mead Corporation, the third largest paper mill in the United States, asking if we would help them develop a noiseless popcorn bag for theatre operation. Not knowing what they had in mind, we had our first meeting within a few days.

"The problem was to develop a grade of paper that would not crackle or make a noise like the bag that was being

(Continued on page EP-8)



Seen at the speakers' table during the recent educational conference in Philadelphia sponsored by the National Association of Popcorn Manufacturers designed to increase popcorn sales are, left to right, Thomas J. Sullivan, executive vice-president, NAPM; C. M. Fisher, Jr., Pop Corn Sez Company, Upper Darby, Pa.; Preston H. Luin, Western Popcorn Company, Atlantic, Ia.; J. A. Ryan, C. F. Simonin's Sons, Inc., Philadelphia; Lawrence S. Goldmeier, Poppers Supply Company, Philadelphia, chairman of the conference; James Loeb, Walter Reade Theatres, New York; William Drutt, Chunk-E-Nut Products Company, Philadelphia, co-chairman; Harry Bondurant, Caledonia Park Drive-In, Ortana, Pa., and S. T. Jacobson, Krispy Kist Korn Machine Company, Chicago. Results satisfied all of those who attended.

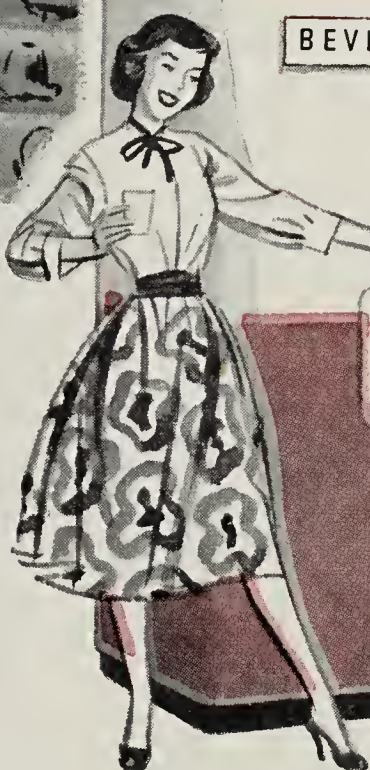
3 dimensional hit!



1

QUALITY!

Identify each drink with the Canada Dry name.



WE SERVE
CANADA DRY
BEVERAGES

2

PROFITS!

Rotate 9 popular flavors. Cash in on plus sales.

3

APPRECIATION!

Offer consumers the same quality they enjoy in their homes.

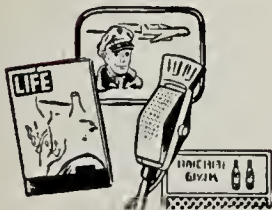
CONSISTENT NATIONAL ADVERTISING

ASSURES NATIONAL RECOGNITION OF

CANADA DRY

Quality Syrups

For information, call your local Canada Dry Ginger Ale, Inc. office or 100 Park Avenue, New York City.



New York City

(Continued from page EP-6)

used. We took an ordinary sheet of light-weight sulphite and plasticated or treated this paper with glycerine. This gave the paper a limp and soft feeling. Our idea was to put slits or small holes in the tucks of the bag so that the children could not blow the bag up, and make atomic explosions. Unfortunately, we ran into all kinds of manufacturing problems due to the glycerine in the paper. Glycerine has a tendency to pick up moisture, and, as our experiment started in the summer, the glycerine started running all over our printing and bag equipment. After a few hectic months of poor production and heartaches, we finally licked the problem. We went along for a period of two years using the treated bags as our noiseless bags. However, we still had not licked the problem of the children blowing up the bags, and causing explosions.

"We then got the idea of making a grade of paper that would be porous and soft, similar to paper napkin stock, that would have the correct porosity so when children, or even grown-ups, would try blowing up the bags, the air would immediately escape.

"Needless to say, this grade of paper gave us all types of manufacturing problems. The greatest problem was due to the nature of the paper, which formed lint all over our printing and pasting equipment, and, therefore, caused the printing plates to stick to the paper, which caused the breaking in the paper rolls, and the bags were either overglued or not glued enough. Needless to say, you people who bought our bags at the beginning did have some of the heartaches with these problems as we did. However, we did lick this problem. From there, we decided to put all our production into popcorn and concessions bags.

"Last year, we developed our new line of drive-in bags consisting of our hot dog bag, sandwich and hamburger bag, French fry bags, and the pillow type popcorn bag. This year, we have added a new item such as Pizza bag, egg roll bag, and new designs on our drive-in bags so that names can be imprinted without too much additional trouble for us."

A leading question presented from the

floor to both Gatenby and Singer concerned itself with the need for more accurate counting of bags and boxes. Both speakers assured those in attendance that the latest equipment is being used in the production line to count quantities and to insure accurate compilation.

These pros and cons on boxes and bags brought Gatenby, speaking for boxes, and Singer into debate. Boxes, Gatenby explained, are easier to handle, can have local advertising printed on them at a nominal cost, and, as promotional devices, can use animal cutouts to attract the trade of children. Also box top returns for prizes may be utilized. What is more, Gatenby stated, cartons are preferred by people who think that they are getting more for their money, and they are time savers for stand employees who can pack them with more ease.

Bag specialist Singer declared that bags are still the cheapest and most effective method of packaging popcorn. What failings they do have are being worked on by manufacturers, who have produced noiseless and wax coated bags, he declared. The problem of packaging can be cornered by prepacking the popcorn before rushes and keeping the corn in warmers, Singer suggested.

Playing host at the luncheon for the group was Charles Okun, special theatre representative, Coca-Cola Company.

Nat Buchman, American Theatre Supply Corporation, Boston, opened the second half of the session with a detailed explanation of theatre concession operation. Buchman stressed quality merchandise, eye-catching displays, attractive counters, neat, personable sales help, inventory control, and good concession management as the keys to increased profits. In addition to popcorn, Buchman also discussed candy and ice cream selling.

The location of the stand is important, he said. It should be in clear eyeview as the patron enters, and large enough to provide ample display space. The displays should be attractive, making use of colors, and neon or fluorescent lighting. Animated or suspended displays, too, are good attention catchers. Open "help-yourself" stands usually sell more, but there is a loss involved. There should be a large variety of merchandise, not set in geometric designs for people have a

psychological dislike for disturbing pleasing patterns. Candy displays should not be full for the same reason.

Price cards are essential, he said, to save the patron the embarrassment of asking the price. It is wise, he added, to try new items, using special campaigns. The man or lady behind the counter is important, too. People are more willing to buy when he is an alert, attractive, friendly, clean, and courteous person. The sampling technique or display candy cut is also of worth in attracting customers.

Drink machines and candy machines are wonderful silent salesmen, Buchman added. They satisfy the universal desire to tinker with gadgets, and also have the advantage of being able to remain in service when it would be unprofitable for the stand to be open. They also relieve the rush on the stand during intermissions.

Predicting that theatres can soar to even greater heights in gross sales and profits on popcorn, Lee Koken, vending and concession head, RKO Circuit, told concessionaires that RKO popcorn sales have doubled by offering buttered popcorn, and substituting a 15 cent popcorn for the dime size. He backed this up by national sales statistics from RKO theatres in Boston, New York, and Detroit.

He recommended the use of an energetic sales program to push butter corn, which includes quality products, proper displays, refreshment trailers, waxed cups instead of cardboard boxes to eliminate the dripping problem, and 18 cc's of melted butter to flavor each serving.

Waxed cups are preferred by employees because they are easier to handle. Aside from their utilitarian value, waxed cups, because of their attractiveness, can also be used as sales promotional items. Using figures for the circuit, Koken showed that sales of popcorn last year were up 29 per cent, despite the accompanying fall in attendance.

Pat Gardiner, representing SupurDisplay, Inc., Milwaukee, manufacturer of butter dispensing equipment, demonstrated the Butter-Mat dispenser and a complete line of accessories which included the Butter-Cup waxed cup, plastic apron for counter sales personnel, flashing electric lighted displays, paper napkin dispensers, etc.

Displays should be up at all times, she said, although supplementary temporary display material can be used in conjunction with the permanent display. Also provided by SupurDisplay are some accessory materials, napkin dispensers, and aprons. Aside from their utilitarian value, these materials are important in building up a brand name, Buttercup, for the buttered corn. The price difference, she added, between buttered corn and plain corn, should not be more than 10 cents. People would be less apt to buy the buttered corn when they have to pay more than a dime over the plain popcorn.

Oliver Koeneman, Old Vienna Products Company, St. Louis, president, National Association of Popcorn Manufacturers, addressed the group on building the future of the popcorn industry by greater and closer cooperation of the varied component segments. Lauding the theatre industry as the largest user of popcorn other than the home market. Koeneman praised the phenomenal growth of concession sales.

(Continued on page EP-10)

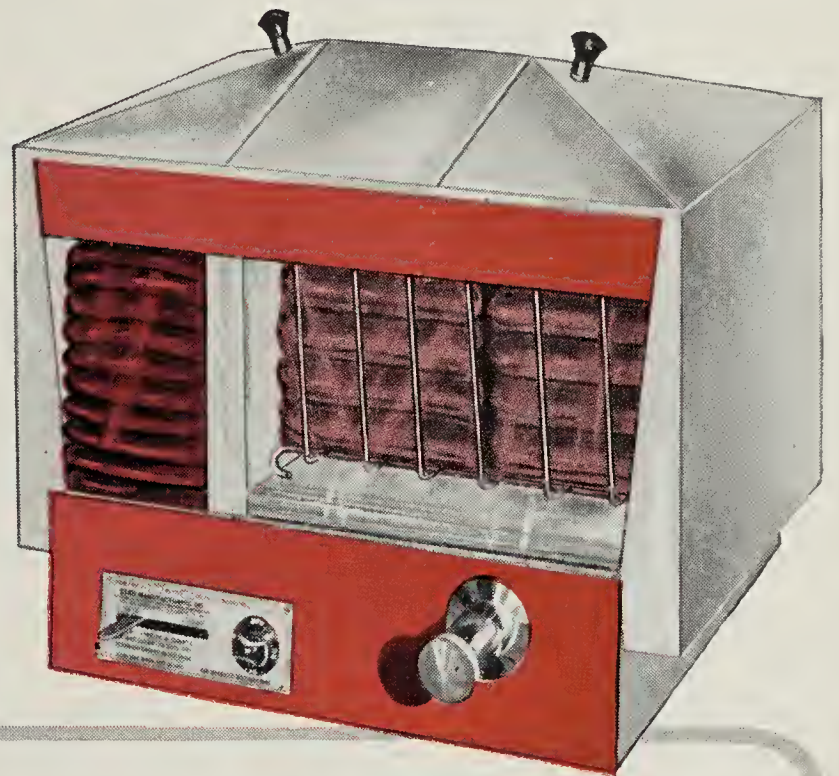


Theatres reciprocate for the radio and TV programs promoting the movie going, and seen here is Sam Kantor, district manager, Brandt Theatres, New York City, at the candy stand of the Beacon, where poster cards promote the Skitch Henderson TV show and the "Hollywood, U.S.A." radio show.

Over 8 different ways to
"PUT ON THE DOG"
 with *Star* hot dog equipment

Steam 'Em	Dogs and Chile
Broil 'Em	Dogs and Sauerkraut
Grill 'Em	Dogs and Baked Beans
French Fry 'Em	Dogs and Bar-B-Q Sauce

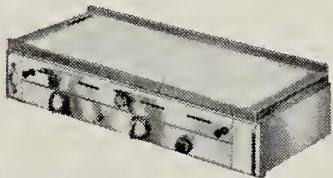
Only Star makes every kind of equipment for preparing every kind of hot dog!



STEAMRO, JR. Electric combination Hot Dog Steamer and Bun Warmer will steam 150 dogs and warm 40 buns.

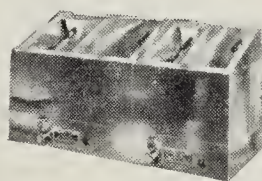


STAR HOT DOG COUNTER. With the Bun Warmer, Griddle, Heated Relish Server and Stainless Steel Counter and Serving Top.

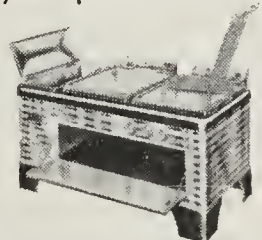


STAR GRIDDLES. Gas or electric griddles are available in two sizes, 24-inch, and the 36-inch. High productive capacity.

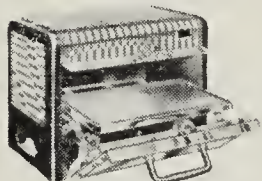
Feature HOT DOGS, prepare them with *Star* equipment and watch your profits increase!



STEAMRO, SR. Electric combination Hot Dog Steamer and Bun Warmer will steam 400 dogs and warm 300 buns.



STAR SANDWICH KING. Gas or electric unit combines two large griddles, steamer, with a 100 dog capacity, and a roomy warming compartment.



STAR BROIL O GRILL. High speed gas broiler and grill gives that charcoal broiled effect.



STAR COUNTER FRYER. The Model No. 5 Fryer, a low cost compact unit, French fries quickly and conveniently... for that DIFFERENT tasting hot dog.



STAR MANUFACTURING COMPANY

6308 ST. LOUIS AVE. • ST. LOUIS 20, MISSOURI

New York

(Continued from page EP-8)

and solicited theatre cooperation in the national association program for the entire popcorn industry.

Nature can do much in the way of improving methods of growing, said Sullivan. Research at universities toward this improvement is coming along nicely, but a great deal of time is needed for experimentation.

The NAPM, he said, is not just a manufacturers organization. Everyone, including concessionaires and suppliers of services will have an opportunity to get help with their own particular problems. An organization of this kind, he added, will help everyone, and make the popcorn industry very profitable.

Martin B. Coopersmith, The Marjack Company, Washington, D. C., vice-president, NAPM, and chairman, popcorn industry organizing committee, joined with Thomas J. Sullivan, executive vice-president, NAPM, in a joint presentation of the preliminary recommendations of the committee on the formulation of an overall industry association. The proposed new group, presently under study, will offer active voting membership to seven component segments of the industry: popcorn processor, manufacturer wholesale, theatre and concession operators, retail popcorn shops, jobbers of popcorn and supplies, brokers of popcorn and supplies, and equipment manufacturers. Allied suppliers will compose the associate membership classification.

NAPM's Sullivan concluded the conference with a tribute to all who attended and to those who planned the meeting, stressing the importance of having a national association sponsor meetings where competitors can exchange ideas on mutual problems and derive a benefit therefrom. A lively "give-and-take" discussion, using the Phillips 66 technique to stimulate individual participation, was an outstanding part of the meeting.

Following the conference, all those in attendance were hosted by Singer and Dave Adelman, Rex Specialty Bag Corporation, at a cocktail party.

Others who attended are:

Carl Siegel, Warners; Morton Holland and Stanley Werthman, Holland Vending Corporation; Joe Barber; Herbert Hahn, United Paramount Theatres; L. M. Ettlinger, ABC Vending Corporation; Larry Wallace, E. M. Loew's Theatres; F. E. Sill, The Blanton Company; Harold Newman, Century Theatres; James Loeb, Walter Reade Theatres, Inc.; Leonard Pollack, Loew's Theatres; Warren A. Kish and Stanley Lechner, Farmer Boy Popcorn; A. A. Abramowitz, People's Candy Company; Ben Newman, Ben Newman Associates; Edward Kaplan, Harris Popcorn Company; Myron Levy, Roxy; Jules Catsiff, Skouras Theatres Corporation; Nat Lapkin, Fabian Theatres; Moe Glockner and Phil Fleischnick, ABC Vending Corporation; Maurice Yohai, King Kone Corporation, and Eddie Glassman, Interstate Popcorn Company, all of New York City; Leonard Gold, Rex Specialty Bag Corporation; Sidney Rudnik, Theatre Popcorn Vending Corporation; Seymour Cohn and Milton Switcoff, Theatre Concessions, Inc., and C. V. Laughlin, Bemis Bro Bag Company, all of Brooklyn; Roland D. Joffe,

J. A. Joffe Company, Mount Vernon, N. Y.; C. S. Abbott, Syracuse, N. Y.; Arnold Van Denburgh, Schine Theatres, Gloversville, N. Y.; Paul Spartell, Mission Orange Company, and Gerald Shea, Jamestown Amusement Company, New York City; Carl DeWeese, Dell Food Specialties Corporation, Beloit, Wis.; Martin D. Cooper-smith, The Marjack Company, Inc., Washington, D. C.; George N. Cassimeier, Empire State Nut Company, Albany, N. Y.; Sidney J. Propper, Durkee Famous Foods, Elmhurst, N. Y.; Ira Loew, New England Concession Company, Inc., Boston; Joseph A. Davey, EXHIBITOR; Leon Levinson, Theatre Owners of America; Hersch Yesley, Yesley Brothers Sales Company, Boston; R. W. Smith, The Blanton Company, St. Louis; Leonard Japp, Special Foods Company, and S. T. Jacobson, Krispy Kist Korn Machine Company, Chicago; Shelley Smerling, Confection Cabinet Corporation, Newark, N. J.; William Silvershine, Cinema Concession Corporation, New York; Sol Feldman and Manny Brucker, Mansol Service, Belleville, N. J.; J. Frank Nolen, National Confections, Florence, N. J.; Preston H. Luin, Western Popcorn Company, Atlantic, Ia.; Bob Lane, Lane Theatres, New York City; James Ryan, C. F. Simonin's Sons, Philadelphia, and Arthur H. Preston, Wesmas Candy Company, Springfield, Mass.

Philadelphia

(Continued from page EP-6)

1. Popcorn is a food product. Raw material, processing equipment, and personnel must be clean. Sell the nutritional story of popcorn to the consumer.
2. Popcorn is a perishable item. It must be kept fresh by proper packaging and rotation of stock in retail outlets.
3. Popcorn is an impulse item. Display it attractively to create the consumers' impulse to buy.
4. Package popcorn to sell as well as to protect. The container is a silent salesman. Tell the consumer about the advantages of high-grade packages. Use novelties on package to attract kids' interest. Create packaging that suggests a use.
5. Use creative selling in popcorn. Glamorize the product. Dramatize its value to the consumer. Use dramatic displays. Use descriptive adjectives freely, "fresh, hot, delicious, buttered."
6. Tie in popcorn with related food products, especially beverages, to increase sales volume of both items.

James A. Ryan, vice-president and general sales manager, C. F. Simonin's Sons, Inc., Philadelphia, oil supplier, painted a gloomy picture for popping oils in the future.

Explaining that the industry faces a severe shortage in peanut oils in the United States, he predicted that prices would remain high. Ryan asserted that no peanuts were grown for oil in 1952, and that new legislation is necessary to permit farmers to grow peanuts for this use in 1953. In the meantime, he indicated some sources in the oil industry have filed requests for permission to import peanut oil from India.

As for coconut oil, Ryan stated that prices were inordinately high due primar-

ily to reduced imports of copra, and that he envisioned no price change in the next few months.

He lauded the progress of the popcorn industry, and stressed the important work of NAPM in sponsoring "Educational Popcorn Conferences" throughout the United States. He recommended that to keep kettles clean, proper amounts of oil, one-fourth to one-third by weight of the corn, should be used.

In response to questions about using other types of oils for popping, Ryan explained that cottonseed oil could be used, but was not as satisfactory as peanut or coconut oils. Cotton seed oil could be blended only with peanut oil. However, this mixture would be quite gummy because cottonseed oil absorbs more moisture. Corn oil could be used. However, it is subject to quick rancidity. As for soybean oil, it has a fishy smell when old or when heated, and thus it is not satisfactory.

Ryan cautioned the industry never to mix peanut and coconut oils, and never mix coconut oil with any other oil because it creates a foaming action in kettle which might cause fires.

James Loeb, head concession department, Walter Reade Theatres, explained how to "brighten the popcorn profit picture with sunny butter" by inaugurating a vigorous merchandising campaign stressing the deliciousness of butter popcorn. Loeb explained how this circuit installed butter dispensing equipment, and augmented it with attractive displays, refreshment trailers, and a special counter merchandising plan, which creates an increased volume of butter corn sales.

C. M. Fisher, Jr., vice-president, Popcorn Sez Company, Upper Darby, Pa., conducted a special clinic on volume testing as part of his presentation on producing quality popcorn. Samples of white and yellow hybrid popcorn were tested using various quantities of oil. The best results were achieved with popcorn at 13.5 per cent moisture content using one quarter to one third popping oil by weight of the corn. A portion of the demonstration was devoted to blending white and yellow popcorn on a 50-50 ratio. Results revealed that the white popcorn received less seasoning than the yellow, and remained quite light in color by comparison. The problem seemed to be how to get white popcorn to absorb more color in view of the testimony offered that microscopically it has a finer surface texture than the yellow. White corn expansion was 30 to 1, and the yellow 34 to 1.

On the proper storage of popcorn, panel speakers recommended that yellow corn be stored at 70 per cent humidity and 60 per cent F temperature, and white corn at 60 per cent humidity and 60 per cent F. It was also recommended to poppers who contemplated blending white and yellow popcorn not to do so more than 12 hours prior to time of popping. This is to prevent the white corn from picking up excess moisture from the yellow hybrid, thus reducing its volumetric expansion.

Speaking on caramel corn in the theatre operation, Harry Bonderant, Caledonia Amusement, Ortanna, Pa., recommended it highly as an excellent seller in concession merchandising. After a five-year sur-

(Continued on page EP-12)

It pays to give your patrons what they want
ON THE SCREEN



and at the
CONCESSION STAND
too!



For extra profits...display popular
Wrigley's Spearmint, Doublemint, and "Juicy Fruit" Gum

PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

New Chocolate Dispenser

Helmco-Lacy, Chicago, has announced a new hot chocolate dispenser, which is said to be able to serve 56 cups of hot chocolate as fast as the counter operator can work the double-action faucet. The dispenser, Model C-256, features the Helmco-Lacy "Dial-a-heat" temperature control unit, which automatically keeps the beverage at a steady heat. Three temperature settings are available low, serving and high. When the desired temperature is dialed, the dispenser automatically reaches this heat, and holds it until changed or turned to the "off" position. The holding feature prevents overheating or cooling. Because the temperature is constant, the dispenser uses less electricity, cuts operating costs, it is claimed. A built-in agitator is said to keep the hot chocolate stirred with a touch of the finger tips.

Philadelphia

(Continued from page EP-10)

vey, Bonderant stated that caramel corn does not reduce salted and seasoned popcorn sales, and that candy corn is a favorite especially with children. Stressing the importance of using 100 per cent pure creamery butter, cane sugar, and the best popcorn. Bonderant assured concessionaires that it is a good profit maker.

Thomas J. Sullivan, executive vice-president, National Association of Popcorn Manufacturers, concluded the conference with a dual presentation. Sullivan spoke briefly on the three-step quality control program inaugurated by NAPM, and recommended to the industry: sample and test sanitary condition of incoming raw popcorn with the NAPM Popcorn Analysis Test Kit; test it for volumetric expansion on the Official Volume tester, and test it on a moisture tester to insure proper popping condition. He demonstrated each test process.

The second phase of his presentation related to the work of NAPM and the Popcorn Industry Organizing Committee toward the formulation of one, overall trade association to represent the industry.

Others in attendance were: Vic Zender, Chunk-E-Nut Products, Philadelphia; G. W. Hiles, Hiles Sales Company, and R. J. Showe, Theatre Candy Company, Pittsburgh; John Groves, Carlene Popcorn, Duquesne, Pa.; John H. Ralston, Bemis Brothers Bag Company, Philadelphia; Sol T. Jacobson, Krispy Kist Korn Machine Company, Chicago; August Nolte, Theatre Concessions, Inc., and Don Mayborn, Cornco, Inc., Baltimore, Md.; Albert H.



Helmco-Lacy is distributing a new hot chocolate dispenser, which is said to give fast service.

Erlick, EXHIBITOR; C. M. Fisher, Jr., Pop Corn Sez Company, Upper Darby, Pa.; and Harvey Siller, Leader Concession Company, Philadelphia; Bill Lewis, Lewis Popcorn Company, Westville, N. J.; Mrs. Henry Bonderant, Ortanna, Pa.; Alan Kehr, Kehr Paper Products Company, and Charles A. Murray, Lummis and Company, Philadelphia; Henry Theodore, H. Theodore Company, Pittsburgh; Irving Singer, Rex Specialty Bag Corporation, Brooklyn, N. Y.; Mr. and Mrs. Timmer, Elizabeth, N. J.; Reuben Goldpaint, Berlo Vending Company, Philadelphia; Ned Yaffe, Y and Y Popcorn Company, and Charles Amsterdam, Charles Sweets Company, Philadelphia.

Schnering Brothers Elevated

CHICAGO—Robert B. Schnering, 37, was recently elected president, Curtiss Candy Company, and his brother, Philip B. Schnering, 35, was named senior vice-president in charge of sales. Both brothers were vice-presidents of the company since 1946.

Robert B. Schnering succeeds his father, Otto Schnering, who died after heading the company since founding it 36 years ago. The two brothers became associated with the company immediately after graduating from the University of Chicago. Both started as trainees, worked in the plants and as route salesmen.

Lever Account To Basford

NEW YORK—Lever Brothers Company recently appointed the G. M. Basford Company, New York, to handle advertising for the new Lever industrial sales division, which handles the sales of bulk shortening, glycerine, hotel soaps, and industrial soaps and detergents.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- | | |
|---|--------------------------|
| CANADA DRY GINGER ALE, INC. | <input type="checkbox"/> |
| Soft Drinks | |
| THE COCA-COLA COMPANY | <input type="checkbox"/> |
| Soft Drinks | |
| J. J. CONNOLLY, INC. | <input type="checkbox"/> |
| Frankfurter Roll-A-Grill | |
| MANLEY, INC. | <input type="checkbox"/> |
| Popcorn Machines and Supplies | |
| THE NESTLE COMPANY, INC. | <input type="checkbox"/> |
| Chocolate Candy | |
| PEPSI-COLA COMPANY | <input type="checkbox"/> |
| Soft Drinks | |
| C. F. SIMONIN'S SONS, INC. | <input type="checkbox"/> |
| Popsit Plus Popcorn Popping Oils | |
| STAR MANUFACTURING COMPANY | <input type="checkbox"/> |
| Popcorn Machines and Food Serving Equipment | |
| WILLIAM WRIGLEY, JR., COMPANY | <input type="checkbox"/> |
| Chewing Gum | |

WITHOUT CHARGE OR OBLIGATION
PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME

THEATRE

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CITY, STATE

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EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Cretors Men Hold Meeting

CHICAGO—Cretors popcorn machine dealers from all over the United States gathered recently for a meeting with company sales and manufacturing executives, hosted by Cretors Corporation, national sales organization for C. Cretors and Company, popcorn machine manufacturer. Dealers were greeted by C. J. Cretors, manufacturing head, and H. E. Chrisman, director of sales. Speakers included Chester A. Arents, coordinator of research, Illinois Institute of Technology, and Norman A. Carlson, chief engineer, C. Cretors and Company.

Arents gave the dealers a first-hand report on the Cretors machine in the comparative performance tests he recently ran on three leading popcorn machines.

Carbonic Plant Ready Soon

CANFIELD, O.—A new \$100,000 plant will be put in operation here soon by Carbonic Dispensers, Inc., manufacturer of soft drink dispensers.

Candydy Speaking

(Continued from page EP-1)

guess the number of kernels is always good for a two-week stand as well as increased popcorn sales. During National Popcorn Week, a number of theatres built up popcorn displays which emphasized the food value of popcorn, and patrons were asked by the candy attendants whether or not they had ever tried the theatre's popcorn. If the answer was negative, the patron would receive a free sample in a white paper bag. Marking "lucky boxes" has always been effective. The person receiving the "lucky box" of popcorn is then given all purchases free of charge.

WHEN EVERYTHING is boiled down, the best method of increasing sales is this: buy the very best popcorn, and have it served by a courteous attendant from sparkling clean equipment. You can't miss. The repeat sales will be there.

—J. J. FITZGIBBONS, JR.

NO MATTER HOW YOU SERVE IT...

IT PAYS TO

FEATURE PEPSI!



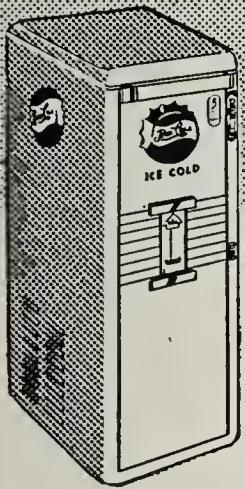
FEATURE PEPSI...

in ice-cold 8-ounce bottles.



FEATURE PEPSI...

**with a modern
fountain dispenser.**



FEATURE PEPSI...

in a coin-operated cup vender.

From the Roxy Theater in New York to Graumann's Chinese in Hollywood, smart showmen are making extra money by starring Pepsi as an added attraction.

Why don't you let America's fastest-growing cola favorite boost *your* refreshment profits? Write to National Sales Department, Pepsi-Cola Company, 3 West 57th Street, New York 19, N. Y.



The Light Refreshment
for Heavy Traffic

Beresin Speaks To Executives Club

NEW YORK—Jack Beresin, president, ABC Vending Corporation, speaking recently at a luncheon of the Sales Executive Club attended by more than 800 persons, explained merchandising of candy and chewing gum, emphasizing that sales of gum are highest when people are nervous, usually early and late in the day, while candy sales generally rise during the day.

Robert Z. Greene, president, Rowe Corporation, producer of vending machines, foresaw a bright future for the industry, and described its growth from practically nothing 25 years ago to a \$1,250,000,000 industry today. He estimated that vending machines made approximately 19,000,000 individual sales last year. He predicted that the number of items will "double, triple, and even quadruple" during the next few years, and cautioned sales executives to check these points regarding their products before attempting to sell them through vending machines:

Does it have a huge market?

Is it easily packaged?

Is it required by most people most of the time?

Do customers buy on impulse?

Is the unit cost low, preferably a dollar or less?

Is it a brand name, nationally advertised, and with a wide consumer acceptance?



This attractively decorated candy and popcorn lobby stand was arranged recently by manager Morris Rosenthal, Loew's Poli, New Haven.

Spring Market Guide

(Continued from page EP-3)

Howard E. Stark, 181 North Broadway, Milwaukee 2, Wis.

Sweets Company of America, Inc., 1515 Willow Avenue, Hoboken, N. J.—Candy, Tootsie, fudge, Tootsie Rolls

Switzer's Licorice Company, 612 North First Street, St. Louis 2, Mo.

Terry Candy Company, 963 Newark Avenue, Elizabeth, N. J.

James O. Welch Company, 810 Main Street, Cambridge, Mass.

Wilbur-Suchard Chocolate Company, 48 North Broad Street, Lititz, Pa.

Williamson Candy Company, 4701 Armitage Avenue, Chicago 39, Ill.

York Caramel, Box 1147, York, Pa.

George Zeigler Company, 408 West Florida Street, Milwaukee 4, Wis.

DRINK DISPENSERS, FOUNTAIN, BOTTLE, CUP

Anderson and Wagner, Inc., 8701 South Mettler Street, Los Angeles, Cal.—"Everfrost" soda bar Automatic Products Company, 250 West 57th Street, New York—Beverage dispenser

Automatic Syrup Company, 46-07 Vernon Boulevard, Long Island City, N. Y.—Vending machines

Bastian-Blessing, 4201 West Peterson Avenue, Chicago 30, Ill.—Soda fountain

C. G. Bradley and Son, 431 North Franklin Street, Syracuse, N. Y.—Cup beverage vending machines

Carbonaire, Inc., 114 Fern Avenue, San Francisco, Cal.—Drink dispensing equipment

Carbonic Dispenser Company, Canfield, O.—"Sodamaster" dispenser

Coan Manufacturing Company, 2070 Helena, Madison, Wis.—Super vend dispenser

Cole Products Company, 39 South LaSalle Street, Chicago, Ill.—Beverage vending machines

Drinkolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Beverage dispenser

Frigidrink Corporation, 235 East 42nd Street, New York—Drink dispenser agent

Helmco-Lacy, Inc., 1215 West Fullerton Avenue, Chicago, Ill.—Soda fountain and refrigeration equipment

Hudson Soda Fountain and Refrigeration Company, Arlington, N. J.—Soda fountains

Hydro-Silica Corporation, Flora Dale, Pa.—Cold vendors, bottle

The Liquid Carbonic Corporation, 3110 South Kecz Avenue, Chicago, Ill.—Soda fountains

W. Kestenbaum, Inc., 1790 First Avenue, New York—Dispenser

Knickerbocker Beverage Dispensers, Inc., 453 Sixth Avenue, New York—Drink dispensers

Majestic Enterprises, Inc., 959 Crenshaw Boulevard, Los Angeles, Cal.—Dispenser

Mighty Midget Manufacturing Corporation, 4215 North Seventh Street, Phoenix, Ariz.—Drink dispenser

Milk-O-Mat Corporation, 500 Fifth Avenue, New York—Cup dairy drink

Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.—Beverage vendor

Multiplex Faucet Company, 4319-25 Duncan Avenue, St. Louis, Mo.—Beverage dispenser

NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Beverage dispensers

S and S Products Company, P. O. Box 1047, Lima, O.—Cold vendor, bottle

Selmix Dispensers, Inc., Stewart Avenue, Garden City, L. I.—Beverage dispenser

Smith-Werner Company, 610 Santa Fe Drive, Denver, Colo.—Portable soda fountain

Spacarb, Inc., Stamford, Conn.—Cold vendors, cup (automatic)

Superior Refrigerator Company, 1606 Pine Street, St. Louis 3, Mo.—Beverage dispenser

Telecoin Corporation, 12 East 44th Street, New York—Drink dispensers

Vendolator Manufacturing Company, P. O. Box 1586, Fresno, Cal.—Cold vendors, bottle milk

Weber Showcase and Fixture Company, Inc., 5700 Avalon Boulevard, Los Angeles, Cal.—Cold vendor, bottle

John W. Young Foundation, 29 Fairway Drive, Barrington, R. I.—Hydro-Jet cup vending machine

FOOD GRILLS

J. J. CONNOLLY, INC., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill

STAR MANUFACTURING COMPANY, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment

FRUIT JUICE DRINKS

American Citrus Corporation, 333 North Michigan Avenue, Chicago, Ill.—Del juice vendor

What gives Popcorn Sales Appeal?

BUTTERLIKE

AROMA . . . stops
em in their tracks — makes 'em want to
eat popcorn.

BUTTERLIKE

APPEARANCE
. . . gives your popcorn a golden hue
. . . makes it look good enough to eat!

BUTTERLIKE

TASTE . . .
that satisfying flavor that makes
'em want to eat more popcorn!

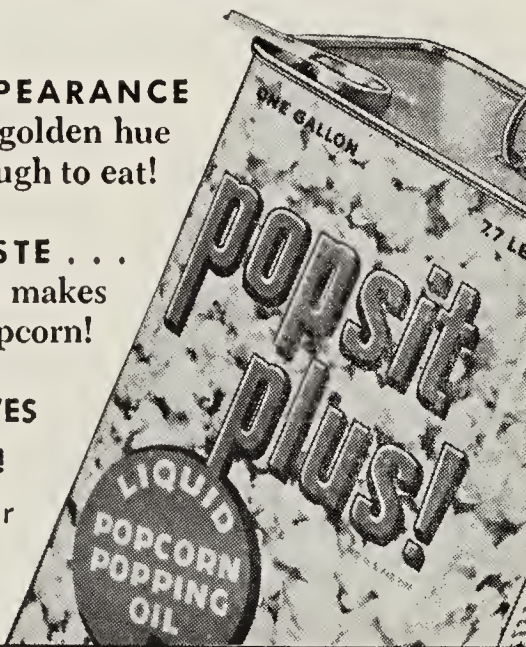
ONLY

POPSIT PLUS

GIVES

YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer
"duds", easy to measure
accurately, pours in all weather



Made Only
of
PURE
PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.



This tieup available with Minute Maid pure orange juice was demonstrated recently in the lobby of the Bijou, New York City, when Paramount showed "Road to Bali" to the trade and invited newspaper, radio, TV, and other folks.

California Fruit Chimes Company, 325 South Mission Drive, San Gabriel, Cal.

Green Spot, Inc., 1501 Beverly Boulevard, Los Angeles, Cal.—Orange juice concentrate and automatic dispensers

Hamilton Beach Company, Division of Scovill Manufacturing Company, Racine, Wis.—Fresh fruit juice drinks

Juice Bar Sales Corporation, 12 East 44th Street, New York—Juice dispenser

Metal Products Company, 1135 Third Street, Oakland, Cal.—Can juice vendor

Snively Vending and Sales Company, Winter Haven, Fla.—Cup juice vendor

GUM

American Chicle Company, Thompson Avenue, Long Island City, N. Y.

Beech-Nut Packing, 10 East 40th Street, New York, N. Y.

Bowman Gum, Inc., 4865 Stenton Avenue, Philadelphia, Pa.

Frank H. Flier Corporation, 10th and Somerville, Philadelphia, Pa.

Leaf Brands, Inc., 115 North Cicero, Chicago, Ill.

WILLIAM WRIGLEY, JR. COMPANY, 410 North Michigan Avenue, Chicago, Ill.—Package gum

ICE CREAM, MANUFACTURERS, EQUIPMENT, VENDORS

Afco, Inc., 432 Alandeale Avenue, Los Angeles, Cal.—Ice cream vendor

Arctic Vendor Sales Corporation, Appleton, Wis.—Ice cream vendor

Atlas Tool and Manufacturing Company, 5147 Natural Bridge Avenue, St. Louis, Mo.—Ice cream vendors

Badger Vending Machine Company, 710 North Plankington, Milwaukee, Wis.—Cup ice cream vendor

Beatrice Foods, 120 South LaSalle Street, Chicago, Ill.—Ice cream

The Borden Company, 350 Madison Avenue, New York—Ice cream

Craig Machine Company, Danvers, Mass.—Ice cream vendor

De Cicco's Bon Bon Corporation, 451 North Rodeo Drive, Beverly Hills, Cal.—Chocolate covered ice cream bon bons

Dari-Delite Corporation, 1624 4th Avenue, Rock Island, Ill.—Soft ice cream

Dresko Machine Corporation, 5629 North Central Avenue, Chicago, Ill.—Ice cream vendors

Eastern Engineering and Sales, Inc., Commercial Trust Building, Philadelphia, Pa.—Kenco ice cream vendor

Emery Thompson Machine and Supply Company, 1349 Inwood Avenue, New York 52, N. Y.—Ice cream and custard machine

Freeze King Corporation, 2518 West Montrose

Avenue, Chicago, Ill.—Ice cream custard machine

Frosti-Server, 1833 Pacific Highway, San Diego, Cal.—Ice cream vendor

General Equipment Sales Company, 814 South West Street, Indianapolis, Ind.—Ice cream and custard machine, Sani-Serv self ice cream freezer

Ice Creamolator Corporation, 3700 Oakwood Avenue, Youngstown, O.—Ice cream dispenser

Jordan Refrigerator Company, 58th and Grays Avenue, Philadelphia, Pa.—Cabinets and storage dispensers

Joe Lowe, Inc., 621 West 26th Street, New York —"Frozen On-A-Stick Confections"

Mills Industries, Inc., 4100 Fullerton Avenue, Chicago 39, Ill.—Freezers

Multiple Products Company, 5210 Bonita, Dallas 6, Tex.—Snow Cone machine

Philadelphia Dairy Products Company, Inc., Fourth and Poplar Streets, Philadelphia, Pa.—Aristocrat ice cream

Port Morris Machine and Tool Company, 208

East 135th Street, New York—Soft ice cream and custard machine

Sweden Freezer Manufacturing Company, Department F-13-PR, Seattle 99, Wash.—Ice cream and frozen custard fountain freezer

Swift and Company, Union Stockyards, Chicago, Ill.—Ice cream

Tekni-Craft, Rockton, Ill.—Ice cream and custard machine

West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Self-service ice cream merchandiser

PAPER CUPS

Dixie Cup Company, 24th and Dixie Avenue, Easton, Pa.

Hi-Land Paper Company, 274 Madison Avenue, New York

Lily-Tulip Cup Corporation, Chanin Building, 122 East 42nd Street, New York

U. S. Envelope Company, 68 Prescott, Worcester 5, Mass.

Nestlé's

ALL STAR CAST

Two New Attractions—
Three All-time Favorites!

Brand new 10¢ items! Double-your-money profit! Plenty of value and eye appeal! Order them out now. Packed 100 bags per shipping case.

Famous Nestlé's Crunch, Milk and Almond Bars. Available in both 5¢ and 10¢ sizes, packed 100 count and 24 count.

See your Nestlé representative or write for more details

THE NESTLÉ COMPANY, INC., 2 WILLIAM STREET, WHITE PLAINS, N. Y.

EXHIBITOR

POPCORN, POPCORN EQUIPMENT

American Popcorn Company, Sioux City, Ia.—Popcorn vending equipment, raw popcorn
Automatic Products Company, 250 West 57th Street, New York—Butter dispenser
Blevins Popcorn Company, P. O. Box 278, Nashville 2, Tenn.
Bonanza, Inc., 2980 West Pico Boulevard, Los Angeles, Cal.—Popcorn vending machines
Central Popcorn Company, Schaller, Ia.—Popcorn
C. Cretors and Company, 630 West Cermak Road, Chicago, Ill.—Popcorn equipment, vending
DMC Corporation, States Distributors, 1624 Harmon Place, Minneapolis, Minn.—Popcorn machine, automatic
J. A. McCarty Seed Company, 526 Northwest Fourth Street, Evansville 10, Ind.
MANLEY, INC., 1920 Wyandotte Street, Kansas City, Mo.—Vending equipment and popcorn machines and supplies
NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Popcorn equipment and supplies
POPPERS SUPPLY COMPANY, 1211 North Second Street, Philadelphia, Pa.—Popcorn supplies
STAR MANUFACTURING COMPANY, 6300 St. Louis Avenue, St. Louis, Mo.—Popcorn machines, food equipment
Supurdisplay, Inc., Wisconsin Power building, Milwaukee, Wis.—Butter dispenser
West Coast Sheet Metal Works, 935 Venice Boulevard, Los Angeles, Cal.—Butter dispenser
Wyandotte Popcorn Company, Marion, O.—Popcorn
Y & Y Popcorn Supply Company, 256 North 13th Street, Philadelphia, Pa.—Popcorn and supplies

POPCORN BAGS AND BOXES

Andre Paper Box Company, San Francisco, Cal.—Popcorn containers.
Grand Bag and Paper Company, Inc., Ossining, N. Y.—Noiseless popcorn bags and others
Prunty Seed and Grain Company, 620 West Second Street, St. Louis, Mo.—Noiseless popcorn bags
Rex Paper Products Company, 95-109 Onderdonk Avenue, Brooklyn 6, N. Y.—Glassine parchment laminated, waxed, foil bags
Rockford Paper Mills, 33 South LaSalle Street, Chicago, Ill.—Popcorn boxes



Cecil B. DeMille, Paramount, recently received on the coast the first annual "Golden Ear of Popcorn" award from his grandson, Jody Harper, in recognition of "The Greatest Show on Earth." The award was made on behalf of the National Association of Popcorn Manufacturers, which created the trophy during the recent Popcorn Industries Convention and exhibition in Chicago.

Supurdisplay, Inc., Specialty division, Wisconsin Tower building, Milwaukee 3, Wis.—Popcorn containers

POPCORN OILS

Arlington Edible Oil Products, 38 Yetten Terrace, Boston, Mass.
Best Foods, Inc., 1 East 42nd Street, New York
Capital City Products, West First and Perry, Columbus, O.
Cargill, Inc., 200 Grain Exchange, Minneapolis, Minn.
C. F. SIMONIN AND SONS, Belgrade and Tioga Streets, Philadelphia, Pa.—Popsit Plus, oils

PORTABLE VENDING EQUIPMENT

Acton Manufacturing Company, 605 South Summit Street, Arkansas City, Kans.—Refreshment vending cart, portable coolers
Atlas Body Corporation, 4150 East Thompson Street, Philadelphia, Pa.—ABC Vendmobile, steamer grill for hot dogs, heat popcorn, insulated section for ice cream
Drive-In Theatre Manufacturing Company, 729 Baltimore Avenue, Kansas City 6, Mo.—Portable vending carts

Kneisley Electric Company, 2501 La Grange, Toledo 3, O.—Portable dispenser
Tol-Pak Company, 416 South Sixth Street, St. Louis, Mo.—Beverage dispenser
Walky Service Company, Schweiter building, Wichita, Kans.

VENDING MACHINES (CANDY)

Belvend Company, 122 South Michigan Avenue, Chicago, Ill.
Mills Automatic Merchandising Company, 21-30 44th Road, Long Island City, N. Y.—Vending machine manufacturing
Mills Industries, 4100 Fullerton Avenue, Chicago, Ill.
National Vendors, Inc., 5055 Natural Bridge Road, St. Louis, Mo.
Stoner Manufacturing Company, 328 Gale Street, Aurora, Ill.

MISCELLANEOUS

ABC Vending Corporation, 259 West 14th Street, New York—Theatre refreshment service
Armour and Company, Union Stockyards, Chicago, Ill.—Frankfurters
BERLO VENDING COMPANY, 333 South Broad Street, Philadelphia, Pa.—Theatre concession service
Castleberry's Food Company, P. O. Box 1010, Augusta, Ga.—Bar-B-Que, canned, prepared
Columbus Showcase Company, 850 West Fifth Avenue, Columbus 8, O.—Showcases—candy stands
J. J. CONNOLLY, INC., 457 West 40th Street, New York 18, N. Y.—Automatic frankfurter—Roll-A-Grill
Garvis Manufacturing Company, 210 Court Street, Des Moines 9, Ia.—Hot dog and bun warmer
Gold Medal Products Company, 318 East Third Street, Cincinnati, O.—Popcorn and concession supplies
Mills Industries, Inc., 4100 Fullerton Avenue, Chicago, Ill.—Candy bar machine, cigarette machine, cold vendors, scales, bottles
NATIONAL THEATRE SUPPLY, 92 Gold Street, New York 7, N. Y.—Concession equipment
Pizza Enterprises, Inc., 420 75th Street, North Bergen, N. J.—Pizza pie
Rowe Manufacturing Company, Inc., 31 East 17th Street, New York, N. Y.—Cigarette vending machine
Speed Scoop, 109 Thornton Avenue, San Francisco 24, Cal.—Popcorn scoop
SPORTSERVICE, INC., Sportservice Building, Buffalo, N. Y.—Theatre refreshment service
STAR MANUFACTURING COMPANY, 6300 St. Louis Avenue, St. Louis, Mo.—Food equipment
Supurdisplay, Inc., Specialty division, Wisconsin Tower building, Milwaukee 3, Wis.—Refreshment equipment and accessories
Vacuum Can Company, 25 South Hoyne Avenue, Chicago, Ill.—Portable beverage dispenser
Watling Manufacturing Company, 4650 West Fulton Street, Chicago 44, Ill.—Scales

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● SELF - BASTING. DANT NEEDED to watch or turn franks—
ROLL - A - GRILL no scraping of grill—
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H. W. Roder is now assistant sales manager, Dad's Root Beer bottling division, Chicago.

Allied-Gulf Board Hears 3-D Discussion

NEW ORLEANS — John Simms, special engineer, National Theatre Supply, was the principal speaker at the Allied-Gulf board meeting at the Jung Hotel.

Simms explained the new 3-D system, equipment, and installation in detail, and discussed individual problems at length.

NEWS OF THE

Territory

BRANCHES

Atlanta

Irving Bobson, Dixie, Goulds, Fla., and Hyde Park Drive-In, Hallandale, Fla.; H. C. Kelly and Claude Goins, Rhea Drive-In, Dayton, Tenn., and Don Wenger, Pekin, Montgomery, Ala., were in.

At Columbia, Russell Staton was appointed booker and Agnes Clark has taken a leave because of illness.

20th-Fox Notes—R. G. McClure, office manager; Cecil Peacock, and Louis Ingram were back after the flu. . . . Moselle Friederick, secretary, resigned. . . . Bob Terrell was added to the booking department.

The old love bug hit at MGM. Helen Glenn, secretary to the office manager, and Richard Taylor were the targets. . . . Betty Rary resigned at MGM, and Mary Cranford took over.

E. D. Martin and C. L. Patrick, Martin Theatres, Columbia, Ga., were in. . . . Don Smith, Paramount, vacationed in Detroit.

Otis Smith, assistant to Sam George, manager, Paramount, was transferred to the Fox, and W. D. Handley, formerly of Columbus, Ga., replaces Smith at the Paramount.

Ben Hill, U-I, was in with his seven Seminole Indians for "Seminole," Paramount.

T. E. Coleman, Ritz, Anniston, Ala., was in. . . . Miss Alma Cook, U-I, resigned to spend the next six months in Florida. . . . Astor Pictures of Georgia will move into new quarters at 165 Walton Street. Wallace will move in with Astor.

In for a visit were: F. H. Thomas, Lyric, Huntsville, Ala.; Jack Hefferman, Princess, Huntsville, Ala.; J. E. Hook, Hook Theatres, Ala.; E. F. Ingram, Lineville and Ashland Ala.; Louis Worthington, Auto Drive-In, Bessemer, Ala.; Paul Engler, Famous Theatres, Birmingham, Ala.; Alpha Fowler, Jr., Alpha, Douglasville, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga., and O. C. Lam and O. C. Lam, Jr., Lam Amusement Company, Rome, Ga.

Operation of theatres on Sunday is legal in Georgia if the operator can obtain a permit from local authorities. Such a



Honored recently were the oldest employees in terms of service in MGM's Charlotte branch, left to right, seated, Barney Ross, sales representative, 30 years, and Blanche Carr, cashier, 28 years, and, standing, Tom Bailey, assistant branch manager, 23 years; Pearl Braswell, film inspection department, 16 years; Margaret Brown, 26 years; Jack ReVile, branch manager, 27 years, and Stella Todd, film inspection department head, 17 years.

permit must be obtained from the municipal government of the city where the theatre is located or from the county government if the theatre is not located in a city. In order to hold his permit, the operator must once each month present a show of a religious or educational nature.

The Avondale, Birmingham, Ala., closed. . . . In were: Bob Dunn, Dunn Theatres; Harry Curl and Jimmy Gorman, Acme Theatres, Birmingham, Ala., and N. L. Stephens, Savannah, Ga., now booking and buying for the Candler Drive-In, Metter, Ga.

March 15 is the date for the opening of the Indian Rock Drive-In, St. Petersburg, Fla. Owner is Mrs. Sarah L. Higginbotham. . . . Edwin Pettet opened his 600-car drive-in one mile from the city limits of Greenville, S. C. Woody Norris is the manager.

All the equipment has been removed from the Ritz, Greenwood, S. C., by James Cartledge, and shipped to



Sunny Clapp, Eastern Air Lines stewardess, recently received a set of Broadway-Times Square street plates from fellow Tennessean Robert Christenberry, president, Broadway Association of New York, for delivery to Nashville's Mayor Ben West, who renamed Nashville's famous Church Street to Broadway for the world premiere of Warners' "She's Back on Broadway," Tennessee.

Spartanburg, S. C. . . . Mr. and Mrs. Michael Dorso opened their new drive-in in Kissimmee, Fla. . . . Betty Roby was appointed a booker at MGM, Jacksonville, Fla.

Pete Lockhart was appointed manager, Pal, Louisville, Ga. . . . Mrs. D. McClung was appointed manager, Pal, Wadley, Ga.

Luke Stein, president, Stein Theatres, is recuperating at Pasadena, Cal.

The Oceanway Drive-In, Jacksonville, Fla., has a new manager, W. E. Smallwood. . . . Jack Hunt, sales representative, Wil-Kin Theatre Supply, sold to the Pekin, Montgomery, Ala., a Cycloramic screen and pair of Kolmorgen lenses; to the Victory, Louisville, Ala., a Cycloramic screen, and to the Aiton, Airtown, Ala., Kolmorgen lenses.

Managers of Storey Theatres gather every Monday morning to discuss operational problems. President Frederick Storey reports receipts have increased as a result. . . . A safe stolen from the Roxy, Lakeland, Fla., was found in a weed-covered field in the northern part of the city.

Dean Cornwell's illustrative paintings for 20th-Fox's "The Robe" went on display at the Davison-Paxon store. Art critics, students, newspaper editors, clergymen, civic, and social figures, as well as leading exhibitors, were invited to witness the opening.

Tommy Lee Lynn, booker, Georgia Theatres, resigned. . . . Peggy Duncan, U-I, was married. . . . Lucille Alls, Warners, was married to James Hill. . . . Larry Laskars was added to the booking department at Warners.

In booking were R. R. Rulander, Lawrenceville, Tenn.; E. Martin, Winchester, Tenn.; Paul Engler, Birmingham, Ala.; Hal Macon and son, Statesboro, Ga.; E. L. Wilson, Ashway Drive-In, Greenville, Tenn., and R. E. Ziebell, Swan, Norcross, Ga.

Charlie Webb, who recently leased the Bocanita, Scottsboro, Ala., from the Word Circuit, closed the theatre for remodeling. . . . Al-Dunn Theatres, owner, Garden Hill, reopened after remodeling.

A. M. Shelley is the new owner, Roberta, Roberta, Ga. . . . Sam Harris and Lloyd Fortner, Republic, now on the staff of the WSB barn dance program, were on the Row.

Miss Alma Cook, formerly with U-I, resigned to go to Florida.

John H. Carter, who has taken over the Buckhead and Garden, suburban house, also has the Brookhaven, Brookhaven, Ga.

Charlotte

In Columbia, S. C., United States District Judge C. C. Wyche ordered a complete inspection of all theatre books and records in seven pending percentage actions. The order was entered in suits

by Paramount, Loew's, 20th-Fox, Warners, United Artists, U-I, and Columbia against William Harold Hall, operating the Dixie and Hall's Drive-In, both located in West Columbia, S. C. In the case of the Dixie, the theatre records for each day of operation from Jan. 1, 1941, to August, 1952, were required to be produced by the defendants. In his opinion, Judge Wyche made reference to his consideration of similar motions pending by distributors against Herbert B. Ram and others, and affirmed his prior ruling. Augustus T. Graydon and C. T. Graydon, Columbia, represented the distributors, with Sargoy and Stein, New York, of counsel.

Foul weather hampered the search for a missing private plane in Georgia and South Carolina, piloted by Worth Stewart, president and general manager, Stewart and Everett Theatres, Inc., operator of about 70 houses in the Carolinas. When his plane was last reported, Stewart was enroute north from Florida.

Memphis

Hallmark producer Kroger Babb, Hollywood, flew here in his private plane for a series of story conferences with Judge Camille Kelley, retired juvenile judge. Babb has given up plans of making a feature motion picture based on Judge Kelley's career and court cases, and has substituted a plan to film the material in 30-minute episodes for a national network TV show.

Three-D pictures made their bow at Loew's Palace with the Stereo-Techniques Film National Theatre Supply Company was holding morning and afternoon clinics for exhibitors explaining the pictures and equipment. The Warner plans to present "Bwana Devil" on March 18.

Commissioner Armour, Police Department, agreed to extend "Bank Nights" at four Malco houses and the Hollywood so that accumulated jackpots could be given away. The sudden ban left the theatres in a difficult position with the money set up for the pots. It is presumed that the ban will go into effect as soon as the pots have been drawn.

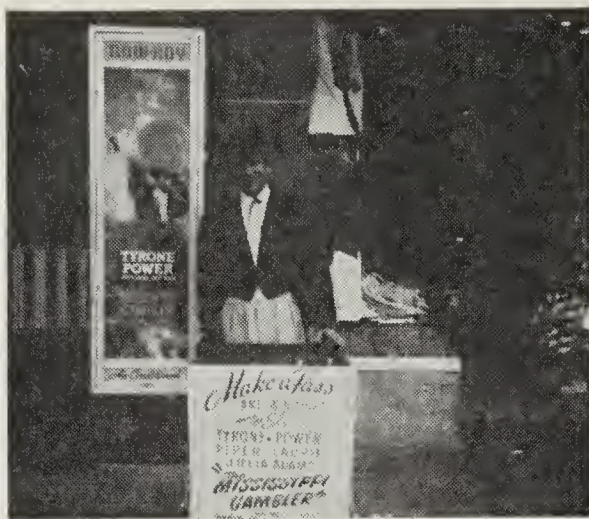
The Bradford, Bradford, Ark., opened, owned by W. W. Bright. . . The 82 Drive-In, Lewisville, Ark., owned by R. W. Brady, reopened for the season.

Ritz manager Joe Simon recovered from a bout with flu and surgery.

MONOGRAM — Jimmy Prichard, division manager, Dallas, was visiting his brother, Bailey Prichard, branch manager, Memphis exchange.

20TH-FOX — Visiting exhibitors included Mrs. H. A. Fitch, Brin, Tenn.; Mr. and Mrs. Henley Smith, Pocahontas, Ark.; Mr. and Mrs. J. T. Hit, Bentonville, Ark.; W. F. Ruffin, Jr., Covington, Tenn.; Jack Watson, Tunica, Miss.; R. R. Cox, Batesville, Miss.; Mrs. Marvin McQuiston, Boonville, Miss., and M. E. Rice, Jr., Brownsville, Tenn.

U-I — Calling were Moses Sliman, Luxora, Ark.; William Elias, Osceola,



Passers-by were offered a chance to roll the dice, and, if seven came up, were given a free pass to U-I's "The Mississippi Gambler" during its run at the Carib, Miami, and Miracle, Miami, Fla. The gag was conceived by Marty Wucher and Tom Rayfield, Carib, Miami Beach, Florida.

Ark.; Roy Dillard, Wardell, Mo.; Oney Ellis, Mason, Tenn., and Roy Cochran, North Little Rock, Ark.

Cliff Walker and Fred Meyer have organized Colonial Pictures, to distribute Lippert and Realart product. Offices are at 361 South Second Street.

New Orleans

Nathan D. Golden, director, motion picture, scientific, and photographic products division, National Production Authority, has announced that fine progress is being made in a copper dripping salvage program in the New Orleans area. D. M. Brandon, who operates the film delivery service, Transway, Inc., reports that a total of 2,329 pounds of copper drippings have been collected by the film carriers from the theatres in the area, and have been sold to scrap dealers for \$186.32. The proceeds from the sale of these drippings are to be turned over to the welfare fund of the Variety Club of Memphis since there is no Variety Club tent in New Orleans. A number of New Orleans theatre people are members of the Memphis Variety Club. This splendid report is the result of good cooperation among all segments of the exhibition industry, including projectionists, film carriers, and theatre supply dealers. Hodges Theatre Supply Company acted as the depository for the drippings. A



The above six-foot book stunt was arranged by Tom Rayfield and Marty Wucher, Carib, Miami Beach, Fla., to advertise 20th-Fox's "My Cousin Rachel" during its recent engagements at the Carib, Miami, and Miracle.

large part of the credit for the fine cooperation in this program is due to Alvin Hodges and Brandon for their fine organization and promotion of the program in the New Orleans area.

Roy Nicaud, Lippert salesman, is recovering from severe head injuries, shock, and abrasions suffered in an automobile accident on his way back after a trek in the territory. At the hospital in Opelousas, La., he underwent surgery to prevent the loss of his right ear. The following day, he was brought to New Orleans in an ambulance.

B. J. Keyham, IFE, visited with Joel Bluestone. The object of his visit was to locate a suitable place for an exchange. . . . Joy N. Houck, returning from a Caribbean and South American cruise, said, "I am extending my drive-in operations to Puerto Rico, where, in San Juan, I have located an ideal garden spot for a super deluxe airer. Construction will get underway just as soon as the architect revises the plans in keeping with the site." He was accompanied on the trip by Mrs. Houck.

UA's John Cosentino was in. . . Henry Harrell, formerly here with 20th-Fox and now in Atlanta as assistant to the district manager, was here. . . Sam Pasqua, Gonzales, La., theatre owner, died at Hotel Dieu. He entered the business about 20 years ago, and at one time operated under tent theatres in conjunction with his brother, Pete. He was 49.

Joseph Marcantel purchased the Pelican Drive-In, Jennings, La., for \$42,000, from R. C. Sweeney, Fort Worth, Tex., who owns theatres in Texas.

Mr. and Mrs. Claud Darce ambled towards Canal Street after hours on the Row. . . Mrs. Bessie Miller reopened the Harvard, Winnsboro, La., under Ray management. . . Alex Gounares reopened the Roosevelt, Mobile, Ala. . . Virginia Landry, Manley, Inc., waltzed down the aisle with Edward J. Daigle, Jr., in Houma, La. . . Theatre Screen Advertising representatives about were Ben Sharer, Barnett Motion Picture Theatre Clocks, and E. J. Rice, Theatre Recording, Nashville, Tenn.

Joel Blustone, who recently was joined by Nick Lamantia, Ritz, Bogalusa, La., and associate owner, Abalon, Algiers, La., acquired 13 accounts for which they will handle the buying and booking: Younger brothers' Chief Drive-In, Natchitoches, La., and DeSoto Drive-In, Mansfield, La.; Mrs. Paul Ketchum's Red River Drive-In and State, Texarkana, Tex.-Ark.; Otho Long's Parkway Drive-In, Winfield, La.; Joe Guillory's Delta and Allen, Oakdale, La.; C. C. Duke's Owl Drive-In, Columbia, La.; C. McGowan's, Starlite Drive-In, Canton, Miss.; H. M. Wise's Pops Drive-In, Jena, La.; Lewis Watt's Strand, Oil City, La.; Watts and Lamantia's, Abalon, Algiers, La., Tony LaCroix's Isis, and the new all-Negro house on St. Claud Avenue. Bluestone was field representative for U-I and Republic before blossoming out with his own buying and booking agency, as well

as distributor of 16mm. and 35mm. independent productions. Lamantia went from booker to branch manager at U-I before resigning to serve Uncle Sam in World War II. After the war, he entered the exhibition field as owner-operator, Ritz, Bogalusa, La.

Joseph Marcantel is now operating the Pelican Drive-In, Jennings, La., on East Hiway 90, purchased for a reported consideration of \$42,000. The former owner was R. C. Sweeney.

Pat Wagner, Joy Theatres, Inc., ledger clerk, suffering a bruised leg skipping over two film containers, but landed in the arms of a visiting film man.

Milton Dureau, vice-president and general manager, Masterpiece, is a papa for the second time, and little Milton, Jr., has a brother. The five pound, 11 ounce bouncer was delivered in Hotel Dieu on Feb. 29. Mama is Mamie Lass Dureau, who usually occupies a desk at Masterpiece.

Harold "Babe" Cohen, Lippert, advised that the requirement for two phones in the exchange necessitated the change of the number utilized by office manager-booker Bob Saloy to RAYmond 9538.

Garland Thornhill, business manager, Mitchell Drive-In, Hammond, La., advised that operations were resumed on March 1.

Mrs. Bessie Miller shut her recently reopened Harvard, Winnsboro, La. . . . Jack O'Quin, after calling on Joy's Booking Service, was around to buy and book for his State, Kaplan, Welsh and Gueydan houses, and Echo Drive-In, New Iberia, La.

F. F. Goodrow is distributing "Cage Of Gold," a J. Arthur Rank production. . . . The Roxy, neighborhood, reopened under new management. Bob Roberts one of the associates, will hold the reins. The theatre has been given a thorough going over.

Mr. and Mrs. Frank Olah, Albany, La., were here as was Frank Smith, Grand, Grand Isle, La., who said that in about another week he will be able to discard the crutches.

John Kenlo reports that "Street Corner" did remarkably well at both the Algiers and Marrero Drive-Ins.

Ed Ortte advised that Theatre Service Company will do the buying and booking for his associated Skychief, Pensacola, Fla., but that he still continues to handle the buying and booking for the Hi-Way Drive-In, Bay St. Louis, and the Legion and Gulf, Gulfport, Miss.

Irma Atkinson, Monogram Southern, vacationed in Mobile, Ala. . . . E. G. Perry, managing director, Pittman Theatres, was confined to his home with the flu.

Arthur Lehman, Jackson, Miss.; Luke Fontaine, Arcade, Slidell, La.; Ann



Patricia Ann Bailey, daughter of MGM's assistant Charlotte branch manager, Tom Bailey, was recently awarded a full tuition scholarship to St. Genevieve of the Pines Junior College, Asheville, N. C.

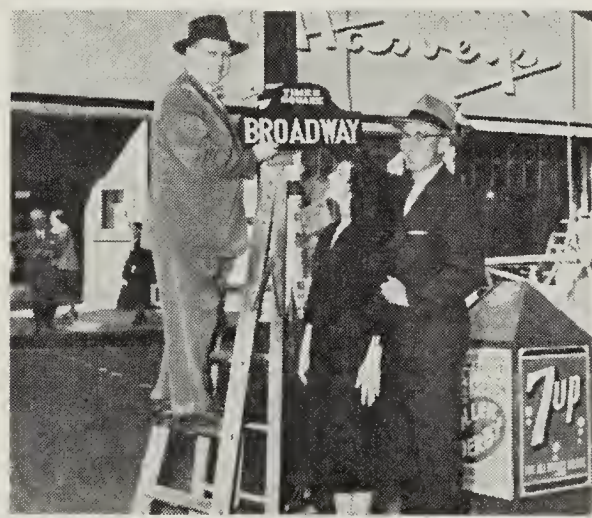
Molzon, Labadieville, La., and Robert Molzon, Norco, La., accompanied by his brother, a visitor from Waterbury, Conn., and W. E. Limroth, Gibbens and Rester Theatres, Mobile, Ala., were seen about.

Hector Naquin, Cecilia and Breau Bridge, La., exhibitor, was a caller as were F. G. Prat, Jr., Vacherie, La.; O. Gaude, Port Allen, La., and Ernest Delahaye, Maringouin, La.

Iota, La., in the rice growing section in southwest Louisiana, will have another theatre when Paul Zaumbracher will open his new 350-seat Derby.

RKO division manager Dave Prince was in. . . . Jimmy Gillespie, 20th-Fox publicity and exploitation representative, was here from Dallas to engineer personal appearances on radio and television and civic and social club functions for Charlton Heston, in "The President's Lady."

City and suburban exhibitors making the rounds were: Dominick Ziblich, Dreamland; John and Julian Richards, Slidell Theatre Corporation; S. E. Mortimore and Lyle Shiell, Skyvue; Gus C. Street, Jr., Gretna Green Drive-In; E. W. Jones, St. Bernard Drive-In; Paul Brunet, Dixie; William Sendy, Patio; S. J. Gulino, Kenner, La.; L. J. Dupepe,



The Nashville, Tenn., famed Church Street recently became Broadway for a day during the world premiere activities of Warners' "She's Back on Broadway," Tennessee. Mayor Ben West puts up the street sign sent from New York for the occasion, assisted by Kermit C. Stengel, Crescent Amusement Company, and Ramona Burnett, WMAK radio personality.

Aerron; Bernard Fonseca, Ashton; Harold Bailey, Gentilly; J. A. Parker, Westwego; Abe Berenson, Gretna, La., and L. C. Montgomery, Ernest MacKenna, and Eldon Briwa, Delta Theatres, Inc.

G. B. Elam, Avon, Princess, and Lion Drive-In, Winnsboro, La., after calling at Dixie Theatres Corporation and Theatre Service Booking Company, ankle over for a visit. . . . S. Hargroder, Beverly Drive-In, Hattiesburg, Miss., stopped to chat before proceeding to the J. G. Broggi offices.

D. J. Keyhan was named local representative, IFE, by southern division manager Hubert M. Lyons, Atlanta. He has desk space in the Joel Bluestone offices at 532 International Trade Mart until larger quarters are available. Film Inspection Service handles physical distribution.

Jim deNeve, Highway 80 and Varia Drive-In, Jackson, Miss., and the Rivoli Drive-In, Vicksburg, Miss., called on his buying and booking representative, Sammy Wright, M. A. Connett's Booking Service.

Jimmy Tringas, Fort Walton, Shalmar and Niceville, Fla., theatre owner, and C. J. Tringas, Pensacola and Warrington, Fla., made the rounds.

George Pabst, UA southern district manager, was off on a visit to Charlotte and Atlanta. . . . Seen about were Al Randall, Woodville-Centerville, Miss., and N. L. Erdey, Rex, Osyka, Miss. . . . Harold Shambach, office manager, Joy Theatres, was a Monroe, La., caller. . . . Charles Achee, Jr., NTS salesman, checked in after an extended trip.

Buying and booking were Charles Waterall, Sr., and sons, Charles, Jr., and Jack, Prichard, Ala., in the interest of their 11 Alabama theatres and two Mississippi situations, Richton and Lucedale.

The New Moon Drive-In, Lake Charles, La., is slated for April 1 opening. It will accommodate 1000 cars. It is owned by Open Air Theatres, Inc., with Maurice Kleinman heading the organization. . . . The gala reopening of the Ann, formerly Monte Sano, Baton Rouge, La., drew a crowd.

Mr. and Mrs. Herman Illmer, Kansas City, were in. . . . Dixie Theatres Corporation's Dixie, Morgan City, La., was completely destroyed by fire. The blaze started when a hot water heater exploded in the adjacent restaurant.

Joy N. Houck flew in from Shreveport, La., to help manager C. R. Ost and personnel celebrate U-I's open house. Despite the rainy weather, exhibitors, buyers, and bookers were at hand. Among others were Page Baker, Theatre Service Company; Sammy Wright, Max Connett Booking Service; A. L. Royal, Royal Theatres, Meridian, Miss.; Ed Jenner, Ellisville, Miss.; Al Randall, Woodville-Centerville, Miss.; L. J. Dupepe, Aerron, and others.

Clayton Casbuerge, who resigned as salesman for Columbia because of an injured leg, is now a booker at U-I. . . . R. L. Johnson, Johnson Theatre Supply and Service, made a swing around the territory.

Florida Jacksonville

Out-of-town exhibitors seen here included Hugh Martin, Sr., Columbus, Ga.; W. H. Smith, Brooksville, Fla.; R. H. Clyman, Miami, Fla.; Chester Mikesell, booker for the navy; Jim Partlow, Orlando, Fla.; Merle Nelson, Hollywood Drive-In, Leesburg, Fla.; Mark Cummins, Garden Drive-In, St. Petersburg, Fla.; George Painter, Fort Meade, Fla., and M. C. Moore, Lake Shore, Fla. . . . Louis Pauza is now on the 20th-Fox staff as a booker after his army discharge following service in Korea. He is a former booker with Paramount.

Phil Lentz, Palace manager, had an unusually big exploitation campaign for "Peter Pan." With the local school board's cooperation, a 15-minute educational short about "Peter Pan" was shown in school auditoriums. Fifteen Admiral electrical appliance dealers paid for TV trailers on "Peter Pan" which tied in with their products. During the first week's run, kindergarten heads were told that their pupils would be admitted to especially roped-off areas of the theatre. Fifteen kindergartens responded by sending several hundred children.

Robert Case, former New Yorker, is now managing the Edgewood. . . . Bob Anderson, manager, Main Street Drive-In, developed a stunt to stimulate patronage on Tuesday nights by offering a free gallon of gasoline to the driver of each car. . . . Elmer Hollander and Joe Deitch, Florida State Theatres executives, were in Miami, Fla., on business. . . . Austin Gilmore, formerly of the Ritz, Sarasota, Fla., replaced Roger Langston as the FST newspaper ad writer. . . . Mrs. Bobby Farrell was to serve as assistant manager, Palace, during "Bwana Devil." . . . Tommy Harper, new Metro exploiteer, for the southeast, was back for a Miami, Fla., trip. . . . Alice Perkins is the new booking clerk at Metro. . . . Benton Brothers film warehouse is handling the inspection and shipment for the new RKO branch office which opened under the managership of Cam Price. . . . M. A. Shaaber, Wil-Kin Theatre Supply projection booth expert, returned from the Tampa-St. Petersburg, Fla., area. . . . H. M. Addison, UA exploitation man, Daytona Beach, Fla., was around.

When RKO opened its attractive new offices, Jacksonville noted with satisfaction that eight major companies now have branch offices and film exchanges in the city. Located on the third floor of the Florida building, in the heart of Film Row, the RKO office was set up to handle bookings and film prints for the entire state. R. Cam Price was promoted from a salesman's job in the Atlanta office to the branch managership here. The other branch offices in Jacksonville, some of

which have appeared in the past year, are: Paramount, Warner, 20th-Fox, Columbia, Metro, United Artists, and U-I.

Miami

Proud fathers include Florida State's George Hoover and Mel Haber, Miracle, Coral Gables, Fla. Hoover's third son, Gary Alan, checked in at eight pounds, four ounces. Haber's second daughter, Julia, picked Washington's Birthday as her own. It's also her father's 26th birthday. . . . New assistant at the Tower is Harry Brady, replacing Jimmy Martin. . . . Wometco's sick list included Stanley Stern. . . . Ethel Merman is due to check into town on March 12 for the Florida premiere of "Call Me Madam," Carib, Miami, and Miracle.

A six-foot book stunt was used by Tom Rayfield and Marty Wucher, Carib, Miami Beach, Fla., to advertise "My Cousin Rachel" when it played the Carib, Miami, and Miracle. Passers-by were offered a chance to roll the dice, and, if seven came up, were given a pass to "The Mississippi Gambler" at one of the three above-mentioned houses.

Keith Hendee, Gateway, Fort Lauderdale, Fla., used airplane banner on "The Bad and the Beautiful," and secured a window display in a smart clothing store. Hendee also had a "business card" for Mark Fallon, professional gambler, distributed for "The Mississippi Gambler." . . . Wometco's second annual showmanship contest was introduced to managers by way of a set of four teasers, cleverly illustrated by Jack Ozark, Wometco and WTVJ animator.

Georgia Springfield

A new drive-in is expected to open in a month or so. To be known as the Sky-Vu, it will be coowned by R. E. Wilson and Pat Ingram, and will be located on Highway 21 between Springfield and Rincon. It will have a 214-car capacity.

Mississippi Leland

A new Negro theatre is being built here by Sam Thomas at the location of the theatre which burned last October. When completed, the house will be leased to J. C. "Hoss" Noble.

North Carolina Durham

The Center, according to manager Charles H. Lewis, will begin showing 3-D movies around the last of March or the first of April. The Ambassador, Raleigh, N. C., according to W. G. Enloe, district manager, North Carolina Theatres, Inc., will begin showing 3-D films around March 15.

Statesville

Northridge Theatres, Inc., obtained a certificate of incorporation from the Secretary of State to operate a motion picture house with authorized capital stock of \$100,000. Incorporators are A. F. Sams, Jr., Willie B. Sams, and Miss Lucile Connolly, all of Statesville.

Tennessee Nashville

Joint ceremonies heralding world premiere of Warners' "She's Back On Broadway" and the first anniversary of the Tennessee, Crescent Amusement Company, took place. The celebration activities as set up by Kermit Stengel, Crescent Amusement Company, and Floyd Rice, manager, Tennessee, included ceremonies on Church Street, the city's main thoroughfare, renamed "Broadway" in honor of the film and world premiere. Through the cooperation of Bob Christenbury, president, Broadway Association, New York City, and a native Tennessean, arrangements were concluded by Nashville's Mayor Ben West to have New York City "Broadway" signs delivered by Miss Sunny Clapp, Eastern Airlines flight attendant.

Imposition of a tax of five cents per patron on drive-ins in Tennessee is proposed in a bill introduced in the legislature by Representative Paul A. Phillips. Revenue from the proposed levy would go for public education.

The Moving Picture Research Corporation was incorporated for the "research and development of three-dimensional pictures and other entertainment by all methods and means related to the lenticular process, including television." The company is chartered to "sell, license, or lease any franchise, rights, or privileges that may result from said research and development program." Principals listed are Sam L. Leach, Mrs. Moriat McDonnell de Martini, and ward Hudgins. Hudgins, a United States district attorney, has been the Department of Justice representative in recent actions involving the Crescent Amusement Company anti-trust litigation.

This city, home of Rachel and Andrew Jackson prior to his election as seventh President of the United States and focal point for key sequences in 20th-Fox's "The President's Lady," was selected to be the site of the film's world premiere on March 17 at the Paramount. Scheduling of the event coincides almost to the day with the 186th anniversary of Jackson's birth. Ceremonies are being planned at "The Hermitage," Jackson's famed home, where Mayor Thomas L. Cummings will place a wreath at the grave of "Old Hickory." Witnessing and also participating will be a contingent of troops from all branches of the armed services, leading private citizens of Nashville, and other officials from the city and state governments. A variety of other publicity and exploitation activities are also being arranged by the management of the Paramount in conjunction with 20th-Fox southern division manager Harry Ballance and field exploitation representative James Gillespie.

Under terms of a bill introduced in the state legislature by Senator Charles M. Everhart, Kingsport, and Representative Richard T. Moore, Newbern, a 1949 state law authorizing cities and counties to levy a 20 per cent tax on admissions to theatres and other places of entertainment would be repealed.

NEWS OF THE

Territory

Chicago

Alex and Will Valos nixed popcorn at their new plush Hinsdale art house, Hinsdale, Ill.

John Leslie was named Buckingham manager. . . Jack Locks bought the Starlight, Holland, Mich.

A. H. McCullom, Clinton, Ill., owner of nine theatres, bought a site near that town for a drive-in. . . Richard Hurley was named Warren manager, West Lebanon, Ind. . . Dick Felix and Howard Lambert, who resigned from Essaness as publicity director and head film buyer, respectively, to operate the Vogue, added operation of the Adelphi. . . Arthur Samooore bought the Ashland, Ashland, Ill.

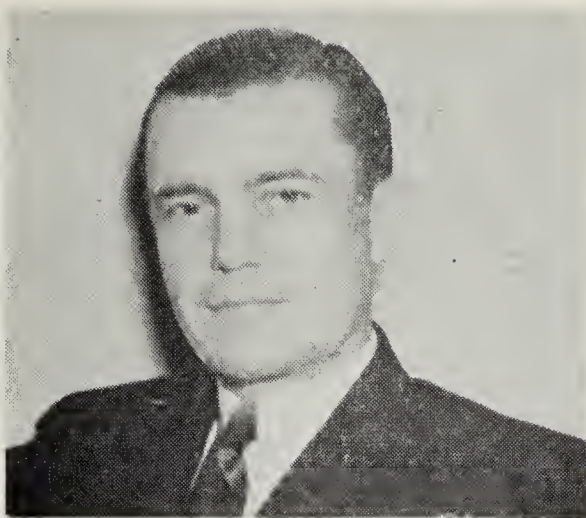
An answer to the government's suit against the drive-ins in this vicinity, which was carried to Appellate Court after Federal Judge Barnes had dismissed the indictment, was filed by attorney Seymour Simon. The answer was built around the contention that the charge of fixing admission prices was purely a local matter, and that it had no bearing or effect on interstate commerce. Defendants are Starlite Drive-In, Inc.; A B C Theatricals, Limited; Double Drive-In Theatres, Inc.; Oak Lawn Drive-In Theatres, Inc.; Essaness Theatres Corporation; Frank Fink, and Irving Gandell.

Despite the passing crowds, two men pointed pistols at Mrs. Blanche Widgren in the boxoffice at McVickers, and forced her to hand over \$150. They commanded her to lie on the floor, where she pressed an alarm. Johnny Humenik, assistant manager, and three others of the staff chased the men, but halted when two shots were fired at them. . . Bruce Trinz, Clark general manager, recovered nicely from an operation. . . Dorothy Seno was named to the Today staff.

Otto K. Eitel, Palace owner, is displaying in his hotel next to the theatre a large number of rare steins collected by the Eitel family over a period of years. . . Ted Lay bought the Girard, Girard, Ill. . . The daughter of S. J. Gregory, Alliance Theatres vice-president, Mrs. Eugenia Strassinopoulos, flew to her home in Greece after an extended visit. . . Albert Vettters was rushing repairs on his Rio, Edinburgh, Ill., damaged by fire.

B and K has been putting \$100,000 into modernization of the Chicago. . . A well-dressed colored man grabbed the purse of a woman as she walked down the aisle in Today, dashed through a fire exit door, and escaped in an alley. All the fellow got was \$6.

Federal Judge Igoe ruled that no more than two extended runs will be permitted simultaneously in the Loop. . . Don



Raymond Willie, Sr., is assistant general manager, Interstate Circuit, Inc., Dallas.

French is now operating the Union, Liberty, Ind. . . Herbert P. Frankham is a theatre owner for the first time, having acquired the Garfield.

A special dividend of \$15.25 on common was declared by Balaban and Katz following the sale of WBKB.

William K. Hollander, B and K, was chosen vice-president, State Street Lighting Association. . . Pete Panagos, Alliance Theatres production manager, took a Florida vacation.

Harry Goldberg is a new member of the Lippert sales force. . . Oral Ledbetter, Howard, Monon, Ind., bested a flu attack.

Al Borkenstein, Wells, Fort Wayne, Ind., vacationed in California. . . William Dunn was named Southtown assistant manager.

The Martinsville, Ind., Drive-In was purchased by Fred Myers.

The Twin City Drive-In, Champaign, Ill., had an early reopening. . . Audience reaction to the Variety Club's drive for La Rabidia Sanatorium reached \$75,000. . . The Embassy, Fort Wayne, Ind., is presenting eight Saturday morning children's shows under sponsorship of the Parent-Teachers Association.

Dallas

Smiley Burnette, cowboy comic, is going to get himself a blanket and a bunch of feathers all because of J. B. Underwood, Columbia. When he was in town recently, he asked Underwood if it were true that the low-budget program western, the type in which he has played for many a profitable season, was on its way out, and was assured that was about the size of it, but that Indian films were getting a big play. Why not a western Indian?

Paul Short, division manager, National Screen Service, left to attend a regional sales meeting of the company at New Orleans. Alfred Delcambre, Milton Linder, Russ Baker and Bob Watson, NSS salesmen, accompanied him. . . Two MGM New York executives were in. W. H. Gililan remains for several weeks, while A. F. Cummings, branch operations, left for Oklahoma City. . . Buddy Rimmer, recently of Columbia's booking department, is now with Republic.

Construction has started on Theatre Enterprises' new theatre in Haskell, Tex. It will replace the Texas, destroyed by fire. District manager Crites states that the new, stadium-type theatre will be fire-proof brick throughout, with 825 seating capacity. Equipment and decorative appointments will be modern. The building will be completed in about four months.

Metro salesman R. V. Jones left here to take over as general manager, Affiliated Theatres, Inc., Indianapolis. Jones started with Metro in Indianapolis several years ago, transferring to St. Louis before coming to Dallas.

The Trinity has been remodeled under the ownership of George P. Hamrah and C. J. Hathoot. The theatre features Ladies' Night every Tuesday, and also has amateur night.

Alice Margaret Walthall, wife of Wallace Walthall, passed away at Methodist Hospital after an illness of several months. Funeral services were held from the Sparkman-Brand Funeral Home. Her husband is special home office representative of National Screen Service, and Mary Bitting, sister of Mrs. Walthall, is cashier at Columbia. Pallbearers were P. K. Johnson, John Rowley, Walter Steadman, Walter Penn, Gus Valkus, and Louis Charninsky.

Leroy Bickel, branch manager, Metro, was in St. Paul Hospital having a general checkup. . . State exhibitors visiting were: Joe Hackney, Canton; A. W. "Jack" Lilly, Commerce; Jack Arthur, Stephenville; C. C. Hamm, Vernon; Cranfill Cox, Jr., Gilmer; I. R. Causey, Royse City; Arnold Kloxin, Greenville, C. O. Simmons, Denton; M. K. McDaniel, LaMarque, and Ray Jennings, Hondo.

Changes at Theatre Enterprises, Inc., include the transfer of Abe Willis from Crowell, Tex., to replace Wayne Horton in San Saba, Tex. He has taken over at Slaton, Tex. Horton replaces Joe Dennis, resigned, and former assistant manager Alvie Smith, San Saba, was promoted to the manager's post in Crowell. . . Rowley United Theatres is building a drive-in in Dennison, Tex., and Phil Isley Theatres Circuit is building two new drive-ins, one in Lufkin, Tex., and the other in Pasadena, Tex.

H. H. Houseman, Vidor, Tex., realtor and rancher, announced scheduled construction had begun on a road drive-in between Vidor and Beaumont, Tex. Tentative plans call for a theatre type new to this section, with enclosed heated and air-conditioned space for patrons on the second floor with plate glass front, comfortable both summer and winter. A concession stand is planned in the rear of the second floor room, and a number of restrooms in the same section. Houseman operated the Reno, Vidor, in 1944, which he built. He sold his business to W. H. Dunbar in 1948, buying it back last December. According to present plans, Houseman will continue to operate the Reno. Construction of the new theatre will be completed this year.

Duke Clark, assistant to Colonel H. A. Cole in the tax repeal campaign, and Dr. William Zentz, Southern Methodist University, Economics Department, made a quick trip to Little Rock, Ark., where they spent two days gathering statistics for use in the tax campaign. Sam Kirby, Nabor, and Jack Bomar, Wren Theatres, both of Little Rock, co-chairmen, exhibitor activities in Arkansas, worked with Clark and Zentz. The four met with 115 exhibitors at an informal dinner discussing the progress of the campaign and problems of the industry. "The Duke," as Film Row calls Clark, has been one of the busiest of Texas COMPO Speakers Bureau members. The Veterans of Foreign Wars held a regional meeting at Gainesville, Tex., and when the scheduled speaker was injured in an automobile accident, the VFW turned to COMPO for a substitute. Clark and Rorex, Texas COMPO Showmen Dallas office, took a print of "The Hoaxsters" for special screening. The picture was run in the State and the audience was impressed. It volunteered to sponsor the picture throughout Texas. The screening was followed by a banquet, with Clark as the principal speaker. When the East Dallas, Tex., Lions Club, requested Clark to speak at a luncheon, his topic was "The Influence of the Motion Picture Industry in Promoting World Trade."

At Lufkin, Tex., contract for the construction of a new \$20,000 drive-in for the Phil Isley Theatres, Inc., Dallas, which operates theatres throughout the state, has been awarded to the Tommy Griffin Construction Company, Dallas. The new drive-in, for which a building permit has been issued, will be located on a tract near the intersection of Timberland Drive and East Denham Street.

I. B. Adelman plans to appeal the dismissal of his anti-trust action against the major distributors and Interstate Circuit.

Bob Bixler, Paramount publicity, added the New Orleans and Memphis offices to the Dallas and Oklahoma City offices. He had a successful week, which started when he hit a hole-in-one at the Dallas Country Club while playing Dr. Robert Giles. Giles is a well-known Dallas physician and former state amateur champion. Bixler who won the Variety Club, Tent 17, gold tournament last year, admits he is in fine hole-in-one shape for the coming tournament.

Director Alfred Hitchcock, Anne Baxter, and Roger Dann arrived for the southwestern premiere of Hitchcock's "I Confess" at Interstate Theatres' Majestic. The trio planed to San Antonio, Tex., for a full day and appeared at the Aztec, then flew to Houston, Tex., for press and radio interviews and appearances on the stage of the Majestic. The group completed the tour in Fort Worth, Tex., where they appeared on the stage of the Hollywood.

Announcement has been made of a new television program sponsored by Dallas drive-ins, "Hot From Hollywood," to be televised over KRLD, Channel 4, from



George Bannon, producer, and Clyde Rembert, president, KRLD-TV, Dallas, recently completed arrangements for the first television program in the United States about motion pictures, sponsored by exhibitors, and slated to start on March 16 and run five times weekly.

4:45 to 5 p.m., Mondays through Fridays, starting on March 16. The format is a combination news, commentary, and picture review with special interest slanted to the teenage group. The subject matter will be devoted to the motion picture, its stars, and its stories. Institutional plugs for the drive-ins will be interspersed at five-minute intervals. George Bannon, formerly advertising and publicity director, Leon Theatres, and for seven years southwest division publicity representative, Warners, is the producer, and will emcee. Bannon plans to syndicate the program over other Texas cities with television facilities. "This is the first program of its kind in the southwest," stated Clyde Rembert, KRLD president, "about motion pictures to be sponsored by drive-ins over television." Drive-ins participating are: Big "D," Isley-Theatres; Chalk Hill and Northwest Highway, Ezell Associates; Denton Road, Garland Road, and Hampton Road, Leon Theatres; Kaufman Pike, Weisenburg Circuit; Hi-Vue, Cinderella, and South Loop, independents, and, Samuell Boulevard, owned by James F. Riggs.

Local Loge 26, Colosseum, elected Russell Brown, U-I, president; Ben Graham, Allied Artists, vice-president; Vernon Christian, RKO, secretary, and Mon Withcer, Columbia, treasurer.

Every seat in the Variety Club quarters was taken for a buffet dinner and a meeting that covered every phase of the club's activities, climaxed by the presence of William McCraw, executive director, Variety Clubs International, principal speaker. Wallace Walthall gave the invocation. Charles E. Darden was called upon to report on the gin rummy tournament, which ended with Richard Hamann finishing as grand champion. Kendall Way reported on the annual spring golf tournament, scheduled at Glen Lakes Country Club for April 25-27. C. A. Dolsen then introduced three new members, Lee R. Parish, Jack Bridges and James D. Russell. Dolsen then read a letter thanking efforts in behalf of the boys at the ranch, and particularly for the new piano. Al Reynolds, called upon to give his report on the Boy's Ranch activities, gave a complete outline of activities and pro-

ductive results. Reynolds introduced Bert Climist, who had arranged for a new showcase to house the increasing number of trophies the ranch has to show visitors. The Kappa Sig Fraternity, Southern Methodist University, has taken a great interest in the ranch. Dolsen then told the membership that Marc Gilbert, manager, Fox, had been sent to the Veterans Hospital, McKinney, Tex., for special treatment.

"Sangaree" will be world-premiered at the Majestic in May if Paramount agrees to R. J. O'Donnell's plans. "House Of Wax" is dated for April 16 at the Majestic after the April 8 New York premiere.

Colonel H. A. Cole, co-chairman, national campaign for repeal of the 20 percent federal admission tax, returned after three weeks in Washington, D. C.

PETTICOAT PRATTLE— Fifty-eight Film Row girls attended the meeting at the Mosecs luncheon club, the largest attendance since the club started. The committee of four, Maxine Adams and Dorothy Johns, Theatre Enterprises; "BB" Bell, Leon Theatres, and Joyce Smith, Southwestern Theatre Equipment, did a bangup job in planning an interesting program, ordering an excellent luncheon, and notifying members of the program. Guest speaker Miss Jean Hubbard, Powers School of Charm instructor, gave an informative and interesting talk on "Be Your Most Attractive Self." The plan of changing committees every month was put into effect, and the new committee is composed of Verlin Osborne, Paramount; Mildred Fulenwider, Ezell and Associates; Winnell Quinn, National Screen Service, and Margaret Falls, Manley, Inc. . . . Stormy Meadows has been spending most of her time in Denton, Tex., since her mother has been ill. . . . Marie Boam, secretary to C. E. Davidson, office manager, 20th-Fox, married Bill C. Russey on Feb. 7, without a word of warning to anyone. . . . The Pilot Club chose Mabel Guinan, head booker, Tower, as first vice-president. The club, made up of business and professional women has an active membership of 35, and sponsors the Pilot Institute for the Deaf, which gives specialized training to deaf children.

Texas' COMPO sent letters to all members throughout the state urging them to back the Mason Bill, HR Bill 157.

Patrons of the American, Bonham, Tex., are enthusiastic about the comfort of Haywood Wakefield rocking chair seats.

John J. "Jack" Houlihan, branch manager, Republic, returned from a quick trip to New York. . . . Texas COMPO received a tribute from Steve Broidy, Allied Artists. He commended it for alive and alert showmanship.

Virgil Meiers replaced Clifford Sage as editor, amusement section, The Dallas Evening Herald.

Denver

Lightning action on the part of Sam Collins, manager, Strand, Cheyenne, Wyo., probably prevented a murder, but at great danger to himself. A man had another fellow's girl to the theatre. When they came out, the loser forced the suitor against the wall with a gun. Just at that moment, Collins came back from dinner, saw the situation at a glance, threw his overcoat over the gunner, and held him until police arrived.

Lou Astor, Columbia circuit sales manager, was in. . . . Al Kolitz, RKO district manager, and Marvin Goldfarb, branch manager, went to Kansas City to attend a sales meeting on the occasion of the 25th anniversary of the company.

George Smith, division manager, Paramount, encountered a snowstorm, and was prevented from coming to Denver to hold a sales meeting. . . . Hall Baetz, Denver city manager, Fox Intermountain Theatres, gave a luncheon talk before the Lions on "Movies and Television."

Harold Conyus, Texas, bought the Roxy from the estate of the late Abel Davis. . . . E. J. Schulte, Casper, Wyo., and Mrs. Schulte went to Tucson, Ariz., for a vacation.

Manager changes in Gibraltar Theatres included moving Doyle Jackson from the Rex, Rocky Ford, to the West, Craig, Colo., where he succeeded Merf Evans, who quit to buy the Lake, Johnstown, Colo.; Leonard Leigh, assistant, Loveland, Loveland, Colo., moved to the managership of the Socorro, N. M., theatres, and Joe Wills, Socorro, moved to the Valley, Fowler, Colo.

Frank Green, P-I salesman, was snow-bound outside Sidney, Neb., for 10 hours before he was finally towed into town. He had to spend the remainder of the night in the city auditorium, not being able to get a hotel room, and not knowing that Carl Mock, theatre appliance salesman, had a double room that he would have been glad to share. The next morning Elmer Haines, city manager, Fox Intermountain Theatres, was busy taking a picture of the huge drift in front of the theatre, not knowing that the principal cause of the huge pile of snow was Mock's car, buried underneath.

Seen on Film Row were: Kenneth Powell, Wray, Colo.; Delbert Stewart, Torrington, Wyo.; William Hart and Larry Starsmore, Colorado Springs, Colo.; Wayne Bauer, Mancos, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Mrs. Bert Lewis, Holyoke, Colo., and Mitchell Kelloff, Manassa, Colo.

Des Moines

The Senate judiciary committee reported out as a committee bill a proposal to give the county boards of supervisors the power to license drive-ins located outside city limits. The measure would take this authority away from township trustees. The bill is believed to have resulted from two members of a township recently voting down a license for a

drive-in to the Central States Theatre Corporation for a location near Boone, Ia. The two trustees voted against the license because the minister of their church had been critical of drive-ins for moral reasons. The proposed bill would set up certain requirements including one that the theatre tower-screen must be at least 200 feet from the highway, and be built to resist wind pressure of 30 pounds to the square foot. Other highway safety provisions would be included.

Robert Freer, Cherokee, Ia., has been named manager, Arrow, Cherokee, Ia., succeeding Don Barnes, who joined the armed services. . . . J. J. Sparks returned to RKO as a salesman following his release from the army after two years of service. . . . Paul Webster, former Republic manager, returned for a visit with his family. Mrs. Webster and the children will move to New York City after the current school year. . . . The Phoenix, Neola, Ia., closed until 3-D pictures are available. The management explained that poor business as a result of television forced the closing, and until 3-D pictures arrive to help restore business, the house will remain closed.

Kansas City

Frank L. Norton, Ritz, Caldwell, Kans., started construction on a 300-car drive-in. . . . Shirley Peterie and Martha Frey are the new girls at MGM. . . . Jack Ragan, now in the army and former Columbia booker, was a visitor. . . . Bob Withers, branch manager, Republic, returned from New York City.

In honor of the local salesmen, Ed Hartman set up the following in his booking agency: week of May 3-9, "Joe Manfre of Warners Week"; June 1-6, "Jake Jacobs of Paramount Week," and June 21-27, "Dave Gold of 20th-Fox Week."

Also seen were: William Presley, Till, Hamilton, Kans.; Bayard Grant, formerly with Durwood Theatres, Inc.; Louis Stein, drive-in, Parsons, Kans.; Ralph Hough, Jr., drive-in, Aurora, Mo., and John Medlock, Plaza, Appleton City, Mo.

Deepest sympathy goes to Louis Hannis, head inspectress, Columbia, whose father died. . . . A. B. Shearer, Exhibitor's Film Delivery, was a patient at Menorah Hospital. . . . Grace Roberts, cashier department, 20th-Fox, was on television on the program, "Win, Draw, or Lose." She was the first woman to appear on this program. Although her question did not stump the experts, she won nytons.

Ted Cauer, A. V. Cauer Theatre Advertising Company, Independence, Mo., bought the adjoining property, and intends to erect a building for commercial use. . . . United Film Service Company held its annual sales meeting. W. H. Hendron, Jr., president, announced that this was the 10th consecutive year the company has shown an increase in business.

Walter Branson, assistant general sales manager, RKO, conducts the fifth in a

series of meetings with the field sales force for the company's "25th Anniversary Drive." Accompanying Branson were his assistant, Harry Gittleson, and short subjects sales manager Sidney Kramer. Field sales representatives attending included Al Kolitz, Rocky Mountain district manager, and branch managers James Lewis, Kansas City; Max Rosenblatt, Omaha; Marvin Goldfarb, Denver; Daniel Conley, Des Moines, and Griff Davison, Salt Lake City.

Commonwealth purchased the Cheyenne Drive-In, Hoisington, Kans., from Jacob and Ed Manweiler. . . . Congratulations go to Clarence A. Schultz, president, Consolidated Agencies, recently appointed to the board of directors, Kansas City Trust Company. . . . Dorothea Linden, 20th-Fox stenographer, resigned to move to Minneapolis. . . . M. B. Smith, Commonwealth district manager, returned from Yonkton, S. D. . . . Walter Kirkham and Elmer C. Rhoden, Jr., returned from St. Louis.

Seen around were: Dr. Nathan Zoglin, Strand and Ritz; Marcus Landau, Liberty, Horton, Kans.; Elmer Bills, Lyric, Salisbury, Mo.; Jess DeLong, Ute, Mankato, Kans.; Virgil Harbison, Tarkio, Tarkio, Mo., and J. Leo Hayb, Mary Lou, Marshall, Mo.

Charlie Potter and Harold Lux, Boulevard Drive-In, Rosedale, Kans., and Bill Bradfield, Roxy, Carthage, Mo., are vacationing in Mexico. . . . Earl Shutt, Chase, Kans., was a visitor. . . . Billy Thomas, manager, Commonwealth's Dreamland, Herington, Kans., resigned. . . . Durwood Theatres is the first circuit in this area to operate a television station. The FCC issued a permit for Channel 16, Wichita, Kans. Durwood will own 85 per cent and the other 15 per cent is held by The Wichita Beacon.

In Ellinwood, Kans., plans are underway to close Commonwealth Theatres' Ellinwood on or about March 15 for extensive rebuilding and refurbishing. When completed, the theatre will seat more than 600. The company also plans building a new drive-in at Great Bend, Kans.

Mrs. Irene Sharp, head inspector, 20th-Fox, returned from Des Moines. . . . Tom Baldwin, branch manager, Columbia, was in the Kansas territory with sales representative Herb Stulz. . . . H. Haynes, district sales manager, Warners, was a visitor. . . . Lester Zukor, U-I district manager, returned from Salt Lake City. . . . A. F. Cummings, sales operations, MGM, was a visitor.

Senn Lawler, Fox Midwest circuit, returned from a cruise. . . . Al Kane, Paramount southwest division manager, was here. . . . Carrol Cook, formerly with U-I is now secretary to Ed Golden, Golden booking and buying combine. . . . Dixie Goffney, 16-year-old daughter of Harry Gaffney, Dixie, was one of 15 girls in a beauty contest held by the motor car dealers of Greater Kansas City.

Seen on Film Row were: Bob and Calvin Strowig, Plaza and Lyric, Abilene, Kans.; Agnes Silvers, Silver, Cameron, Mo.; Chet Borg, Mo-Kan Drive-In, Fort Scott, Kans.; Warren Webber, Midway Drive-In, Junction City, Kans.; Harley Fryer, Plaza, Lamor, Mo.; Frank J. Weary III, 13 Drive-In, Henrietta, Mo.; C. C. Mindle, Gillham; Louis Sutter, Castle; Jack Shriner, Gem; Elmer Dillon, National, and Loren Turner and J. A. Becker, Independence, Mo.

Los Angeles

Harry M. Warner, president, Warners, addressed the anniversary banquet of the Junior Chamber of Commerce.

Paramount continued its extensive and unusual promotion campaign for "The Stars Are Singing" with an invitational premiere at the Orpheum at which disc jockeys Ira Cook and Gene Norman were hosts to all the recording, radio and television singing artists in Hollywood.

The 'Downtown Paramount and Gamble's Western Auto Supply Company tied up, along with Allied Artists, with The Los Angeles Herald and Express whereby the auto supply company donated a Hiawatha bicycle to one of the newspaper's carrier boys at a special screening of "Hiawatha" at the theatre.

Milwaukee

The Community, Clear Lake, Wis., closed temporarily. . . . Arnold Kallien's Milan, Milan, Wis., was destroyed by fire. . . . Rose Dietrick has been appointed manager, Towne, New Holstein, Wis., replacing Warren Moyle, who moved over to manage the two theatres at Baraboo, Wis., for Eskin Theatres. . . . Lee Macklin installed new projection equipment in his Grand, New London, Wis.

Joe G. Rhode, who built the first theatre in Kenosha, Wis., Rhode's Opera House, died at the age of 78. He was an honorary life member, Wisconsin Motion Picture Theatre Owners.

Showmen's Guild, Inc., a non-profit organization to lend money to employees of the industry in Wisconsin, was formed. Anyone in the industry will be eligible for the loans, according to tentative plans. Money will probably be raised through benefit performances. Harold J. Fitzgerald, president, Fox-Wisconsin Amusement Corporation, was elected president. Other officers are Ben Marcus, president, S. and M. Theatres Company, first vice-president; A. D. Kvoil, zone manager, Warner Brothers Circuit Management Corporation, second vice-president; Lando F. Gran, general manager, Standard Theatres Management Corporation, treasurer; Oliver Tramps, secretary-treasurer, Film Service, Inc., assistant treasurer, and Jack H. Lorentz, branch manager, 20th-Fox, secretary. All have offices in the Milwaukee area. An executive committee of 12 and a board of directors of 36 also were chosen.

UA won second place in the "Bernie Kranitze Drive" first lap. . . . Cinema

Corporation, La Crosse, Wis., is building a 600-car drive-in north of La Crosse, to be called the North Star. . . . The total of drive-ins this season around the territory will hit the 40 mark.

Ben Marcus, S and M Theatre Circuit, returned from a trip to New York. . . . The Elmer, Elderon, Wis., reopened, operated by W. Petterson.

Miss H. Brunner, advertising department, Fox-Wisconsin, was complimented on her colored spread in The Milwaukee Journal for "Bwana Devil," Palace and Wisconsin.

Branch managers and wives were dinner guests of Milwaukee Loge 4, Colosseum, at the Elks Club. David Beznor, Colosseum general counsel, and his wife were among the honored guests. The occasion was the annual installation dinner of the new officers of the loge. Installed as president was L. J. Seidelman, Republic; vice-president Morton Kramer, Columbia; secretary-treasurer, George Edgerton, 20th-Fox; sergeant-at-arms, William Schwartz, U-I, and Robert Baker and M. Anderson, RKO, as trustees. Dave Chapman, Columbia, was presented with a table radio in recognition for his services as president.

Larry Beltz, Wausau Theatres, Wausau, Wis., was in. . . . Hugo Vogel, Theatre Equipment Supply Company, was off to Hollywood, Fla. . . . Don Deacon, Dells, Wisconsin Dells, Wis., was on Film Row. . . . Carl Williams, Kiel, Kiel, Wis., and Towne, New Holstein, Wis., was in arranging bookings for two theatres he acquired.

Al Konning closed his Allis, West Allis, Wis., for an indefinite period.

Minneapolis

"Bwana Devil," three-dimensional film, grossed a huge \$32,000 during its first week at the State. . . . C. J. Dressell, RKO branch manager, was in Milwaukee. . . . Chick Evans, 20th-Fox Midwest exploiter, was in for "Tonight We Sing," Century. . . . M. A. Levy, 20th-Fox mid-west district manager, was in St. Louis. . . . 20th-Fox closed its screening room for a week for a complete redecorating job.

Charles Jackson, salesman, Warners, vacationed in Florida. . . . Constance Smith, 20th-Fox star, will be in to beat drums for "Treasure of the Golden Condor," State. . . . B. Bengtason let the contract for rebuilding of his Saturn, Pierpont, S. D., destroyed by fire a few months ago.

Recent out-of-town exhibitors on Film Row were: Gene Grengs, Eau Claire, Wis., W. Peterson, Cottonwood, Minn.; Fred Schnee, Litchfield, Minn.; Grant Roseth, Underwood, N. D.; R. Johnson, Galesville, Wis., and Don Gilbert, Bryant, S. D. . . . Theatregoers at the Monte, Montezuma, Ia., escaped when fire swept through the house shortly after the evening's performance had started. Damage was estimated at \$20,000 by Joseph Thurber, owner.

Businessmen at Lakota, Ia., refurbished the Lakota, and celebrated the reopening with "The Greatest Show on Earth. . . . Al Aved, head, Aved Booking Combine, is vacationing in San Diego, Cal.

Oklahoma City

Among those heard at the first annual convention of Allied Theatre Owners of Oklahoma were National Allied's Wilbur Snaper and Abram F. Myers; George Murphy, MGM; Leon Bamberger, RKO sales promotion chief; H. M. Richey, MGM exhibitor relations; Jay Wooten, president, Kansas-Missouri Allied; Morris Loewenstein, president, TOO, and others. Glen Thompson is now representative of the unit in the 20 per cent federal admsument tax fight. Among those active in the convention were Harold Bowers, Eddie Jones, Vernon McGinnis, Thompson, and others. An Oklahoma City office is planned.

R. F. Wilbern, partner-manager, Palace, Ritz, Moore, Folly, North Fifth, and Duncan Drive-In, Duncan, Okla., was elected to the board of directors of Video Independent Theatres, Inc., at the annual meeting of stockholders of the company.

Omaha

Audie Murphy, Susan Cabot, Jesse White, and Renate Hoy appeared in the lobby of the Orpheum to mark the opening of "Gun Smoke." . . . Dick Haymes was in at the RKO-Brandeis to promote "All Ashore." . . . Mr. and Mrs. George Hall, who have theatres at Franklin and Minden, Neb., made a trip to Milwaukee and Chicago. . . . RKO branch manager Max Rosenblatt attended a meeting at Kansas City.

New officers of the projectionists union of Omaha and Council Bluffs, Neb., are A. P. Fell, president; Ora Farnsworth, first vice-president; Howard Crossland, second vice-president; R. V. Mortenson, recording secretary; Ross Hatton, treasurer; Howard Jackson, business manager; Clyde Cooley, secretary; Al Frazier, sergeant-at-arms, and Mace Brown, Paul Pollard and Charles Craig, trustees.

Sherman Address, former operator, Ponca, Neb., theatre, and Mrs. Address celebrated their 61st wedding anniversary at Ponca. Address is 84, and his wife 77. . . . Last rites were held at the Stanton, Neb., Methodist Church for C. J. Kremer, who owned the Rialto for 35 years. Death was attributed to a heart condition.

Plans for "The Shrike," starring Van Heflin, on the Paramount stage in April have been dropped, Tri-States district manager William Miskell announced. . . . Carl White, owner, Quality Theatre Supply, and Mrs. White were snowbound during a trip to south-central Nebraska. . . . Mrs. R. R. Bailey, wife of the Ainsworth, Neb., exhibitor, was in for a checkup.

In Norkolk, Neb., C. J. Kremer, 68, owner, Stanton, died after a lingering illness. He recently completed 35 years in the theatre business.

Jack Renfro, Theatre Booking Service, Paramount branch manager Andy Anderson, and wives attended a joint Omaha-Kansas City Optimist Club party at Kansas City. . . . All men's and women's lodges of the Greater Omaha Council, B'nai B'rith, participated in a Red Cross Center blood donor day to honor the memory of Mrs. Rosalie Epstein, who died last month. Her husband, Jack, operates the Epstein Theatre Company.

Grand Island, Neb., is to have a second drive-in. David Kaufmann, representing Grand Island Drive-In Company, announced that 16-½ acres of land had been purchased about two miles east of the city on Highway 30 from George Sass. Commonwealth Theatres, Kansas City, a partner of the Grand Island group, will prepare plans. The company already owns the drive-in west of the city, which opens in April for its fifth season.

Portland

"Bwana Devil," Portland's Paramount, marked the first showing on the new Polorama screen. In attendance were William Thedford, general manager, Evergreen Theatres, Washington and Oregon, and managers, as guests of Russell Brown, general manager, Evergreen Theatres, Oregon.

Marvin C. Fox, Portland manager, John Hamrick Theatres, announced William Breeze as the new manager, Roxy. He replaces William Budruis, made night manager, Roxy, replacing Louis Deising. At the Liberty, Warren Goodwin is house manager, with Frank Lynch, assistant, and Oliver Chalifoe, night manager.

St. Louis

In Stover, Mo., A. E. Krull closed his Osage, and the theatre has been placed on the market.

Bill Griffin, booker-buyer, Rodgers Theatres, Cairo, Ill., returned to his duties after being hospitalized. . . . In Gainesville, Mo., a new drive-in is being built. Harry Irvine, at the request of the owners, made a trip to St. Louis to arrange for bookings. . . . The West End was reopened. . . . The Shubert closed for an indefinite period. Ray Parker, Mayor of Brentwood, Mo., had been operating the theatre.

The Better Films Council of Greater St. Louis presented the first of its 1953 series of a World Film Festival in the Apollo.

Paul Krueger, co-general manager, Fred Wehrenberg Circuit, will give a complete report on drive-in operations in Texas at a meeting of the officers and board of directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, in the Variety Club's new headquarters on March 10.

George Pliakos, veteran owner, Criterion and Regal, was in the Jewish Hospital for a checkup. . . . Andy Dietz, general manager, Andy Dietz Enterprises, was back after a sojourn in St. John's Hospital for a checkup.

Ed Ditzenberg joined the booking staff of Warners. He is a son of the late Fred Ditzenberg, veteran East St. Louis, Ill., exhibitor.

Bill Ford, owner and manager, Bland, Blandinsville, Ill., has been made manager, 66 Drive-In, Springfield, Ill., owned by Kerasotes Theatres.

National Theatre Supply sold a Walker Hi-3-D screen for use in the Marlow, Herrin, Ill., and the Marlow, Murphysboro, Ill., and 3-D equipment, including Walker Hi-3-D screens, for the Globe, Salem, Ill., and the Palace, Fairfield, Ill.

Charleston, Ill., residents may have two drive-ins by the end of the summer. On Route 130, south of the city limits, Tomey Falk, Jack Taylor, and William Zurheide are constructing a 500-car drive-in with equipment purchased through the St. Louis Theatre Supply Company. Falk and Taylor presently operate the Okaw Drive-In, Route 36 near Camargo, Ill., in the general vicinity of Tuscola, Ill. The Bianchi-Frisina Theatre Company, operator of the Lincoln and Will Rogers, there, and the Clark, Mattoon, and Times, Mattoon, Ill., will build a new drive-in on Route 16, one mile east of Charleston. The 600-car drive-in will cost from \$80,000 to \$100,000.

In Harrisburg, Ill., the new auditorium at the Harrisburg Drive-In had its grand opening.

Kerasotes Theatres, operated by the Kerasotes brothers, with headquarters in Springfield, Ill., is constructing drive-ins to serve Havana, Ill., and Rantoul, Ill. Each is to have an initial capacity of 400 cars, but provision is being made for later expansion to a 600-car capacity. The drive-ins are to have deluxe RKO sound and projection equipment, etc., furnished by the St. Louis Theatre Supply Company.

In Hardin, Ill., the Town Hall, 400-seater, operated by Mrs. George Varble, closed for an indefinite period. . . . In Elsberry, Mo., State Senator Edward V. Long, Bowling Green, Mo., new owner, Orpheum, 400-seater, closed the theatre for extensive remodeling, repairs, re-decorations, etc.

The West End Theatre, St. Louis Amusement Company Circuit, was reopened. . . . The Shubert may reopen on Easter Day or shortly there after under new management.

Word comes from Mount Vernon, Ind., that the Mount Vernon Drive-In will reopen on March 19 operated by the Mount Vernon Drive-In Theatres, Inc., controlled by Joe Nickolick, Evansville, Ind., and associates.

A contract negotiating committee representing the major companies was in to confer with union representatives of the front and back office employees of the exchanges. A meeting between the national committee and representatives of Film Exchange Employees Union Local B-1, representing back office

workers, shipping clerks, inspectors, etc., was held. On the previous day, the out-of-town committee met with representatives of Film Exchange Employees Union Local F-1, representing front office workers. The distributors committee included Sol Rosen, MGM; Francis Murray, U-I, and J. E. McMahon, Republic. Local B-1 was represented by business agent Betty Wendt, Roy Stockglausner, Warners; Richard Klages, 20th-Fox, president of the union; John Reinard, and Mollie Carry, NSS, the recording secretary. Representatives of Local F-1 included: Bill Thomas, 20th-Fox, president; Wilbur Jenkins, Paramount, member of the executive board, and Jimmie Gately, business agent.

Members of the St. Louis loge, Colosseum of Motion Picture Salesmen, will meet on March 14 in the Melbourne Hotel. . . . St. Louis Theatre Supply Company, headed by Arch Hosier, has been named distributor for SupurDisplay, Inc., Milwaukee, manufacturer of the "ButterO-Mat" butter dispenser, the "Buttercup" buttered popcorn container, and other Buttercup sales and utility accessories.

Justice Floyd Keough, Macomb, Ill., assessed a fine of \$10 and costs \$23.20 against Harris Orr, Bushnell, Ill., on a charge of peace disturbance by shooting off a firecracker in the lobby of the Rialto, Bushnell. The complaint against him was signed by D. M. Dillenbeck, manager.

Salt Lake City

Ernie Massman and Walter Thompson announced that their new Midway Drive-In between Whitefish, Mont., and Columbia Falls, Mont., on Highway 10, will open in April. They operate two theatres in Whitefish and one in Columbia Falls.

In Helena, Mont., the Montana legislature passed a bill reducing state license taxes on theatres, and sent it to the governor for his signature. A law passed in 1947 required Montana theatres to pay a tax of one and one-quarter per cent of gross ticket sales above \$12,000 a year. The new law would raise the exemption to \$20,000.

San Antonio

The Tremont Theatre Corporation, headed by Ben Clark, purchased the Tremont, Galveston, Tex. The Tremont has been closed since 1951. . . . The Surf Drive-In was opened at Corpus Christi, Tex.

Tom Sumners, Josephine, Woodlawn, and Laurel, and George M. Watson, city manager, Interstate Theatres, were in Austin, Tex., with other exhibitors, beating the drums for the proposed revision in the state admission tax law. . . . The San Pedro Drive-In has been reopened. . . . The Teatro Nacional has a weekly cash giveaway each Thursday night in cooperation with a group of merchants.

Charlie Albert, San Pedro Drive-In, was motoring out to California for a holiday. . . . Raymond Freidgen, Savoy,

was in town in conjunction with "Miss Body Beautiful," Empire. . . . Walter R. Tinney was elected president, Local 407. Other officers are: Alfred Pena, vice-president; Henry L. Villapadierna, secretary-treasurer; Horace E. Blanton, recording secretary; William B. Keeler, business agent, and Phillip N. Wehrmann and Manuel Ayala, members-at-large.

Among the exhibitors in were: M. T. Pena, Tropico, Premont, Tex.; T. L. Harville, Rio, Alice and Star, Orange Grove, Tex.; Ignacio Luna, Teatro Luna, Crystal City, Tex.; Mrs. Marie Burkhalter, Marine, Fort Worth, Tex.; Francisca Trevino, Ideal, Pearsall, Tex.; Mrs. Francisca Trevino, Ideal, Pearsall, and Mr. and Mrs. Carmen Lopez, Salon Mexicano, Texas City, Tex. They plan to open a new theatre at Galveston, Tex., which will feature Spanish language films.

Construction is expected to start on a new drive-in to be built on a 15 acre tract between Vidor and Beaumont, Tex., by H. H. Houseman, Reno, Vidor, Tex. The drive-in will have a 450-car capacity. . . . R. C. Sweeney, Fort Worth, Tex., sold his Pelican Drive-In, Jennings, La., to Joseph Marcantel. . . . J. J. Hegeman, 70, who led a legislative and court fight to repeal the Sunday law for Texas theatres, died in Austin, Tex.

Kenneth McFarland and A. M. Riley remodeled the Pines Drive-in, Nacogdoches, Tex. . . . The Follett, Follett, Tex., has been sold by Mr. and Mrs. R. E. Sterbenz to L. A. Troutt. A lease has been arranged by Troutt with Everett J. Tarbox, to operate the theatre. . . . Bob Yancey has taken over the management of the Floyd, El Campo, Tex., from B. N. Alsbrook. Yancey has been manager, Showboat, Texas City, Tex., for the Long Theatre Circuit.

New addition at the Alameda is Consuelo Camero, from Mexico City. . . . Leon Glasscock, head, Glasscock Theatre Circuit, announced plans for the construction of an open-air Spanish language theatre at Mathis, Tex., where he already owns and operates the Mathis Drive-In. He will operate it from March to September of each year, principally for the migratory workers. . . . Herman Sollock, in local theatre operations for the past 16 years, is entering private industry.

Phil Isley Theatres started construction of a new \$20,000 drive-in at Lufkin, Tex., to be completed by July 2. . . . Eddie Reyna, film booker, Rubin Frels Theatre Circuit, is also manager, Victoria, Victoria, Tex. . . . Installation of new Heywood-Wakefield seats has been completed at the American, Bonham.

Fences surrounding the Hemstead and Pasadena Drive-Ins, Houston, Tex., were blown down by a 90-mile-an-hour wind.

Among the out-of-town exhibitors in to visit were: Mrs. Evelyn Poag, Princess and Texas, Del Rio, Tex.; Jack Blount, Centro, Hondo, Tex.; Mateo Vela, Iris, Alice, Tex.; Frank Fletcher, Ritz, Houston, Tex., where he will also open the Bluebonnett; M. H. Crowell,

Floresville, Tex.; Hauberto Gonzales, Rex, Zapata, Tex., and Pete Stoilis, Venus, Victoria, Tex.

The Ritz building is to undergo a complete remodeling project. It is owned by Mrs. W. H. Leonard and Preston W. Brown.

George W. Meyers was transferred to the advertising department at Azteca. . . . Milton Overman, representative for Samuel Goldwyn, was in to handle radio, press, and television tieups for "Hans Christian Andersen," Texas. . . . Carl Bernal, Clasa-Mohme, is slated to go in the army.

San Francisco

Military fanfare highlighted the Golden Gate opening of "Never Wave at a Wac." Publicist Bill Blake, the man behind the gun, hit his target with a military review on the stage. Leif Erickson, who plays a sergeant in the picture, sang and emceed the show. Many local dignitaries were present.

Saichiro Hattori, 74, farmer and theatre man, who operated the Royal, Stockton, Cal., was associated with the Star-Lincoln Theatre Corporation, and, at time of his death, was a part owner of the Lincoln, died in Stockton. . . . Dean Malcolm, shipper, Warners, is the father of his first child, a boy. . . . Martha Symons, inspectress, Warners, broke her knee. . . . New in the executive office of Robert L. Lippert Theatres is secretary Helen Wiener, replacing Roberta Brown, resigned. . . . United-California's Diamond Theatre, Oakland, Cal., closed, and plans are under way for dismantling. . . . Edward Davison and J. Russell Larcombe, Glasgow, Mont., were in visiting executive secretary Hannah Oppie, Western Theatres Owners. They recently sold Cortez Theatres, one drive-in and two conventionals in Colorado to a group of Cortez business men, and are now on a trip through California looking at all types of theatres to replace one destroyed by fire, the Roxie, Glasgow. . . . John Terrill, owner of theatres in Orange Cove and Orosi, Cal., is now running a private airplane ambulance service out of Fresno, Cal. His present plane cost \$22,000. . . . The producers' negotiating committee met, and high point of discussion was an increase in salaries for members of F-17 bookers, and B-17 shippers and inspectresses.

Mr. and Mrs. William Graper, Egyptian, Portland, were visiting Rotus Harvey. . . . Lester Blumberg, Principal Theatres, Los Angeles, was in. . . . San Francisco Theatres, Inc., added the Balboa to the list of art houses in town by inaugurating an international policy. The policy change at the Balboa brings the number of this type of theatre to seven in San Francisco. . . . George Uribe has been promoted to assistant manager, Loew's Warfield. . . . Sophie Tucker was honored at a luncheon at the Variety Club upon the occasion of her 50th anniversary in show business.

New officers for the Film Colony Club are president, Helene Shearer, Blumenfeld Theatres; secretary, Maude Rogers,

Redwood Theatres; vice-president, Gladys Paul, Warners, and treasurer, Jesse Cole, Paramount. The members are now in the midst of a drive to enlist every girl connected with the industry in the organization which meets on the First Thursday of every month at the Variety Club. . . . Mary Marquart, secretary to S. J. Gardner, MGM, was on vacation. . . . Bill Lanning, head booker, Columbia, returned following illness. . . . Margaret Bowyer, secretary, northwestern division, Columbia, returned following sickness. . . . Mary Norris, Columbia, was recuperating following surgery.

Robert Naify has within the last couple of weeks become one of the best bowlers of the Film Row Bowling League. . . . Gerald Karski, Motion Picture Service, is making it possible for exhibitors to add to the Variety Club fund by making travel reels for Standard Oil Company. "Road to Hangtown" is the latest, and Standard gives a sum of money for every exhibitor running the film at his theatre, which is turned over to VC. The film costs the exhibitor nothing, and can be obtained by contacting Clint Meecham, Monogram.

Audrey Dallas replaced Richard Lemon, bookkeeper, resigned from United-Paramount Theatres. . . . Stanley Luce, manager, Paramount, resigned. . . . Elmer and Vada Fink, Patterson Theatres, returned from a New Orleans trip. . . . Bea Easton, Brentwood, Brentwood, Cal., and her husband, returned from Chicago.

Hannah Oppie, executive secretary, Western Theatres Owners, announced that theatre owners of Washington, Northern Idaho, and Alaska have officially resigned from WTO. The reason given was that they only desired a strong statewide organization. These resignations will not affect WTO although the three groups have been members since the organization's inception as PCCITO more than 10 years ago.

At the recent board meeting of Northern California Theatre Owners, a resolution was passed causing letters to be written to heads of all producing companies asking them to do everything to standardize the third-dimension process.

Seattle

Carl Garner, Dallas, arrived to launch Hallmark's new distribution organization throughout the northwest territory. Garner will be in charge of Washington, Oregon, Utah, Idaho, Montana, Wyoming, Colorado, Nebraska, North and South Dakota, Iowa, Minnesota, and Wisconsin.

One of three groups touring the country from home offices, Arthur Israel, Paramount; Eli Drexler, NSS, and Larry Leshansky, Warners, were in negotiating with the F-21 and B-21 local. The group left for Portland to hold meetings there. . . . New booking policies for the Bel-Vue and Lake City mean good news for kids and parents. Planned by Mrs. James Bonholzer, who does a creditable job for Sterling Theatres, the bills represent films for the youngsters.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Greater Cincinnati residents will have the opportunity from March 16 to April 9 to learn more about the industry when the "Panoramic History of Motion Pictures" will be on view in the spacious lobby of the Cincinnati Gas and Electric Company's downtown office building. Local sponsors are the Independent Exhibitors of Greater Cincinnati, Electrical Appliance Dealers Association, The Cincinnati Post, and the utility. The RKO exhibits will include the sedan used in the recently completed "Split Second," the pirate boat from "Son of Sinbad," two jet planes from "Jet Pilot," the keelboat from "The Big Sky," and "King Kong."

Herman Hunt, Chief Barker, Tent 3, Variety Club, announced the following committees: house, Gene Tunick, chairman; Mike Greenberg, co-chairman; heart, Edward Salzberg, chairman; Rex Carr, Saul Greenberg, Vance Schwartz, and Hunt; club, Robert L. Jacobs, chairman; Harry Hartman, co-chairman; welfare, Jay Goldberg, chairman; Robert McNab, co-chairman; legal, Greenberg; fund raising, Irvin Tombach, chairman; Edward Booth, co-chairman; membership, William A. Meier, chairman; Nat Kaplan, co-chairman; non-resident, Pete Nieland; Greater Cincinnati Theatres, Morton Perlman, chairman; Willis Vance, co-chairman; radio and TV, Mel Martin, chairman; Phil Haynes, co-chairman; associate barkers, Sol Koldny, chairman; Morris D. Dennis, co-chairman, and publicity, William Blum, chairman, and Hartman, co-chairman.

On business trips were Selma Blackschleger, Realart, to New York City; Frank Weitzel, independent booker and buyer, to West Virginia points, and Rube Shor, S and S Amusement Company, president, to Fremont, O., and Clyde, O. In were Robert Wile, Columbus, O., secretary, Independent Theatre Owners of Ohio, and Sam Galanty, Columbia district manager.

Palacoat, Inc., suburban Blue Ash, O., has booked orders for the manufacture of 20 million pairs of polarized glasses for use in viewing 3-D films, President John Dreyer announced. The distributor is Magic Viewers, Inc., New York and Hollywood.

When Georgia Anderson, Guild manager, dropped the wrong envelope in a mailbox, she had to wait several hours for a mail collector to arrive, and then provide ample proof at a branch Post Office as to her identity and contents of the envelope. The contents: \$300 in cash, which she eventually got to a bank for deposit.

The suburban Hyde Park, shuttered for nine months, reopened under man-



The above cartoon, drawn by Gilbert Cook, Greenville, Pa., manager, represents his contribution to the current tax fight, locally and nationwide.

agement of Mr. and Mrs. E. M. Foley. Completely renovated, the house will have an art policy, with the openers being "Mr. Pip" and "House of Seven Gables."

First local showings of Realart's "Loyola, the Soldier Saint," was at the suburban West Hills and Cheviot, with later runs booked at several other nabe houses.

TOC is booking and buying for the Sunset Cruise-In, Dayton, O., J. E. Christman, owner; Davis Drive-In, Stanford, Ky., H. C. Davis, owner, and Harlan Drive-In, Harlan, Ky., A. P. Corder, owner.

In were Ross Filson, Point Pleasant, W. Va.; H. J. Gilbert, Princeton, W. Va.; Guy Greathouse, Aurora, Ind.; J. C. Wedell, Lawrenceburg, Ind.; Gilbert L. Ogden, Warsaw, Ky.; E. T. Denton, Owingsville, Ky.; Howard Shelton, Vanceburg, Ky.; Joe Marshall, Danville, Ky.; James B. Howe, Carrollton, Ky.; Price Conner, Harlan, Ky.; Carl Pfister, Troy, O.; Harold Paives, Cleveland; James Herb, Dayton, O.; Jack Needham, Columbus, O.; J. B. Stedman, Marietta, O.; John R. Poe, Jr., Aberdeen, O.; George Turlukis, Hamilton, O.; Richard Timbelson, Winchester, O.; Marvin Junk,



Suzan Ball, starring in U-I's "City Beneath the Sea;" Lieutenant Harry E. Rieseberg, author of the original story, and Frank Westmore, U-I's make-up representative, recently visited Detroit to aid in the promotion at the Palms, and seen, left to right, are Rieseberg, Alice N. Gorham, advertising and publicity director, United Detroit Theatres; Miss Ball, Westmore, and Rufus Shepherd, manager, Palms.

Batavia, O.; Mr. and Mrs. R. A. Emmerick, Germantown, O., and A. D. Curfman, Westerville, O.

Gene Tunick, president, Tunick Releasing Company, is convalescing from surgery. . . . Florence Hermann, MGM cashier, visited in Louisville, Ky. . . . Ben Cohn and Mark Cummins, Holiday Amusement Company, returned from Florida vacations.

Tent 3, Variety Club, is beating the sticks for 150 new members by June 1, with emphasis on bringing back numerous former members who dropped out. . . . The MGM Club held an enjoyable monthly meeting, with "white elephants" being donated as prizes for winners in a "bingo" game.

Ralph Morley, recently in the armed forces, is now a salesman for Tunick Releasing Company. . . . James A. Curran, formerly with Paramount, is now a Kentucky salesman for UA. . . . Harry Yutze, formerly head shipper, States Film Service, has been appointed manager, suburban Westwood.

E. C. Myles, owner, Goodale, Columbus, O., was killed in a traffic accident while enroute home from Film Row. . . . Harry E. Hopper, 53, widely known RKO projectionist for many years, died recently.

The deadline for RKO Theatres to dispose of the Capitol and Shubert was extended 60 days by the Justice Department. The circuit sold the theatres once, but was forced to take them back from the new owners. This is the second time extension RKO has received.

Cleveland

W. Ward Marsh, who writes, directs, and produces the weekly movie industry-sponsored TV program, "Lights-Camera-Questions," is putting the program on films to take to New York to show it to the producers in order to win their okeh for other northern Ohio TV stations. WXEL recently renewed its contract for a second 13-week period on the basis of the increasing number of questions submitted.

Bob Wile, secretary, ITOO, addressed a Rotary Club meeting in East Liverpool, O., and in April will speak at the Rotary Club at Hudson, O. His topic is "The Importance Of The Theatre In Your Community." This is part of the institutional work he has been doing as an officer of the exhibitor unit.

Ruth Schneider, a newcomer from New York, joined Imperial as secretary to Bernard Rubin. . . . Roy Gross, Gross Circuit, returned from Florida entirely recovered.

Jack Fine closed the Imperial, neighborhood, which he took over in October. . . . Harold and Irma Boedecker, owners, Maple Drive-In, Zanesville, O., will repeat last year's policy of holding Easter dawn services. All of the women attending will receive Hawaiian orchids, which the Boedeckers get through Monogram salesman S. Gordon. . . . A new type plastic date strip, said to be indestructible, has

been designed by Al Sunshine, Advanads Company. . . . Herb Ochs, drive-in circuit owner, had as his guest Maurice Diamond, International Films of Toronto, negotiating contracts for the Ochs Canadian drive-ins.

Cecil B. DeMille came in to accept the Cleveland Critics Circle award for "The Greatest Show on Earth," as the best picture of 1952. Before a group of 125 motion picture, press, radio, and TV representatives at luncheon, DeMille accepted the engraved trophy. Omar Ranney, The Press movie critic, who with W. Ward Marsh, The Plain Dealer, and Arthur Spaeth, The News, compose the Cleveland Critics Circle, was chairman of the luncheon meeting. Others seated at the speakers' table were Harry Buxbaum, Paramount branch manager, and Gil Reichert, Barnum and Bailey organization.

Ernest Walter, owner, Virginia, North Baltimore, O., asked the village council to repeal its three per cent admission tax. Basis for the request is that during the five years it has been collected, his theatre has paid 90 per cent of the total amount collected, while other amusements have contributed only 10 per cent. Mayor R. R. Foley agreed with Walter that the tax is discriminatory, and agreed to bring up the question of repeal at the next meeting. Kenneth Adams, village solicitor, however, is quoted as stating that, in his opinion, if the council does repeal the admission tax, it will substitute an annual license fee.

Joseph R. Vogel, Loew's Theatres official, was in for the double purpose of hosting a farewell luncheon for Vaughn O'Neil, manager, State, leaving the Loew organization after 25 years, and to announce some changes. Sam Shubouf, managing the Park, succeeds O'Neil at the State, and Frank Arena is promoted from the Ohio to the Park. Shubouf will supervise both the State and the Ohio.

"Peter Pan" shattered all established attendance and gross records at the RKO Palace, playing to as many as 18,000 a day in the 3300-seat house.

Robert Wile, secretary, Independent Theatre Owners of Ohio, urges exhibitors to make their Deshler-Wallick Hotel reservations for the annual ITOO convention in Columbus, O., on April 7-8.

"The Price of Peace" opened a first-run engagement at the Circle. E. J. Stutz, manager, set an extensive newspaper campaign, covering all foreign language as well as daily papers.

Mori Krushen, United Artists director of exploitation, and Howard Pearl, field publicity representative, were in to exploit "Moulin Rouge," Loew's State.

Wallace Elliott is back at his original post as city manager for Warner Theatres in Lima, O. Elliott left the organization temporarily to manage the Fairview, an Associated Circuit unit, but resigned to return to WB, and was assigned to the theatre department on the west coast. It is from the west coast that he returned to Lima.

Gillis Named New Para. Cincy B. M.

CINCINNATI — Herbert Gillis, sales manager, Philadelphia Paramount exchange, becomes the branch manager for the company here on March 17.

A veteran of 14 years in the business, Gillis has been in his Philly post for three years. Before that time, he was assistant branch manager for 20th-Fox in New York City, and previous to that a salesman for 20th-Fox in Philadelphia.

The new Paramount branch head, 36, is married and the father of a son, with another Gillis expected next month. There is also a dog in the entourage.

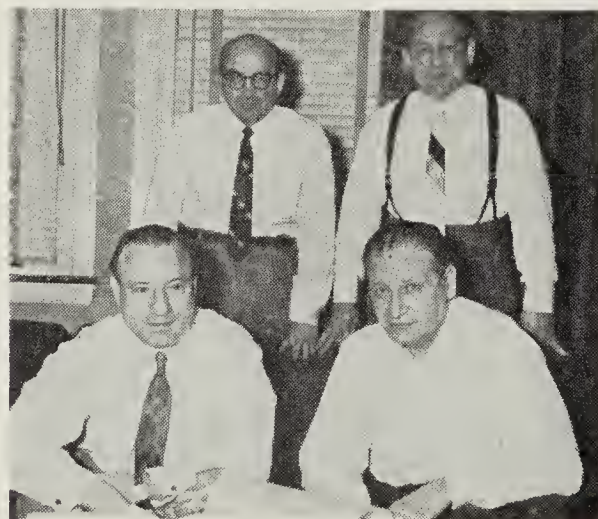
Gillis, extremely popular in Philadelphia film circles, was also active in the Motion Picture Associates, film salesmen's group, as well as in other trade organizations.

His brother, Maxwell Gillis, also a veteran in the business, is branch manager for Allied Artists in Philadelphia.

"The House of Wax," Warner 3-D feature in Natural Vision, is booked into Warners' Allen on April 23.

MGM changed "Jerrys." Jerry Whitesell, city booker, severed a 15-year association to go into the TV business in Greenville, O. He is succeeded by Jerry Koerner, former Columbia booker, who returns after a fling in another industry.

Irving Rombach, Warner publicity staff, was in town to work up a publicity campaign on "The House of Wax," Warners' Allen. . . . Leslie Caron was in with her husband, George Hormel, but made no promotional appearances as the visit was a business trip for her husband. . . . Following announcement that WAKR-TV, Akron, O., purchased the Copley, the company further stated that \$500,000 will be spent to remodel it for television purposes. The Copley was



Charles Boasberg, RKO general sales manager, recently conducted the first of a series of sales meetings in Cleveland in connection with the company's "25th Anniversary Drive," March 6-June 25. Present were, standing, left to right, Milton Platt, assistant to Nat Levy, eastern division manager, and Morris Lefko, eastern central district manager, and, seated, Boasberg and Levy.

built in 1947 by Edward Raab. Last summer, Raab leased it to a church. With purchase of the property by the TV station, the church bought the Ohio, Cuyahoga Falls, O., which, for the past two months, has been featuring art and foreign pictures under the aegis of the Washington Circuit.

Detroit

Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, was guest speaker at the Alma, Mich., Rotary Club luncheon.

Three-dimension motion pictures were inaugurated at the Telenews, Norman Wheaton, manager. The theatre presented "Stereo-Techniques." Wheaton said he would play the Stereo Techniques on a week-to-week basis, depending on public interest.

Detroit's TV motion picture performers were on the job following weekend ratification of a new contract between the Screen Actors Guild and producers of television film commercials.

Rufus Shepherd, manager, Palms, has a display of naval equipment and weapons set up in the lobby of the Palms in connection with "Flat Top."

Louis Armstrong and Ray Robinson might have cracked the record Dean Martin and Jerry Lewis set at the Fox, Dave Idzal, managing director believes, except for one factor, the way the audiences stayed and stayed and stayed.

One of Detroit's leading pioneer exhibitors, Samuel Ackerman, retired after 41 years in show business. He started in show business when he first opened the East Side in 1911. His son, Al, long associated with his father as partner, will take over complete operation.

A festival of Polish motion pictures scheduled for weekend play was canceled by the Krim, suburban Highland Park, after the management was told it was being used for "Communist propaganda." The festival had been arranged by the local Polish consulate of the Red-dominated government in Warsaw. Neal Talling, manager, Krim, said the theatre had been rented to the consulate without information concerning the nature of the films. Since then, he said, he has been informed by numerous Detroit groups about "obvious Communist propaganda in the films." "We decided it would not be wise or in good taste to show the films," he said.

Indianapolis

Mannie Marcus and Marc Wolf leased a portion of the "Little America" Recreation Center for the purpose of operating a modern Kiddieland amusement park. They plan to install new rides and amusement devices designed primarily for young children.

Legislation establishing central daylight time in Indiana between the last Sundays of April and September passed second reading in the State Senate.

Mr. and Mrs. Christy Kalafat, he's the operator, Tri-High Drive-In, Garrett, Pa., announced the arrival of a baby boy.

Mrs. Alex Kalafat was visiting her daughter, Mrs. N. J. Topetzes, in Milwaukee. . . . The office of RKO was visited by thieves. . . . Bennett Goldstein, new salesman, 20th-Fox, has moved his family here.

The Sunset Drive-In, Bowling Green, Ky., has been acquired by Alton Rush, and Davis Duff, Lost River Drive-In. . . . Harvey Lemons is the new U-I student booker. . . . Andy Anderson discontinued work on his Moonlight Drive-In, Owensboro, Ky.

Nina Busby, contract clerk, RKO, was confined to Riley Hospital, Greenfield, Ind., her home town, by a tonsilectomy. . . . Allied Theatre Owners of Indiana, Inc., redecorated. . . . The Avalon closed and is being converted to a religious meeting room. . . . Practically all drive-ins in Indiana will be open by Easter Sunday. . . . Foster Blake, U-I division manager, spent the week in Indianapolis.

Exhibitors seen on Film Row were: A. Thompson, Park, North Vernon, Ind.; E. E. Smith, Devon, Francisville, Ind.; R. Foster, Venro, Charleston, Ind.; Harry Van Noy, Van Noy, Middletown, Ind.; Fletcher Brewer, State, Lafayette, Ind.; William Passen, Amusu, Jasonville, Ind.; Jack Sloan, State, Windfall, Ind.; Vic Burkel, Rialto, Fortville, Ind.; Al Blankenbaker, Pastime, Richmond, Ind.; Harry Coleman, Drive-In, Evansville, Ind.; J. Austin, Austin, Versailles, Ind., and Bruce Kixmiller, Colonial, Bicknell, Ind.

Pittsburgh

It looks as though Cinerama will make its local bow in the Warner this summer. According to Karl Krug, The Sun Telegraph drama critic, unions have been contacted regarding terms for running Cinerama. Joseph Kaufman, Cinerama Company, was in, and said costs for installing the equipment had come down from \$60,000 to \$45,000 or less. The WB "House of Wax" is scheduled for a showing in the Warner, however, before Cinerama takes over.



Walter Wolverton, left, manager, Circle, Indianapolis, and Dave Friedman, Paramount field exploiter, are obviously happy over the success of the disc jockey's talent search show they staged in conjunction with the recent showing of Paramount's "The Stars Are Singing."



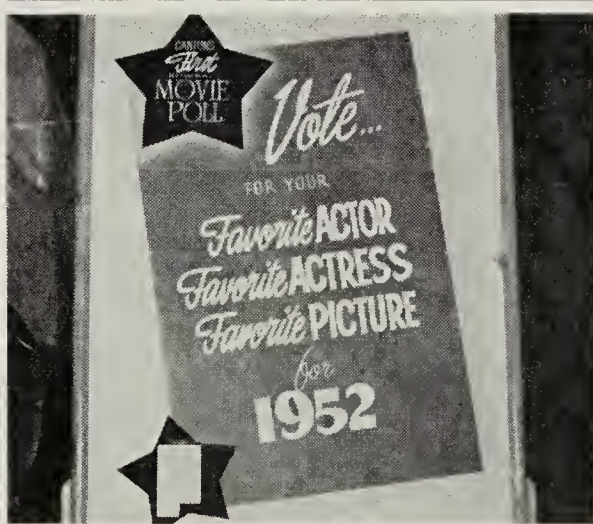
H. P. "Chick" Tompkins, right, recently resigned as district manager for Indiana-Illinois Theatres, Elkhart, Ind., and was replaced by Jack Flex, left. Tompkins is now in partnership with Andy Anderson, operating drive-ins around Kentucky.

Kenneth Sutton has been promoted from assistant manager, Schenley, to the downtown Warner. . . . Bob Ruskin, a salesman for Columbia who resigned to go into the lumber business, didn't like it. He's back as a salesman for Paramount, replacing Dale Edmonds.

Joe Mazzei has taken over the lease of the Brant, Millvale, Pa., from the Stern Theatre Circuit, for whom he worked at the theatre as manager. He was manager, Art Cinema, for a while before going to Millvale.

Les Bowser, veteran Harris Circuit manager, celebrated a birthday, but wouldn't admit the exact number. He's at the Harris, Warren, O., but has managed several Pittsburgh houses in recent years. . . . Harold Cohen's mother was recuperating after a major operation in Montefiore Hospital. He's The Post Gazette movie editor. . . . Danny McKenna, Warners, and Lou Sisk, Modeart, are due to join Uncle Sam's legions on March 19. . . . Bill Decker, Warner manager, Butler, Pa., is leading the current drive in the Warner Circuit. He formerly managed the Art Cinema. . . . Two hundred civic and business leaders honored Sam Gould with a testimonial dinner upon his departure from Greensburg, Pa., as Warner city manager to join Stern Theatres, New Castle, Pa.

The Pennsylvania censors passed the French "Devil in the Flesh," and Gabe



Seen is a lobby sign announcing the statewide poll of theatregoers inaugurated by the Canton Theatre Association, Canton, O., to give patrons a voice in selecting favorite stars and pictures. The organization hopes the poll will be conducted on a national scale by next year.



Ruth Hampton, U-I featured player, touring key cities on behalf of "The Mississippi Gambler," is seen here in Cincinnati with J. C. Baumgardt, Lyric, Lancaster, O., at the recent premiere at Keith's.

Rubin promptly booked it in the Art Cinema. . . . Alex Catania has been promoted from assistant manager, Fairmount, Fairmount, W. Va., to manager, Washington, Pa., house.

Albert Hill is another junior film executive to join the army. He is assistant, Loew's Penn. . . . B. F. "Dinty" Moore, Warner Circuit district manager, was one of the many battling the flu. . . . Corporal Blanche Short, who works at WAC recruiting in Meadville, Pa., came in to help publicize "Never Wave At A Wac," Stanley.

Andy Battiston, theatre broker and lease holder, Rialto, closed the house for an indefinite period. Battiston is handling area distribution for "Because of Eve." . . . It seems as though the entire Warner Circuit top executives have the Florida bug. First, zone manager M. A. Silver went there for a vacation, followed by Sid Jacobs, Ben Steerman, and several others. Now, Joe De Mann, projectionist supervisor, left with his wife for Florida.

Twenty-five Warner houses in the area contracted to show "Bwana Devil." . . . John Fabec, at the Warner booking department before he joined the army, was in for a furlough. . . . The son of "Dutch" Lauth, Fulton, Pittsburgh projectionist, captains the Langley High School basketball team, which played Westinghouse for the city championship.

Perry Nathan, National Screen Service branch manager, and salesman William Mack and Charles Truran, Jr., are back from New York, where they attended a home office meeting. . . . Ernie Stern, Associated Theatres, was in Florida for a vacation. . . . Ted Grance, president, Tri-State Outdoor Theatre Association, was in New York. He also runs seven drive-ins in the area. . . . Many drive-ins are planning a March 15 opening, and others Holy Week. . . . Warners State, Wilkinsburg, Pa., closed its doors following the last show on Feb. 14. The closed Regal reopened with manager Charles Struck moving over.

Kentucky Berea

Scott R. Seale, 69, manager, Berea, for 36 years, died. Survivors are his wife, two daughters, a sister, and two brothers.

Louisville

According to the report of state revenue compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for January, 1953, was \$101,379.93, compared to \$122,742.71 for January, 1952, indicating a decrease of \$21,362.78 for 1953 over 1952. Tax revenue for July through January 1952, 1953, was \$964,796.26, compared to \$994,532.46 for July through January 1951-52, a decrease of \$29,736.20 for 1952-53 over the same period in 1951-52.

The dates for the annual convention of the Kentucky Association of Theatre Owners were changed from March 24 and 25 to April 14 and 15. The convention location has also been changed from the Brown Hotel to the Seelbach Hotel. Convention chairman is W. E. Carrell, Falls City Theatre Equipment Company.

J. E. Elliott, Jr., who formerly owned and operated the Cardinal, Hodgenville, Ky., is now at the Post Exchange, Fort Knox, Ky.

John Nolan, Parkway Drive-In, has been on an extended vacation in California. . . . The Veteran's, Tompkinsville, Ky., closed, and all equipment was to be sold at a public auction. . . . The Scoop is being remodeled to include ground floor store locations, with the upper part being converted to a convention hall as part of the accommodations of the Kentucky Hotel.

Out-of-town exhibitors seen included: George Lindsay, Lindsay, Brownville, Ky.; George Williamson, Griffith, La-Grange, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Alton Rush, Lost River Drive-In, Bowling Green, Ky.; J. E. Thompson, Riverside Drive-In, Bowling Green, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; R. L. Gatrost, Victory, Vine Grove, Ky., and Russell Phillips, Franklin, Greensburg, Ky.

Ohio

Akron

Gerald Shea, president, Shea Theatrical Enterprises, announced that remodeling of the front of the Colonial has started already.

Columbus

The Ohio censor board, which does not have equipment for the proper showing of three-dimensional films, censors 3-D films by watching only one of the two strips of film used in the new depth process.

James E. Hoff, commander, Franklin County Council of the American Legion, said in a letter printed in local news papers that Legionnaires have not asked that "Limelight" be banned by anybody or any group.

Walter Kessler, manager, Loew's Ohio, is looking for a Central Ohio couple married in March, 1928, to be king and queen of the Ohio's silver anniversary to be celebrated on March 17. The Ohio State Journal is cooperating in the search for the royal pair.

Problems of equipment and installation for third-dimension films will be discussed by Ralph H. Heacock, product manager, RCA theatre equipment section, at the 18th annual convention of the Independent Theatre Owners of Ohio at the Deshler-Wallick Hotel on April 7 and 8. William Carroll, secretary, Indiana Allied, will conduct the small-town clinic, and T. L. Mendelssohn will conduct the drive-in clinic. Film prices and policies will be discussed. The perennial ham and eggs breakfast for members of the Ohio General Assembly will be held on April 8. The breakfast will be free to all registrants, and will give theatremen an opportunity to renew acquaintance with their Representatives and Senators.

Robert W. Greer, president, Columbus Federation of Labor, and former president, Local 386, has been appointed American Federation of Labor liaison representative on the staff of the Franklin County Community Chest.

Safety Director Donald Cook said that the city will immediately appeal to the Ohio Supreme Court in an attempt to reverse the decision of the Second District Court of Appeals which held that operators of charity "bingo" games are exempt from police prosecution.

The RKO Grand building is not for sale, said Edwin S. Burdell, president, Cooper Union for the Advancement of Science.

The Franklin County Council, American Legion, took credit for the shortened run of "Limelight" at RKO Palace. Harry Schreiber, manager, Palace, said the picture was pulled because of lack of business.

Mrs. Virginia Trannett, press representative, Hartman, is back after recovering from injuries.

North Baltimore

Ernest H. Walter, owner, Virginia, requested the village council to repeal the three per cent amusement tax, in effect for the past five years. Walter told councilmen that his theatre has paid 90 per cent of the total tax collected, while all other places of amusement have paid 10 per cent. Mayor R. R. Foley agreed that the tax was discriminatory, and that Council will take action at its next meeting.

Piqua

Lee Willis, manager, Piqua, is running a radio contest for children each Saturday afternoon at the theatre, with two merchants acting as sponsors and supplying the prizes. The theatre receives free plugs each week, and, during the program, a rundown on coming features is given.

Toledo

Danny Thomas' home town went all out to make the engagement of "The Jazz Singer" a gala occasion. The film, at the Paramount, was saluted by a celebration. Some 200 Toledoans, including Mayor Arnold V. Finch, members of the Chamber

of Commerce, members of service organizations, and others paid tribute at a special luncheon and screening. Numerous tieups were completed with RCA Victor and Decca Record dealers, promoting the picture and record sales. Autolite, Willys Overland, and Champion Spark Plug are among the major industrial plants using huge quantities of full-color heralds for distribution among employees.

Blake McVeigh, assistant to Harry Goldstein, Allied Artists' eastern publicity representative, was in setting up an advertising and exploitation campaign in conjunction with the saturation booking in the area of "Flat Top."

Pennsylvania

Ambridge

William Albright, manager, Warner Circuit, in the army reserve, was recalled. Assistant Gladys Barry is acting manager.

Beaver

William Sheetz, for many years associated with the late George Davis, and more recently manager, Beaver, left town to make his home in Ravenna, O. He will join the Vogel Circuit, which operates drive-ins.

Carnegie

The new drive-in being built near here is expected to open about April 1. Principals are Mrs. Louisa Herman, William Walker, Jr., and William Fox. It has been reliably reported that Mrs. Louisa Herman, widow of the late Dr. C. E. Herman, has leased the Louisa, which was badly damaged in a fire, and will relinquish her lease on the Grand.

Grove City

Chester De Marsh, owner, Larkfield Drive-In, is back from a Florida vacation, and plans to open during Holy Week.

Newcastle

Al Tate and John Favorite, who run the Blue Sky Drive-In, Elwood City, Pa., and Route 51, Beaver Falls, Pa., are planning to bid for first-run product.

Oil City

Herman Stahl, Drake, left for New York on business.

West Virginia

Bluefield

Seven pending percentage actions in the federal court in West Virginia against the Newbold Circuit have been terminated with the filing of a stipulation in the court by the attorneys for both sides to the effect that the matters in difference between the parties have been settled. The seven actions were by Paramount, Loew's, Warners, RKO, United Artists, U-I, and Columbia against the Newbold Circuit, operating theatres in West Virginia and Kentucky. Paxton and Seasongood, Cincinnati, and A. J. Lubliner, Bluefield, W. Va., represented the distributors with Sargoy and Stein, New York, of counsel.

NEWS OF THE

Territory

Boston
Crosstown

Arthur Herzog, Jr., IFE special exploitation force, was in setting up intensive area campaigns for the opening of "Anna" in several New England Theatre Circuit houses. The IFE release will open in the 4,000-seat Metropolitan. Other engagements in Massachusetts and Connecticut are slated. Bernie Lewis, IFE publicity-promotion manager is supervising the field force.

Chairmen of the various committees for the National Allied convention on Oct. 3-7 were called together by general chairman Norman Glassman for progress reports. The attendance committee is making plans for transportation from all parts of the country. Tie-ins with the various airlines for chartered trips are being explored and the airline companies are about to announce a coach service at a saving of about one-third to passengers. The amounts of the savings for this mode of travel will be sent to the various Allied units throughout the country from the office of Independent Exhibitors, Inc., New England unit of National Allied, in an effort to expedite the transportation problem for members. At the same meeting, committee chairmen of other convention functions held discussions on publicity, hotel arrangements, entertainment, convention programs, and speakers for the banquet. It was also decided to have a "keynote" theme for the entire convention to be tied in with all the function programs of the five-day conclave. Besides Glassman, committeemen present were Irving A. Isaacs, Ray Feeley, Melvin Safner, Julian Rifkin, Leslie Bendslev, Walter Mitchell, Charles Tobey, Arthur Howard, James Guarino, David Hodgdon, Katherine Avery, and Herbert Brown.



This gleeful assemblage is part of the audience of 500 local children who were guests of the Bijou, Springfield, Mass., and The Springfield Daily News at a recent special preview of RKO's "Hans Christian Andersen." Arrangements were made by Irving Shiffrin and John Thompson, Samuel Goldwyn public relations staff, and the Bijou's Ralph Carenza.



Noted blues singer Pearl Bailey, visiting the Orpheum, Gardner, Mass., recently, signed the "Brotherhood Week" poster while Joseph D. Bresnahan, manager, looked on. The theatre is operated by the Smith Management Company, Boston.

Bob McNulty, owner, Warwick, Marblehead, Mass., announced the birth of his third son in an unusual way. He and Mrs. McNulty sent out cards reading: "McNulty Productions announces the world premiere at Salem Hospital, Feb. 13, of 'The Third Man,' starring and introducing Robert Emmett, Jr., (six pounds, seven ounces): Supporting Players, Tommy, Brian, Carol, and Janet; producer: Joan; director: Bob; technical consultant: Dr. Benjamin Cornwall."

Frank Turner, stage hand, Revere, Revere, Mass., is in Malden Hospital recovering from surgery. . . . Bill Koster, executive director, Variety Club of New England, was vacationing in Florida with



Suzan Ball, in Boston recently to aid in the promotion of U-I's "City Beneath the Sea," is seen here at U-I with A. R. Daytz, right, president, Daytz Theatres, and E. Myer Feltman, U-I Boston branch manager.

his wife, his son, and his parents. . . . Elise Lavidor, five-month-old daughter of Nick Lavidor, manager, E. M. Loew's Center, was under observation at Childrens Hospital for a respiratory ailment.

Speros Latchis, Latchis Circuit, came in from Vermont for his regular fortnightly visit.

Long lines of waiting patrons outside the downtown theatres over the Washington's birthday weekend brought back smiles and joy to theatre managers and circuit owners.

Three dimension is becoming operative in upstate houses of independents. The latest theatres outside Boston to install

Markell Sanitary Products Co., Inc.

We wish to announce that as of March 2, 1953, our name has been changed to BUTCHER-MARKELL SALES CO., Inc. as a result of the affiliation of our company with THE BUTCHER POLISH CO., to be effective on that date.

We have every expectation that the affiliation will result in a substantial expansion of our business and of our ability to serve you.



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New England Bowling

Theatrical Bowling League

Fifth Week's Bowling (Second Half)

STANDINGS		Won	Lost
All Stars	13	7
Affiliated	13	7
United Artists	11	9
Harry's Snack Bar	10	10
MGM	9	11
Independents	4	14
All Stars 3	Independents 1
United Artists 1	Affiliated 3
MGM 3	Harry's Snack Bar 1
High single: J. Freeman — 131. High team single: MGM—523 (season's high). High three single: J. Freeman—334 (season's high). High team three: MGM 1450 (season's high).			
INDIVIDUAL AVERAGES			
J. Freeman 103.2	Segal 90.5
Jennings 99.2	Asdot 89.8
Smith 96.7	Clements 89.3
Bradley 95.0	Trainor 89.2
J. Young 94.3	Feinstein 88.2
Field 94.0	Hy Young 86.6
Farrington 93.9	Glazier 85.6
Prager 93.8	Larson 85.4
Sandler 92.7	Pugh 85.0
Rahilly 92.3	Lynde 84.4
Owens 92.6	McCarthy 82.6
Burlone 92.3	L. Freeman 81.3
Gates 91.8	Cohan 78.6
Serra 91.8	Rowe 74.1
Hill 91.4		
Alternates			
Morton 103.6	Twig 80.0
Kapitt 103.0		

the new equipment are the Rex, Manchester, N. H.; Scenic, Keene, N. H.; Saxon, Fitchburg, Mass.; Medford, Medford, Mass., and the Magnet, Claremont, N. H. All these theatres have placed Century 3-D synchronizers, magazine reels, polarized filters, lenses, and Ray-tone screens within the present Century projectors. All installations were placed by Massachusetts Theatre Equipment Company, supervised by Eddie Comi. Martin J. Mullin, president, New England Theatres, Inc., booked Warners' 3-D feature, "House of Wax," into the Metropolitan for a two-week engagement as its second 3-D offering. Early in February, this theatre played "Bwana Devil." The equipment installed at that time has been retained, and will be used for the Warner film, with improved Polaroid filters. Officials of Interstate Theatres Corporation have decided to equip at least two of their 28 theatres with a 3-D system.

Andrew Tegu, New Hampshire and Vermont, is building his first drive-in in Woodsville, N. H., for a May 1 opening. It will be booked by Affiliated Theatres Corporation, which handles the buying and booking for the entire Tegu Circuit.

Tom Harris, son of publicist Bucky Harris, field representative, U-I, was in working with New England publicist Johnnie McGrail on "City Beneath The Sea," Pilgrim, and "The Mississippi Gambler," Keith-Memorial.

Nathan Yamins, spending the winter at his Palm Beach, Fla., residence flew in for four days, and flew back to Florida. His visit was timed to take in the meeting of committee chairmen for the National Allied convention. . . . Bill Canning, publicist, Yamins Circuit, placed stage units for Sunday matinees and evenings at the Park, Fall River, Mass., and is working on the local publicity for "Bwana Devil," Center, Fall River. He is also responsible for putting on Saturday matinee kiddie shows at the Empire, Fall River, consisting of an entire cartoon program.



A special screening of MGM's "The Hoaxters" was held recently at Bushnell Memorial Auditorium, Hartford, Conn., with members of the legislature, state department employes, and representatives of the Hartford press and radio in attendance. Seen, left to right, are Michael J. Godfrey, police chief; Harry F. Shaw, division manager, Loew-Poli New England Theatres, and William H. Mortensen, managing director, Bushnell.

Herbert Johnson, Jr., formerly with Maine and New Hampshire Theatres, joined the American Electroaire Company, maker of electro-air ozone generators which purify the air and eliminate odors in theatres. Generators, on a rental basis, have been installed at the University, Cambridge, Mass.; Medford, Medford, Mass.; Broadway, South Boston, Mass.; Circle, Brighton, Mass.; Embassy, Waltham, Mass., and Newton, West Newton, Mass. These purifiers may be installed for a trial run at no cost or obligation to the theatre owner, and are always installed on a rental basis. Johnson's headquarters are at 640 Commonwealth Avenue, in the Jones, McDuffie and Stratton store.

The telecast of Hollywood's Academy Award presentations cannot be shown in the Boston area because of an unfortunate sponsor conflict. From all indications, the annual Oscar ceremonies, scheduled on March 19 over WBZ-TV will not be televised here because the NBC outlet is committed to its weekly showing of the ABC-TV "Ozzie and Harriet" program. It also happens that the sponsor of the Hollywood telecast and the sponsor of the "Ozzie and Harriet" show deal in similar and competitive products. If the latter sponsor



This sound truck, equipped with searchlights for evening, drove through the streets of Boston recently as part of the ballyhoo for 20th-Fox's "Treasure Of The Golden Condor," Fenway and Paramount.



Paramount's Hal Wallis production, "Come Back, Little Sheba," recently received the "Picture of the Month" award from the Hollywood Foreign Correspondents Association at a luncheon attended by several hundred at the Beverly Hills Hotel, Hollywood. Examining the citation are, left to right, Richard Jaeckel, of the cast; Ketti Frings, who wrote the screenplay, and Terry Moore, in the supporting cast.

relinquishes his time, he puts himself in the position of turning it over to a rival.

A large number of industryites and friends attended the funeral services of Louis Rothenberg, 66, at Solomon Funeral Home, Brookline, Mass., on Feb. 27. Rothenberg, a veteran theatre owner and circuit operator, died at the Beth Israel Hospital following a heart attack. A graduate of Harvard College, class of 1908, he had been a partner with Charles Morse for more than 25 years with the Morse and Rothenberg Circuit. At one time, this circuit operated as many as 60 theatres in New England and New York State, but, at the time of his death, it operated the Adams, Adams, Mass., and the Hoosic Drive-In, Adams and the Arcadia, Portsmouth, N. H. Rothenberg also owned several parcels of theatre property, including one in Haverhill, Mass., and the Kenmore, Boston, which he had leased to Louis Richmond. He is survived by his widow, a son, Stanley, who was associated in business with him, a daughter, and three grandchildren. One of his closest friends is Maurice Sidman, who had been associated with him for 22 years as a manager in his various theatrical enterprises.



Columbia western star Gene Autry, in a recent one-day appearance in Springfield, Mass., found time for some of his young admirers, including visit to Mount Carmel and South End Community Centers.

Eliminations revealed by the Bureau of Sunday Censorship included the following: "Five Angles On Murder," parts 1 to 8. (Deletions: Dialogue, "St. Christopher", in part 1. Dialogue, "The two-faced tramp", in part 2. Dialogue, "She told me to use the key behind the door, the way her other friends did", in part 8). Columbia; "Forbidden Games, parts 1 to 9 (French—Jeux Interdits). (Deletions: English translation and French dialogue, "What the hell are you doing in the middle of the road.", in part 1. "What the devil are you doing here again, dog of a cuckold.", in part 2. English captions and accompanying French dialogue, "That tramp", in part 6. "What I just did", in part 7. "That's what it's called", in part 7. "While I was fixing the hearse, his two tramp daughters passed by giggling.", in part 6). Times; "Niagara," parts 1 to 10. Eliminate scene showing Rose getting out of bed and going to door in negligee., in part 2. Eliminate word "Tramp", in part 3. 20th-Fox; "The Star," parts 1 to 10. (Deletions: "Margaret Elliot waiting on a couple of old bags like you!", in part 7). 20th-Fox.

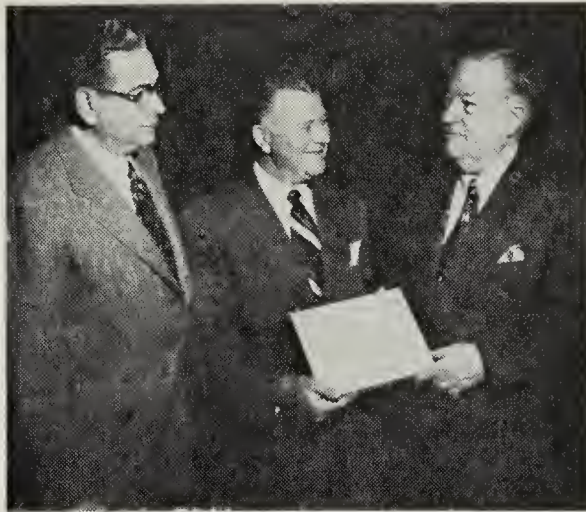
Clinton Harrington, formerly with American Theatres Corporation, has been named assistant manager, Beacon Hill, working with Tom Dowd, managing director. Backed by a strong newspaper campaign which tied in with Filene's store, the picture playing the Beacon Hill, 20th-Fox's "The Star," broke all existing records at the theatre.

Edward Longo, manager, Interstate's State, Stoughton, Mass., resigned to enter another field of business, replaced by William Sinnott.

Ben Williams, who is also an independent buyer and booker, purchased the land, building, and equipment of the York Beach, York Beach, Me., a summer situation, and will reopen it on May 30. In the meantime, he is putting in some improvements such as a new screen, new carpeting, and replacements in the projection equipment, and is painting and refurbishing it throughout. He will handle the buying and booking himself, and will put in a resident manager for the summer months.

Francis Perry, Orpheum, Foxboro, Mass., and a past president, Independent Exhibitors, Inc., of New England, was at the Pondville Hospital under observation. He will celebrate his 80th birthday in April. . . . Jerry Callahan, salesman, AA, fighting off an attack of virus, was out of the office for a week. . . . When Harry Shindler took over the operation of the Weymouth, Weymouth, Mass., he gave his buying and booking account to Herbert Higgins for handling.

Arthur H. Lockwood, treasurer, Lockwood and Gordon Enterprises, has been named chairman, motion picture committee, Brandeis University, for the production of a film depicting the university's history and activities. Lockwood will work with other cinema leaders across the country to gain financial support for the production of the Brandeis film. A



Martin J. Mullin, president, Children's Cancer Research Foundation, and Arthur H. Lockwood, general chairman, "Jimmy Fund" drive, recently presented in Boston a citation to Michael Redstone, co-chairman with James Mahoney, of the drive-ins' 1952 "Jimmy Fund" campaign, for outstanding leadership.

five-year-old liberal arts college in Waltham, Mass., near Boston, Brandeis University was opened in 1948 as the first nonsectarian university in the Western Hemisphere to be founded by the American Jewish community.

The Massachusetts House of Representatives rejected a bill which would have provided for censorship by the Massachusetts State Department of Public Safety of all foreign films brought into the state.

Eliminations announced by the Bureau of Sunday Censorship include the following: "Anna," parts 1 to 9. (Deletions: Eliminate painting of nude woman, in part 5. Cut to flash scene showing Vittorio kissing Anna in bed, in part 5. Eliminate scene showing Anna in Vittorio's bedroom, in part 8. Cut down on scene showing Vittorio and Anna struggling on floor, in part 9); IFE.

Film District

Through the arrangements of Nate Oberman, head booker, Metro, Tenley Albright, women's figure-skating champion, was a guest when she and her parents and the president of the Boston Skating Club were invited to attend a screening of a MGM newsreel showing her winning the championship in Switzerland. The party stayed for the trade screening of MGM's "The Girl Who Had Everything."



Crowds flocked to the Pilgrim, Boston, when Susan Ball, starring in U-I's "City Beneath the Sea," sold tickets during her recent visit to promote the film.

Frank Braden, national exploitation representative for "Melba," arrived to begin the first leg of a three-week eight-city tour that will be the first leg of a promotion swing in behalf of the S. P. Eagle musical Technicolor extravaganza, which United Artists will release this spring.

George Kraska, known as the foreign film expert in this area, will handle the publicity for the Italian "Leonardo Da Vinci" when it plays the Kenmore during Easter. The film, in color, was made in Italy and France, and is a Pictura offering.

Something new in trade screenings was offered by 20th-Fox when both "The President's Lady" and "Call Me Madam" were screened at the same sitting. These two offerings were well received.

New Haven Crosstown

Sam Hadelman, Grand, plans opening his second women's store in Hamden on March 17, and told EXHIBITOR he was interested in selling his theatre to devote his entire time to the women's fashions business when he gets rid of the theatre. He and an associate opened the Cameo Fashions, West Haven, sometime back, and then decided to open another shop in Hamden.

The Capitol, East Haven, had a stainless steel marquee installed. . . . Dr. Jack Fishman, Fishman Theatres, returned from a cruise. . . . Harry Fishman, Fishman Theatres, left for Florida. . . . Condolences were in order to attorney Lawrence C. Caplan, Fishman Theatres, on the death of his dad in Florida. . . . The Post Drive-In, East Haven, was reported having a change of management operation. Report was that Arthur Howard, Boston, will run the drive-in. . . . Fletcher Ferguson, son of Whitney manager Truman Ferguson, is doing very well in Abbeville, S. C. being in charge of the recreation department of the city and school system. . . . Morris Rosenthal, Loew's Poli, had many tieups for "Hans Christian Andersen." . . . Fred Warner, Paramount projectionist, returned from Florida. In his absence, Lou Astrino was in the booth. . . . Abel Jacobs, formerly at the East Haven Capitol, bought Dick Allen's Boat Livery, Stonington.

Meadow Street

That was a nice reception which the Bob Hoffmans gave to friends at the Variety Club quarters. Robert Hoffman, formerly at 20th-Fox, was married to Belle Schiffrin, 20th-Fox, and the reception celebrated it. Among those reported at the affair were: I. J. Hoffman, B. E. Hoffman, Max Hoffman, Sam Germaine,

THEATRE FOR SALE

700 Seat deluxe neighborhood theatre in New Haven, Conn. Exhibitor has other interests which necessitate sale. Priced reasonably—minimum \$20,000 cash required.

Write to SAMUEL R. HADELMAN
c/o GRAND THEATRE, NEW HAVEN, CONN.

Mr. and Mrs. Earl Wright, Henry Germaine and his son, Harry Germaine, Jim Darby, and others.

Hamden Board of Selectmen, in a surprise move, voted to refuse the requested permit for the establishment of a summer tent theatre. First Selectman Leon A. Booth said the permit was turned down at the special meeting because of accompanying hazards that would result from the new Sanford Street railroad bridge and road construction. . . . Julie Smith, State, Waterbury, had a nice campaign for "Peter Pan," including numerous windows, tieup ads in the paper, radio plugs, and the like. . . . First National Food Stores had a free cooking school at the Rialto, Bridgeport.

The State, New Britain, gave free baseball cards to the youngsters at a morning show. . . . Charles Bell, MGM auditor, was in at the branch. . . . Barney Pitkin, RKO branch manager, reported "Peter Pan" was doing exceptionally well. . . . Vincent Falange, former MGM shipper, now in the army in Germany, expects to be home by Summer. . . . Helen Platt, RKO inspectress, was a Florida vacationist. . . . The Pine Drive-In, Waterbury, expected to reopen on March 26 for weekend operations, going to full time later in the season.

The Pike Drive-In planned to reopen, weather permitting, on March 5.

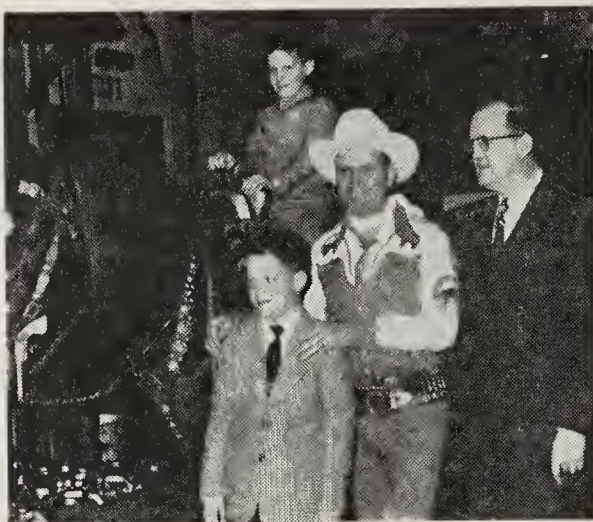
Walter R. Wilson, assistant manager, Paramount, married Catherine A. Nunziante.

Connecticut Bridgeport

Matt Saunders, Loew's Poli, was out sick with the flu. . . . "Peter Pan" was held over at the Warner. The film played during the week of recess in Bridgeport schools.

Hartford

State Health Commissioner Stanley H. Osborn said that he plans to look into the matter of public use of polaroid glasses at 3-D showings. The problem arises from the fact that some theatres allow patrons to wear the special glasses, but collect them again at the end of the performance. Ernest Emerling, advertising and publicity director, Loew's theatres, stated in New York City that the glasses are sterilized in hot water and chemicals after each use, and placed in cellophane envelopes as further protection. Connecticut pioneered a law in 1939 which forbids the sale of sun glasses unless they have ground glass lenses. The law applies only to sun glasses, however, and not "movie glasses" or night glasses, and concerns only transactions in which the glasses are "dispensed to the ultimate consumer" or sold at retail. Since glasses to see 3-D films are usually given to patrons to see the films, the Commission on Opticians has not as yet considered polaroid movie glasses, and probably will not. It is doubtful that it has any control over their use.



William H. Mortenson, managing director, Bushnell Memorial Theatre, Hartford, Conn., and Gene Autry, starring in Columbia's "On Top of Old Smoky," and appearing at the theatre recently, greet several of the cowboy star's youthful fans backstage.

Peter Perakos, head, Perakos Theatre Associates, New Britain, was among 25-year members honored at a banquet by Elpis chapter, Order of Ahepa, New Britain Greek social and fraternal organization. Attorney Steve Perakos, a son, and Joe Spivack, Connecticut Theatre Candy Company, were on the banquet committee.

Jack A. Sanson, Manchester city manager, Warner Theatres, is the new president, Manchester Chamber of Commerce.

John E. Petroski, manager, Palace, Norwich, lined up a National Guard ballyhoo for "Thunderbirds."

Francis E. Murphy, editor-publisher, The Hartford Times, received a citation from the Children's Cancer Research Foundation of Boston, for furthering cancer research. Harry Browning, New England Theatres, representing Martin J. Mullin, presented the citation, along with honorary membership in Variety Clubs of New England, making the publisher first New England publisher to receive such membership.

Ray McNamara, Allyn, plugged U-I's "City Beneath the Sea" by taking Allen M. Widem, The Hartford Times, and H.



Arthur H. Lockwood, general chairman, 1952 "Jimmy" Fund Drive, and Martin J. Mullin, president, Children's Cancer Research Foundation, in Boston recently presented Hy Fine, New England Theatres, Inc., with a citation for his outstanding work in producing the "Jimmy" Fund trailers used in theatre collections during the drive.

V. Anderson, The Courant, to a Springfield, Mass., press luncheon honoring Suzan Ball. Later, McNamara screened Republic's "Thunderbirds" for representatives of the Connecticut National Guard and the press. . . . Rosemary Clooney, star of Paramount's "The Stars Are Singing" and Columbia Records personality, toured press plants and radio stations. Ray McNamara, Allyn, escorted her.

The Sal Adornos, Sr., M and D Theatres, Middletown, sent postcard greetings from their vacation spot, Phoenix, Ariz.

Charles Bowden, Parsons partner, walked down the aisle with Miss Paula Laurence. . . . Joe Giobbi, Crown manager, married Miss Loretta Dominie. . . . Ernie Grecula, Hartford Theatre Circuit advertising-publicity manager, reported the Saturday morning children's shows at the Central, West Hartford, were in their seventh year. Hugh J. Campbell is manager. . . . Harry Green, Alexander, was up and around after an auto accident.

In Wethersfield, Russell D. Ordway set up a benefit showing of "The Seventh Veil" and "Sorrowful Jones" at the Webb Playhouse, under sponsorship of the St. James Church Men's and Women's Clubs.

George E. Landers, division manager, E. M. Loew's Theatres, and Jack Markle, Columbia field man, conducted a search for Hartford's "Mr. Navy," in conjunction with "All Ashore," E. M. Loew's.

Newington

Paul W. Amadeo, general manager, Pike Drive-In, got back to his desk following surgery at St. Francis Hospital, Hartford.

Norwich

Manager John E. Petroski, Palace, tied up with local units of the National Guard for Republic's "Thunderbirds."

Westport

The Fine Arts is the first Connecticut theatre to avail itself of a new telephone device, a sort of answering service. The gimmick, installed by The Southern New England Telephone Company, automatically recites the theatre's program for the benefit of any caller.

Massachusetts Springfield

CAPITOL — David Sherman, assistant, was ill.

PARAMOUNT — Manager Ed Smith and Mrs. Smith were in Florida. . . . A luncheon for Susan Ball and Frank Westmore was part of the promotion for "City Beneath the Sea," but the starlet had to cancel out because of ill health, with Westmore doing a solo.

New Hampshire Manchester

Funeral services were held for Joseph E. Belluscio, former manager, Latchis.

NEWS OF THE

Territory

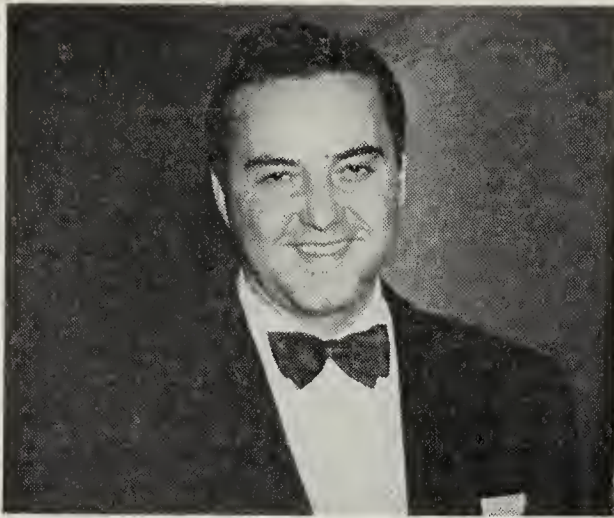
New York City
Crosstown

Michael Berkowitz, veteran Capitol projectionist, retired after 63 years in the industry, 23 spent at the Capitol. Berkowitz made many contributions to motion picture technology, having built, with the late Frank B. Cannock, the Simplex projector, the Cinematograph, and the Edengraph projectors. Berkowitz also produced the 65mm. Vitascope, a combination projector which could run both 65mm. and standard 35mm. on the one machine, all at a cost of approximately \$100 per projector. He is acknowledged to have been the first projectionist, having operated the first motion picture projector by hand at the Gaiety Museum in 1890. He operated his own machine shop in New York for many years prior to his affiliation with the Capitol. He held many important union offices with Local 306, and was for years president, 25-30 Club of New York City.

Burton E. Robbins, National Screen Service executive, was elected president, Cinema Lodge, B'nai B'rith. He succeeds Martin Levine, Brandt Theatres, elected chaplain. Elected as vice-presidents were Marvin Kirsch, Moses L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert K. Shapiro, Al Wilde, and Lou Wolff. Jack H. Hoffberg was elected treasurer and David Kelton, secretary. Trustees are Max B. Blackman, Julius M. Collins, Harold L. Danson, Leo Jaffe, Louis A. Novin, and Arthur A. Schwartz. Installation will be held at an industry-wide presidents' luncheon set for April 8 at the Hotel Astor.

Dennis L. Smith, manager, Puerto Rican branch, Westrex Company, Caribbean, subsidiary of Westrex Corporation, was in.

Some 40 houses, comprising the out-of-town group in Loew's Circuit, will participate in a cover girl contest for MGM's "I Love Melvin," according to an announcement from Ernest Emerling,



Eugene Pleshette, recently promoted to the post of executive manager, Brooklyn Paramount, has been affiliated with Paramount Theatres since 1928, when he worked as an aide while attending college at CCNY. He was appointed manager of the Brooklyn house in November, 1945, working under Robert M. Weitman, and was promoted to his present post shortly after the Federal Communications Commission approved the merger of United Paramount Theatres and the American Broadcasting Company.

Loew advertising-publicity chief. Several thousand dollars in prizes will be supplied by cooperating photo supply dealers in this newspaper-gear promotion.

Brandt will do the buying and booking for the Strand, North Tarrytown, now being operated by the Eighty Beekman Corporation. . . . The Avalon, Bronx; Roky, Perth Amboy, N. J.; Grove, Irvington, N. J.; Loew's Palace, Brooklyn, and Loew's Elsmere, Bronx, closed.

Munio Podhorzer, president, Casino Film Exchange, Inc., announces that Mario deVecchi has been added to the staff as sales manager, deVecchi has begun an extensive booking campaign on the Austrian "Singing Angels."

Sidney Kramer, short subjects sales manager, RKO, returned after attending sales meetings in Cleveland, New Orleans, Chicago, and Kansas City in connection with the "25th Anniversary Drive."

David A. Lipton, U-I vice-president in charge of advertising and publicity, arrived from California for two weeks of conferences with home office executives.

Ralph Kautzky, Altec Broadway manager, returned from the coast following

NY Variety Club
Combatting Epilepsy

NEW YORK — Formation of The Variety Club Foundation to Combat Epilepsy by the Variety Club of New York was announced by Edward Lachman, president. The Foundation will maintain a continuing study of all phases of epilepsy, and will allocate funds for treatment of the disease including clinical work, basic research, teaching, and public information.

Funds will be raised by the Variety Club. William J. German, president, William J. German Company, Inc., distributor, Eastman Kodak film in the motion picture business, is board chairman of the Foundation.

The establishment of the Foundation and its overall program constitute the first major philanthropic effort to combat epilepsy in American life, according to German.

The Foundation's immediate objective is the support of the newly-designated Variety Club Clinic for Epileptic Children at the Neurological Institute and Vanderbilt Clinic of Presbyterian Hospital at the Columbia-Presbyterian Medical Center. At the present time, the clinic treats 650 children.

The director of the Variety Clinic's parent institution, the Neurological Institute, is Dr. H. Houston Merritt. Director of the VC Clinic will be Dr. William Caveness, an associate of Dr. Merritt, presently on a Navy medical assignment.

Lachman announced that the first step in the the publicity campaign will include distribution along Broadway of Life Savers with a wrapper pushing the Foundation.

International Chief Barker Jack Beresin, on hand to lend a few words of encouragement to the Foundation at the meeting announcing the event, revealed the start of a Variety Tent at Hamburg, Germany, and the proposed initiation of a Cairo, Egypt, tent in June.

conferences with G. L. Carrington, president; E. O. Wilschke, operating manager, Altec, and William A. Mueller and Lloyd Goldsmith, sound directors, Warners. Kautzky and Wilschke flew to the coast to work out equipment problems for the stereophonic and 3-D premiere of "House of Wax" at the Paramount on April 8.



Among the 1,000 notables attending the recent gala New York premiere of United Artists' "Moulin Rouge" at the Capitol, New York City, were, left to right, Sam Rinzler, Randforce Thea-



tres, and Mrs. Rinzler; William Gehring, 20th-Fox executive and Ralph Branton and their wives, and Charles Einfeld, 20th-Fox executive, and Mrs. Einfeld.



Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, returned to his headquarters at the company's coast studio.

Hallmark president Kroger Babb was in visiting agencies and network offices in the interest of the Ern Westmore TV beauty show.

Arthur B. Krim, president, United Artists, returned from Hollywood after a three-week stay on the west coast to confer with independent producers currently making or preparing films for United Artists release.

Appointment of Alan Jackson, story and play editor, Paramount Pictures, as chairman, motion picture division, April Cancer Crusade, was announced by John Reed Kilpatrick, president, New York City Cancer Committee. As the local division of the American Cancer Society, the New York City Cancer Committee must raise \$1,401,000 as its share of the \$18,000,000 national goal.

Jerome J. Cohen, Jerome J. Cohen, Inc., observed his birthday and a third of a century in the industry.

"This Is Cinerama," the Merian C. Cooper-Lowell Thomas presentation now in its 23rd week at the Broadway, will move to the Warner on June 1. The changeover was made in order to obtain the larger seating capacity, according to Joseph Kaufman, director of exhibition, Cinerama Productions Corporation. Kaufman also made known that the west coast premiere will take place at Warner's Hollywood, Hollywood, on April 29. It will follow Detroit, where Cinerama will open on March 23 at the Music Hall.

Walter H. Grosselfinger, radio manager, Westrex Corporation, export subsidiary of Western Electric Company, Inc., left by airplane for Tokyo.

City officials joined with industry leaders and members of the city's 14th Street Association to pay tribute to Adolph Zukor at a luncheon at Luchow's Restaurant, followed by the unveiling of a bronze plaque on the site of Zukor's first movie house, a penny arcade, 48 East 14th Street, now occupied by Ohrbach's. A scroll was presented by Jan Mitchell, chairman of the Association, to Zukor, Paramount board chairman.

Judge Samuel Liebowitz, eminent jurist and Justice of Kings County Court, will be honored by Cinema Lodge, B'nai B'rith, for his years of public service as a fearless fighter for the betterment of human relations. United States Senator Charles W. Tobey will present the Cinema Lodge Honor Scroll to him at a special evening in his honor at the Hotel Astor on March 16, it was announced by Martin Levine, president, B'nai B'rith unit. Other figures of national renown invited to participate are J. Edgar Hoover, director, Federal Bureau of Investigation; Spruille Braden, chairman, New York City Anti-Crime Commission; Walter White, executive secretary, National Associa-

Marian Gueth Leaves Buffalo MPTO Post

BUFFALO—Film Row received a surprise when it learned of the resignation of Marian Gueth, for the past 29 years executive secretary, Motion Picture Theatre Owners of New York State, Inc. Opening the offices in 1924, she has been associated with the industry continuously since that time, during which she served as secretary to late Jules H. Michael, and late A. Charles Hayman, Merritt A. Kyser, and George Gammel. She took an active part in all campaigns, bond drives, etc., in which the industry participated, kept



a watchful eye on pending bills in the legislature and Common Council, and was the first to alert exhibitors to anything detrimental to the film business. She started in the business with Realart as secretary to the late Henry Wilkinson and Lee Marcus; and then went to W. W. Hodgkinson Pictures as booker-office manager. She wishes to thank everyone with whom she has had such cordial relationship, and wishes all in the industry success. She is also a member of the Women's League of Variety. Her future connection will be as secretary, rehabilitation division, Veterans Administration.

tion for the Advancement of Colored People, and Reverend Ralph W. Sockman, Christ Church.

Eugene Picker, in charge of Loew's New York theatre operations, announced the following managerial changes: George Daniels, former manager, Elsmere, Bronx, now closed, has been transferred to the 167th Street; George Powell, former manager, Palace, Brooklyn, also closed, has been transferred to the Kameo, Brooklyn; Frank Rizzo, former assistant, Loew's Palace, has been transferred to the Delancey Street; Miss Eleanor Stenzel, former assistant, Kameo, has been transferred to the Paradise, Bronx; Mrs. Daisy Cantor, assistant, 72nd Street, was transferred to the 83rd Street, temporarily, and George Karros, recently discharged from military service, has been made assistant, 167th Street.

Robert F. Blumofe, newly-appointed west coast representative, United Artists, arrived from Hollywood for conferences with president Arthur B. Krim, board chairman Robert Benjamin, and other top United Artists executives.

New Jersey Jersey City

Veterans from eight local posts of the Catholic War Veterans, American Legion, and Veterans of Foreign Wars continued to picket the Pix showing of "Lime-light." Manager Melvin Miller said the film would continue.

Newark

Edward Kane, manager, Regent, Elizabeth, N. J., ill for the past two months, returned. . . . Frank Costa, manager, Warner, Ridgewood, N. J., was absent due to undergoing an operation.

The local Branford and Stanley, Jersey City, N. J., ran "Bwana Devil." . . . The Park Lane, Palisades Park, N. J., reopened. . . . The S-3 Drive-In reopened.

New York State Albany

Fred Haas, Fabian Theatres construction engineer, spent several days on the installation of special booth equipment and a new screen for "Bwana Devil," Palace. Charles Wylie, area representative, RCA, and James Blackburn, Palace stage manager, assisted producer Arch Oboler, who spent a busy day with interviews for newsmen and broadcasters and went to the theatre for a look-see. Robert Barrel, United Artists exploiter was in from New York with Oboler. The Schine-owned WPTR was twice visited by Oboler.

A bill introduced by Senator Herbert I. Sorin, Bronx, Democrat, and Assemblyman Ben Werbel, Kings, Democrat, amends the general business law to require that "Every establishment operated under a license from a municipality and charging an admission fee to the public shall, as a condition to the issuance and continuance of such license, secure and maintain liability insurance for injuries to persons admitted to such establishments to the extent of at least \$25,000 for an injury to one person in one accident, and to the extent of \$50,000 for an injury to more than one person in one accident." The measure was referred to the Committee on Cities in the Senate and in the Assembly.

Owners, operators, agents, and employees in control of places of public accommodation, resort, or amusement would be liable for discrimination because of race, creed, color, or national origin under a bill sponsored by Assemblyman John T. Satriale, Bronx, Democrat. It likewise proposes an increase from \$500 to \$1,000 the maximum that may be recovered, for a violation, in a civil action, and requires the attorney general to prosecute violations. The measure amends the Civil Right and Executive laws. Referral was to the Assembly Judiciary Committee.

Gene Ganott, assistant manager, Palace, donned the work harness after a three-week absence due to an operation. He was a patient at Albany Hospital. Ganott is one of Alex Sayles' two aides. Bill With is the other.

Gloversville and Schenectady papers printed condensed stories of an article in the Sunday edition of The New York Herald Tribune which credited G. David Schine, son of Mr. and Mrs. J. Meyer Schine and executive vice-president, Schine Enterprises, Inc., with opening the McCarthy Committee investigation into "The Voice of America." The 25-year-old Gloversvillian, affiliated with his father in the Schine Hotels chain, as well as in the Schine Circuit, is chief consultant for the Senate government operations sub-committee, which launched the probe. He is serving without pay.

Herman Ripps, field assistant to MGM eastern sales manager John P. Byrne, was here and in Gloversville.

The fourth in the current series of Paramount eastern and southern division branch meetings took place here with Hugh Owen, division manager, presiding.

Irving Mendelson, one-time Paramount booker, has assumed the position of sales manager for United Artists at its new offices on North Pearl Street. He succeeded Robert Adler, who returned to Monogram as salesman-booker. Adler took charge of the exchange when UA opened it last fall, under the direction of Manny Brown, Buffalo manager. Mendelson had been a Warner salesman in Buffalo since last October. He is an industry veteran, with a wide circle of friends.

Adolph Menjou, in an interview over the Schine-controlled WPTR, said that third-dimension "which has created a revolution in Hollywood," requires "an entirely new technique for cameramen and actors." He also stated that the film capital must "instantly stabilize" the equipment problem.

Officers for 1953 of Albany Loge, Colosseum of Motion Picture Salesman of America, are: President, Eugene Lowe, U-I; vice-president, Howard Smith, Paramount; secretary-treasurer, Harvey Appell, Columbia; and sergeant-at-arms, Fred G. Sliter, 20th-Fox. Lowe, who has been connected with the industry here since the early 1920's, was reelected.

Attending the first Variety Club dinner in the new Terrace Garden of Schine-owned Ten Eyck Hotel were: Chief Barker Jules Perlmutter, "King for a Day" Harold Gabrilove, Charles A. Smakwitz, Harry Lamont, Alan Iselin, former Chief Barker Nate Winig, Aaron Winig, Dr. Samuel Kalison, City Court Judge George Myers, attorney J. L. Olshansky, Dave Marks, Ray Smith, Irving Mendelson, Donald Gilson, Joe Agresta, Len Kaufman, Sid Kulik, Ted Werner, Joe Saperstein, Gordon Bugie, Gene Lowe, David Saxe, Leo Greenfield, Rudolph Bach, and Adolphe Menjou. Menjou, in the Albany area to promote his new television program, WRGB Schenectady, pulled a number for the wrist watch. Oddly, Bach, who supported Menjou in "The Great Lover," produced 20-odd years ago, won the timepiece. George B. Chelius, Jr., managing director, Ten Eyck, and Joe Sylvia, of the management staff, attended to see that the wants of the guests were met.



Carolyn Winn, "Miss World Motors Sports Show Queen," is seen dubbing an Italian designed sports car "Anna Rose," as part of the recent tie-in between IFE and Vaughn Motors in New York City for IFE's "Anna," Globe.

Albany was represented at the dinner in New York for Adolph Zukor by a delegation that included Harry Lamont, president, Albany TOAA and Lamont Theatres; Charles A. Smakwitz, Warner Theatres zone manager, and Nate Winig, former Chief Barker, Variety Club.

Michael Zala, who managed the Overlook Drive-In, Poughkeepsie, for Harry Lamont last season, joined a Cleveland organization roadshowing 3-D product. Zala for several years gave a course in motion pictures at New York University. His wife has been a writer on the staff of a Poughkeepsie radio station.

Sid Kulik, Bell, was in town on business. Others included: Peter Dana, U-I division manager; Donald G. Schine, Schine Circuit, Gloversville; Joe Agresta, Town, Watertown; Leonard Kaufman, Binghamton and Greene, and Sylvan Leff, Utica.

Jules Perlmutter planned to open Fort George Drive-In, Lake George, before Easter, and Lake George Drive-In and Richmondville Drive-in, in early May.

Reports were going the rounds that Neil Hellman might be selling the Paramount and Royal. Hellman, who also



Seen at the recent press conference of Monogram International Corporation in New York were, left to right, William K. Eversen, MIC publicity director; Louis Pelegrine; Egin Yoshikami, interpreter; Joseph Davey, EXHIBITOR; George Gilbert; Frank Leyendecker; Hideo Shiotsugu, president, Eiga Haikyu Company Limited; Norton V. Ritchey, president, MIC; William E. Osborne, assistant export manager, and Masatoyo Takano, Eiga Haikyu publicity manager.



Liberty Music Shops, New York City, recently set up an impressive window display centered around 20th-Fox's "Tonight We Sing," Radio City Music Hall. The display featured the soundtrack album of arias sung in the picture.

operates the Lincoln Drive-In, Philadelphia, has reputedly been receptive to offers for the neighborhood houses.

Jack Byrne, eastern division sales manager, Metro, and Herman L. Ripps, assistant, visited the Schine Circuit offices. Byrne sold here years ago, Ripps, more recently. Ripps, brother of Ralph, one of branch manager Jack Goldberg's current roadmen, later served as branch and district manager, and headquartered in this city. Goldberg was due back from a South American cruise.

Stanley Warner Management Corporation is the new name for Warner Brothers Circuit Management Corporation, according to a certificate filed with the Secretary of State. At the same time, Stanley Warner Artists Bureau, Inc., became the name for the former Warner Brothers Artists Bureau, Inc. Warner Brothers Circuit Management Corporation filed a certificate on Feb. 1, 1933, under which it was empowered to produce, exhibit, and present motion pictures "of all kinds for the amusement of the public."

Bay Shore

The Bay Shore was damaged to the extent of more than \$50,000 by a fire that started in the loge. Firemen said it was started by a smoldering cigarette. The theatre's sprinkling system confined the blaze to the section nearest the loge.

Buffalo

Congratulations go to Mr. and Mrs. William Sheridan on the occasion of their 21st wedding anniversary. He is shipper at National Screen Service. . . . Vincent R. McFaul, general manager, Shea Theatres, recovered from a cold.

Ruth Rappeport, booker, and the Warner staff are cooperating in the distribution of the annual Easter Seal trailers for the benefit of the Crippled Childrens Fund. All theatres in the district are asked to cooperate.

The downtown theatres ran a trailer in connection with the Red Cross annual drive. . . . Arthur Canton, eastern division publicity representative, Metro, was in to visit Jack Mundstuk, branch manager, and Eddie Meade, Shea public-

(Continued on next page)

EYEING THE

Exchanges

NEW YORK — Twenty people at U-I, whose names were picked out of the hat, had an opportunity to attend the Motion Picture Bookers Club theatre party of "Hazel Flagg," the company picking up the tab.

20TH-FOX — Inspectress Alice Dupper and husband, Gilbert, celebrated six years of married life. . . . Head biller Lilly Kahn is expecting a birthday on March 17. . . . Secretary Ann Jones brought her skis to Great Barrington, Mass., but there was no snow. . . . The girls helped bookers' assistant Martha Kafka celebrate her 25th wedding anniversary.

Buffalo

(Continued from preceding page)

ity director, and to formulate plans for a TV saturation campaign on "Jeopardy," Shea's Buffalo.

V. G. Sandford, branch manager, National Theatre Supply, is compiling data for his annual film exchange directory. . . . Jack Chinell, RKO branch manager; Bill Cuddy, office manager, and Sarah Weil, booker cooperated in handling the physical distribution of trailers for the Catholic charities annual drive.

Nina Lux, wife of Elmer Lux, president, Buffalo City Council, and vice-president, Elmart Theatres, underwent a tonsilectomy at Buffalo General Hospital.

Francis Anderson succeeded Ira Epstein as United Paramount Theatres city manager, Arthur Krolick, UPT general manager in Buffalo and Rochester, announced. Anderson resigned the UPT city manager post in Rochester once before to go into the publishing business.

George Gammel, Gammel Circuit, and wife, left for a motor trip to Miami Beach, Fla.

The Women's League, Variety Club held a card party in the clubrooms.

—M. G.

Hempstead

Rudolph Aversano, graduate school, Hofstra College, is conducting a nationwide survey to determine the reaction of managers to Cinerama, in cooperation with the school's faculty. Questionnaires have been sent to 1,000 representative managers of theatres of over 1,000 capacity. Any manager of such a house not included in the survey can participate by writing to Box 133 at Hofstra.

Schenectady

The Plaza installed a special booth and other equipment for "Bwana Devil." Fred Haas, Fabian Theatres construction engineer, checked in to oversee the job. . . . Fabian's Erie will vary its usual film fare with the stage presentation of "The Country Girl" on March 16. Phil and Lou Rapp will have charge of the Erie that night.



This French travel window was recently decorated for the New York opening of United Artists' "Moulin Rouge," Capitol, to good effect.

PARAMOUNT — Ledger clerk Bill Monohan set the date in April. . . . Anyone with an apartment in the West Bronx or Long Island vicinity for occupancy can call Eve Dreyer. . . . The accounting department's Essie Epstein was telling everyone about her vacation.

U-I — The exchange is still maintaining its lead in the "Charles Feldman Drive." . . . Booker Harvey Reinstein dug out his golf clubs. . . . All the bookers got cigarette lighters engraved with a picture of "Woody Woodpecker" from Walter Lantz, producer of the cartoons.

REPUBLIC — Joe Wohl is the new student in the foreign department. . . . Birthday cards went to switchboard operator Sylvia Hiller. . . . Salesman Anthony Ricci opened his summer home at Lake Hawthorne. . . . Robert Fannon, salesman, and Rene Goldstein, bookkeeping machine operator, were on the sick list.

MONOGRAM — Head booker Etta Segall spent a weekend with her husband at Atlantic City. . . . Sidney Franklin, Little, Newark, N. J., was in.

COLUMBIA — Everyone is invited to the Taft auditorium, Bronx, on May 12-13 for the Y production of "Guest In The House." Assistant booker Monty Raphaelson is starred. . . . Bookkeeping machine operator Blanch Schiff was back after a vacation. . . . Booker Dave Jacobs



Gus S. Eyssell, president, Rockefeller Center, Inc., New York, and chairman, Radio City Music Hall Corporation, got his first view of three dimensional filming recently when he visited the coast set of "Sangaree," Paramount Pine-Thomas production. Eyssell was welcomed to the set by Arlene Dahl, starring in the film, and Adolph Zukor, chairman, Paramount board.



Byron Palmer, starring in 20th-Fox's "Tonight We Sing," was recently interviewed in New York by leading magazine and newspaper editors.

was sunning in Texas on vacation. . . . Switchboard operator Barbara Granton, accidentally locked in her bathroom, had to be released by the fire department.

RKO — Sandy Freilich, clerk, and Sonny Robbins, boxoffice department, weekendend at the Triple Lake Dude Ranch. . . . Switchboard operator June Jacobson, became as aunt. . . . Typist Anne Messina weekendend in Washington, D. C. . . . Sonny Robbins is kept busy entertaining servicemen and helping out at the VFW and USO canteens.

BOOKERS BIOG — The tall, wise-cracking head booker at U-I, Jimmy Davidson, is a Brooklyn boy by birth, but went to the Bronx, where he attended Evander Childs High School. He took courses in accounting at Pace Institute, and 19 years ago started with U-I as an office boy, moving to the accounting department and later switching to Washington. His career was interrupted by a 45-month hitch with the army, serving in the Pacific area as a technical sergeant with the adjutant general's division. After the war, he returned to New York as assistant cashier and later spent two years at the home office before returning to the exchange as head booker. For the last 11 years, he has been married, and, with his wife, Miriam, and two children lives in Yonkers. He is a recent initiate to the Bookers Club and is a photography fan.

RAMBLIN' 'ROUND — MGM's Mike Levitt returned from Korea to the cashier's department. . . . Myron Mills, vice-president, Equity, became the father of a son. . . . Arlene Moffa, Warners' contract department, was ill. . . . Nay-fack is concerning itself with the distribution of "Because Of Eve." . . . Abe Kessler, projectionist, MGM exchange, and treasurer, Local 306, has been elected vice-president, 25-30 Club, a pioneering organization of projectionists. A projectionist since 1908, he worked for People's Vaudeville, now Loew's, Inc., and was chief electrician and projectionist for the late David Picker, father of Loew's Gene Picker. He is a past president, Projectionists' Square Club, Masonic order. Kessler has been married 38 years, and has three children, one a music arranger for Arthur Godfrey. At the exchange for the last two years, Kessler was formerly a projectionist for Loew's theatres.

—J. A. D.

Herb Gillis Becomes Para. Cincy B. M.

PHILADELPHIA — The local industry extended its congratulations to Herbert Gillis, who has been promoted from local sales manager for Paramount to branch manager in Cincinnati.

Gillis, who takes his post on March 17, has been sales manager here for three years, and before that was assistant branch head for 20th-Fox in New York City, after serving as a local 20th-Fox salesman.

He has been in the business for 14 years.

The new Cincy branch head is married and the father of a son, with another Gillis expected next month. The family, along with a dog, will move to Cincinnati in June.

Gillis, who has been active in the Motion Picture Associates and other trade organizations, goes to his new post with the best wishes of the industry.

NEWS OF THE

Territory

Philadelphia Crosstown

Melvin J. Fox announced that his drive-ins in New Jersey would reopen on March 13, the Bridgeton, Bridgeton, N. J.; Delsea, Vineland, N. J., and Burlington, Burlington, N. J. He also reported that he had purchased equipment from Blumberg Brothers for the new drive-in he is erecting in Levittown, Pa., which is expected to be ready for a June 1 opening.

Several New Yorkers were reported looking over the Lincoln as a possible colored vaude-film house to replace the Earle.

Vine Street

John Golder, Jam Handy representative, headed southward.

Another all-day meeting was held between Local F-7, front office workers union, and representatives of the film companies. No agreement was reached, the distributors' representatives being non-committal on all proposals, and no contract was signed. The local advised the IATSE executive board in session at Las Vegas, Nev., of the deadlock, and requested that the IATSE take action.

Sidney E. Samuelson, president-general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, cautioned members not to confuse the Mason Bill in Congress asking repeal of federal tax on admissions with the measure introduced in the Pennsylvania legislature by Senator Waterhouse, which seeks an amendment to the state law which permits municipalities to tax theatres. Samuelson urges members and exhibitors to advise their Assemblymen and

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To call attention to the recent showing of Allied Artists' "Flat Top" at the Warner, Washington, D. C., manager Fred McMillan arranged with the navy to set up a special animated exhibit. Bill Karris is assistant manager.

State Senators to support the state measure as theatres need tax relief in order to stay in business.

Republic district manager James V. O'Gara was in to visit manager Norman Silverman. . . . Mrs. Beatrice Miller, Pennsylvania Board of Censors staff, became the grandmother of twins, a boy and a girl, and Mrs. Gladys Huplits, also of the staff, became a grandaunt.

Harry Abbott, sixth international IA vice-president and president, Local 307, was attending the IATSE board meeting at Las Vegas, Nev. . . . New at Columbia are Eileen Morrison, assistant cashier; Roberta Middick, cashier's department, and Janet Ginsberg, clerk.

Marion Orzechowski, formerly with Columbia, had a baby boy. . . . The Columbia bookers and salesmen have a drive from now until June 30, and all dates will be appreciated.

Larry Ayres, formerly with 20th-Fox and now in charge of the playdate department in New York, was in, as was Clarence Hill, in charge of exchange operations. . . . Stanley Davidoff, son of Lou Davidoff, Ellis Theatres, was married at Temple Emanuel.

Sam Resnick, in the business for 31 years, is available for a managerial post and may be reached at SA 7-2210.

Congratulations were being extended to Eddie Gabriel, Capital, upon the



This giant float depicting the characters portrayed in Walt Disney's RKO production, "Peter Pan," was shown recently in Philadelphia to arouse interest for the Boyd engagement. Manager John Roach arranged the stunt.

Penna. Measures Would Affect Trade

HARRISBURG, PA. — Two bills were introduced into the legislature that might affect the industry. Representative Earl E. Hewitt, Republican, Indiana, proposed a "sales and service tax" of two per cent on 98 per cent of gross receipts in the Commonwealth. The bill would levy on all business receipts involving personal property transactions, except doctors, prescriptions, and food. In addition to taxing sales, the measure would levy on personal services such as nursing, barbering, shoeshining, and manicuring.

Another House tax measure, this one proposed by Representative J. V. Vaughan, Republican, Allegheny, would place a 10 per cent tax on gross income for fees "collected from persons for the privilege of playing their music." This tax would apply to all associations of music publishers and printers, publishers, and owners of copyrighted music who make such collections.

occasion of his becoming a grandpop. His son, Bob, now associated with him in the exchange, became the proud father of an eight and three-quarter pound baby boy, Stephen Robert.

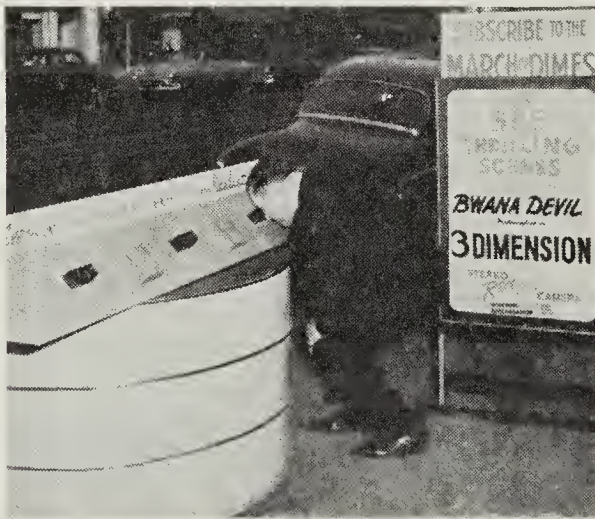
W. C. Smith interests, operating several open-airers in the area, will build a drive-in in the Strafford-Devon, Pa., area on Lancaster Pike, work starting within a week.

George E. Gamble, projectionist, News, and Local 307 member, dropped dead while at work last week.

District of Columbia Washington

The Catholic Standard, archdiocesan newspaper of Washington, supported the picketing of "Limelight," Sam Roth's Plaza and Little. . . . It was a strange request that UA exploitation man Max Miller asked of Loew's Jack Foxe, a copy of "Arbor Day," a book Brentano never heard about or saw.

Representatives Charles R. Howell and Carroll D. Kearns introduced a bill concerning the building of a National War



A Stereo-Realist camera exhibit was recently set up in front of the Metropolitan, Washington, D. C., to publicize the showing of United Artists' Arch Oboler production, "Bwana Devil," at the Warner and Ambassador.

Philly MPA Fete To Honor Bookers

PHILADELPHIA — Announcement of plans for the 11th annual welfare drive of the Motion Picture Associates was made by President John Turner, branch manager, United Artists, at a dinner in the Broadwood Hotel attended by more than 70 members.

The drive, of which Lester Wurtele, branch manager, Columbia, is chairman, will culminate on the night of April 13 at a dinner in the Bellevue Stratford Hotel which will honor the bookers in the Philadelphia exchanges, whose loyalty and efforts will be recognized publicly.

William F. Rodgers, vice-president, Metro, will be the principal speaker. Committees are being organized to reach every exhibitor, and, with important executives from the various home offices already committed to be on hand, the dinner should be a big affair.

Lou Formato, Metro branch manager, was appointed dinner chairman by George Beattie, William Goldman Theatres, entertainment chairman.

Memorial Arts Commission. . . . "Angels One Five," British, will have its premiere at the MacArthur on March 19.

A farewell party will be given by the Variety Club for Danny and Syd Rosenthal on March 14. They're leaving for Cleveland, where the former has been appointed branch manager, United Artists. The committee in charge includes, Joe Gins, chairman, and Jack Fruchtman, Joseph Rosen, and Ira Sichelman. . . . A general membership meeting of the club will be held at the Willard Hotel on March 16, and a film on Mexico will be shown to familiarize members with the country since the Variety Clubs International convention will be held in Mexico City in May.

Lloyd Wineland, Wineland Theatre Circuit, purchased RCA 3-D equipment from Elmer H. Brient and Sons for his Anacostia.

3-D equipment is on order for the Walter Saunders Park Drive-In, Petersburg, Va. The Park is the first drive-in to make such an announcement in the area. The equipment with Selsyn motor hook-up, is being supplied by Elmer H. Brient and Sons, Inc., RCA dealer. New RCA Brite-Arc lamps with water cooled carbon jaws and new generators are also being installed.

—RICK LA FALCE

Delaware Wilmington

A view of the front of the old Majestic was among the historic scenes depicted in the special issue of The Sunday Star launching its 72nd year. . . . A. J. Belair, president, Rialto Theatre Company, celebrated his birthday. He came to Wilmington in 1911 as manager, Majestic, and subsequently was manager, Park, before taking over the Rialto. . . . A. Joseph DeFiore, manager, closed Park, received word that his son, Sergeant Robert V. DeFiore, was chosen "Airman of the

Harrisburg Ad Seeks Understanding

HARRISBURG, PA. — Theatre operators were interested in an ad appearing in The Patriot on Feb. 28, sponsored by the Department of Community Relations and Social Action, United Churches of Greater Harrisburg and Dauphin County, Catholic Pastors of Harrisburg, Harrisburg Rabbinic, American Legion Harrisburg Post 1001, Catholic War Veterans, Post 707, and Jewish War Veterans, Post 97.

The copy read: "It is regrettable, indeed, that we find it necessary to register a protest of this nature. However, because of several recent happenings in our midst, we feel compelled to state our opinion, so that, by mutual understanding and cooperation, we may be enabled to contribute towards a better community and a stronger America.

"No one can deny the fundamental need for sex instruction. Our objection is to the manner in which such sacred matters are being presented for public consideration. We insist that the motion picture theatre is not the proper forum for the imparting of an understanding of such intimate and important matters, nor profit the proper motive. We further insist that when public screenings of this kind are sensationalized by means of lurid advertising, a serious mistake is being made.

"Therefore, we appeal to representatives of the radio and television industry, the press, the motion picture exhibitors, the Board of Motion Picture Censors of the Commonwealth of Pennsylvania, and the courts. We urge them to be on guard, to make a concentrated effort to prevent the recurrence of such incidents. We call upon them to see to it that the people of our community will not further be exposed to, nor their morals endangered by, lurid and unrealistic advertising and a commercialized endeavor to usurp privileges and obligations which belong elsewhere by Divine Plan."

Month" during February by fellow servicemen at Williams Air Force Base, Chandler, Ariz. . . . G. Earl Smith, manager, Queen and Arcadia, celebrated his birthday. . . . Ben Shindler, manager, Ace, returned to Florida following a weekend visit. . . . The brother of Wesley Anderson, Crest, Woodcrest, Del., died after being struck by a hit-run driver in Camden, N. J. . . . Sylvan Shaivitz, manager, Crest, Woodcrest, said his daughter was ill with German measles. . . . Daniel Cudone, manager, Edge Moor, was in New York. . . . Margaret J. Reed rejoined the S-W Grand, and was pinch-hitting at the S-W Ritz while B. Jacqueline Phillips, Ritz, and husband visited Bridgeville, Del. . . . Mrs. Edgar J. Doob, wife of the manager, Loew's Aldine, returned from vacationing in Sarasota, Fla. . . . Francis Williams and Bill Colatriano joined the Rialto. . . . Hewitt Bundy, projectionist, Hopkins, was named secretary, Paul Lawrence Dunbar Lodge of Elks.

—H. L. S.



Sydney J. Poppay, manager, Majestic, Gettysburg, Pa., recently arranged an all-cartoon Saturday program for children, at which free candy was given away.

Former Norfolk, Va., Exhibitor Sues

NORFOLK, VA. — George Langbart, now a New York theatre man, but formerly operator, Ross-Bart Port and High, Portsmouth, Va., and the Ross-Bart Studio and Fairmount Park here between Jan. 2, 1948, and May 15, 1948, filed a \$1,500,000 damage suit in federal district court claiming he was the victim of an "illegal conspiracy."

Named as defendants are more than half of the Norfolk and Portsmouth theatre operators and 80 per cent of the producers and distributors in the United States.

The suit charges the plaintiff was injured by "an unlawful and illegal scheme and conspiracy to force the public to patronize theatres owned and controlled by the operating defendants, and to maintain a monopoly of exhibition of first and/or subsequent run motion pictures and obtain a monopoly of the motion picture theatre business in the two cities."

The 19 local operating defendants named were the Park, Rcsna, Plaza, Rosele, Memrose, Elton, Colony, Gates, and Newport; and the W. W. V. Con, Inc., trading as the Norva and Granby; Loew's Theatre and Realty Corporation, trading as Loew's State, and Wilder Amusements, Inc. Most of the principal studios and film exchanges are also named as defendants.



Congressman and Mrs. Daniel A. Reed are shown being interviewed by Jinx Falkenburg during the recent Washington, D. C., premiere of RKO's "Hans Christian Andersen," Metropolitan.

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Maryland Baltimore

The Maryland Board of Motion Picture Censors is preparing its case designed to defeat an appeal by Floyd Lewis Attractions against the censors' rejection of parts of "Street Corner," scheduled to be heard on March 23 in City Court.

Governor McKeldin sent to the State Senate for confirmation the name of Mrs. Maude B. Dorrance, Harford County, to replace Mrs. Eva M. Holland, this city, on the Board of Motion Picture Censors.

Earle Collins, Republic, stopped off en-route from California to Florida. . . . Mrs. Rodney Collier, wife of the Stanley manager, made the presentation of a watch to Mrs. Rose Becker at Variety Guild's first annual dinner and dance. The ladies are vice-president and president, respectively. . . . Morris Mechanic, owner, New, and Frederick Schanberger, Jr., Keiths, were in New York.

The Allied Motion Picture Theatre Owners of Maryland, Inc., holds its annual luncheon and election of officers on March 19. . . . Robert Gruver, Jr., owner, Glen and New Glen, Glenburnie, Md., was out for the first time in months, since he suffered injuries in an auto accident. He's putting in a few hours a day at his theatres.

Sidney R. Traub, chairman, Maryland Board of Motion Picture Censors, suffered a kidney attack. . . . Richard Dizon resigned as assistant manager, Century, to accept a manager's post at a Wisconsin drive-in. Within two weeks, he was back in Baltimore, Md., and now works for the Rappaport interests.

More than 600 Baltimore orphans and underprivileged children saw "Hans Christian Andersen" at the Hippodrome through special arrangements with WAAM and owner Isador Rappaport, Hipp.

An amendment to Maryland's censorship law is being prepared to "clarify" the Board of Censors' powers over films being exhibited non-commercially by educational, fraternal, or similar organizations. Chairman Traub, Censor Board, declares the law is being misinterpreted by some persons to mean that the board has no authority over movies being shown non-commercially for educational purposes. The board does have the power to review films being shown under those circumstances, says Traub. If the board did not have authority, he claims, bogus fraternal or charitable groups could be formed by persons who would import all kinds of sex dramas into Maryland. Since there seems to be some misunderstanding, a proposed amendment already has been sent to the Maryland Attorney General's office.

—G. B.

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BOX 127

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

Leonardtown

Howard T. Buckler, Jr., is new at the New and St. Mary's. . . . General manager K. B. Duke took the staffs of the New and St. Mary's to Annapolis, Md., to see the legislature in session, meet the representatives, and Governor Theodore McKeldin. . . . Ray Trumbule, promotional manager, Park and Plaza, Lexington Park, Md., made a hit at the Hollywood, Md., Elementary Parent Teachers Association meeting in a skit in a bathing suit of the gay 90's era.

Pennsylvania Greencastle

John A. Gribble, operating the State for the last 18 years, announced that he would cease operations, when Council refused to afford him relief from the municipal 10 per cent amusement tax, which he regarded as discriminatory. Gribble said he could no longer meet other forms of competition with the added handicap of the local tax. The Echo-Pilot, Greencastle newspaper, in an editorial, urged council to reconsider and repeal the tax so that the theatre could continue, since the town would be left with neither tax revenue nor theatre. The closing of the theatre would have a detrimental effect on other local businesses, the editorial predicted. Greencastle is one of the few towns in its area that has seen fit to impose a municipal amusement tax.

Harrisburg

Mr. Merle Forst, chairman, theatres division, reports that collections made this year for "The March of Dimes" totaled \$4,543.67, the largest collected in years. Audience participation collections were made in the Senate, \$1375; Paxtang, \$300; Broad, \$186.61; Uptown, \$428.97; National and Rialto, \$515.92, and Grand, Penway, and Roxy, \$1370.02. Lobby collections at the State and Colonial were \$186.97, and at Loew's Regent, \$180.18.

Lebanon

Mayor Frederick D. Miller has given emphatic notice to the police department to clamp down on all "bingo" games.

Montgomery

Charles Collins and partners are about ready to open the Pike Drive-In.

Pottstown

William Goldman, president, William Goldman Theatres, announced that building operations on the circuit's first drive-in would begin this week. The drive-in, unnamed as yet, is located between here and Collegeville, Pa., on the William Penn Highway, Route 422. It will have accommodations for 750 cars, on 18 acres. David Supowitz is the architect. Opening is planned for May.

Reading

Mr. and Mrs. J. Charles Dautrick, Shillington, Pa., he's the former chief projectionist in the Astor, celebrated their 55th wedding anniversary at a dinner. Both are 73. Astor employes and manager J. Lester Stallman were among the many well wishers. Dautrick is the dean of projectionists in this region.

TRADE SCREENINGS

PHILADELPHIA

RKO — (250 North 13th) March 19, 10:30, "The Big Frame" (Mark Stevens, Jean Kent) (Made in England); 2:30, "Split Second" (Stephen McNally, Jan Sterling, Alexis Smith).

WARNERS — (230 North 13th) March 13, 2, "Trouble Along The Way" (John Wayne, Donna Reed, Charles Coburn); 18, 2, "The System" (Frank Lovejoy, Joan Weldon, Dan Seymour).

The Heart Fund campaign in which many theatres assisted by showing screen material and in other ways, netted more than \$9,000.

Manager John Ivanitch, Penn, West Reading, Pa., was shocked, in making his closing rounds of the theatre, to find a dead man in one of the chairs. . . . Dr. Harry J. Schad, president, Astor-Strand Theatres, and Mrs. Schad, with three other Reading couples, are in the Hawaiian Islands.

Virginia Richmond

Syd Zins, Columbia exploiteer, was in working with Dan Wilkinson, NTI. . . . Dave Polland, U-I, was here for "The Mississippi Gambler." . . . A card from Ivan Rosenbaum, datemarked Florida, told about his and his wife's vacation. He is head booker for NTI. . . . Eli Dreylinger was in Washington booking pictures for the Broadway Drive-In.

Two managers came out with personal endorsements for their attractions, Bob Hatcher, Lee, for "Leonardo De Vinci," and Bob Coulter, for "The Happy Time," Byrd. . . . Robert Jacobs is the new assistant manager, Fabian's Colonial. Just out of the army, he hails from Indianapolis, where he worked in several exchanges.

—S. T.

Variety Club Tent 11, Washington

Approved for membership were Philip Earle Gray, vice-president, Plaza Theatre Corporation, Lexington Park, Md., and president, Philip E. Gray Coin Machine Company, and Walter W. Trimby, amusement and photographic contact in Washington, Sylvania Electric Products, Inc. . . . The traditional "Thank You" luncheon for the ladies who worked on Variety's 1952 welfare awards drive was held in the Shoreham Hotel. Mrs. Sara S. Young, chairman, women's committee, was hostess. . . . Happy birthday to the following: Dan Kimball, James Butler, Jerome Gordon, and Julian Gordon, March 1; Frank Stover, (2); Joel Margolis, Martin T. Hughes, and Jack Kehoe, (3); Sol Grossberg, Charles Walker, and Ike Weiner, (4); Leonard Marks, Louis Sacks, and Charles Mendelson, (5); Theodore Christensen, (6); Harry Cohen, (8); Meyer Sharlin, (9); and Edmund Plohn, Sidney Bowden, Perry Walders, M. David Dubb, and Dr. Sylvan Danzansky, (10).

ALLIED ARTISTS

Kansas Pacific (5302)

ACTION
DRAMA
74M.

(Color)

ESTIMATE: Outdoor action show has the angles.

CAST: Sterling Hayden, Eve Miller, Barton MacLane, Harry Shannon, Tom Fadden, Reed Hadley, Douglas Fowley, Bob Keys, Irving Bacon, Myron Healey, James Griffith, Clayton Moore, Jonathan Hale. Produced by Walter Wanger; directed by Raymond Nazarro.

STORY: During the Civil War, Barton MacLane, construction boss of a railroad line through Kansas, meets with difficulties from a gang of southern sympathizers trying to sabotage the completion of the road. His daughter, Eve Miller, insists upon staying with him, and they cannot pin construction delays on any particular group of workers. General Jonathan Hale sends lieutenant Sterling Hayden to straighten out the difficulty. He arrives as a construction engineer, and soon proves his ability. Reed Hadley, boss of the southerners, employs every trick to prevent the railroad from opening up the territory for the armed forces of the northern armies. He is finally captured, but not until Washington sends out artillery mounted on flat cars, blasting the saboteurs out of the hills. Hayden goes off to war, leaving Miller at the station waving goodbye.

X-RAY: Following the usual pattern of action dramas, this is tightly directed, and has a fair amount of suspense. There is plenty of shooting, good, tough fighting, and the color and railroad atmosphere are pleasing. Performances are adequate. It should satisfy in the action spots, and on the duallers. The screen play is by Dan Ullman.

AD LINES: "Built By Bullets, Dynamite, And Blood-Stained Spikes!"; "The 'Kansas Pacific' Line Splits The West Wide Open"; "Northern Steel And Southern Daring Clash."

COLUMBIA

**The Bandit Of
Sherwood Forest**

COSTUME
MELODRAMA
87M.

(Reprint)

ESTIMATE: Reissue has the names and angles.

CAST: Cornel Wilde, Anita Louise, Jill Esmond, Edgar Buchanan, Henry Daniell, George Macready, Russell Hicks, John Abbott, Lloyd Corrigan, Eva Moore, Ray Teal, Leslie Denison, Ian Wolfe, Maurice R. Taubin. Produced by Leonard S. Picker and Clifford Sanforth; directed by George Sherman and Henry Levin.

STORY: Under the regency of Henry Daniell, tyranny reigns in England. Fearing for the safety of the young king, Maurice A. Taubin, queen mother Jill Esmond, accompanied by Anita Louise, flees to seek help from Russell "Robin Hood" Hicks, who has gathered his band together. Cornel Wilde, Hicks' son, conducts them to his father's band in Nottingham Forest. They plot to rescue the boy king. One of the spies reports that Daniell has planned to murder the king. To gain entrance to the castle, Wilde, Louise and Edgar "Friar Tuck" Buchanan, disguise themselves. They rescue the king from his tower cell, but Wilde and Louise are captured. When Daniell sentences Wilde to death, he demands a nobleman's

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The original Pink Section evaluation of features, short subjects.

SECTION TWO
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MARCH 11, 1953

right of dying in a duel. Daniell accepts the challenge, but locks Wilde in a cell for three days without food or water. Louise manages to get food to him. Meanwhile, Hicks and band overpower the guards, and, when Wilde fights his duel with the regent, there is fair play. Wilde kills Daniell, the king is restored, and Wilde is to marry Louise.

X-RAY: When first reviewed in THE SERVICE SECTION in February, 1946, it was said of this film, then in Technicolor, but now reissued in black and white, "This is really good fun, what with plenty of action all the way, including prowess with bow and arrow, horsemanship, etc., and a few romantic interludes for good measure. The film is enhanced immeasurably by ace performances by Wilde, Daniell, and Hicks, with Louise as lovely as ever. The story remains elemental, and, with the exception of the handsome Wilde, there are no marquee names of consequence." The story was written by Paul A. Castleton and William H. Pettitt.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Make Way For The Son Of Robin Hood"; "Lover Of Lovers. Hero Of Heroes, His Arms Irresistible, His Sword Unconquerable"; "Brought Back For Your Reenjoyment."

**On Top Of Old Smoky
(572)**

WESTERN
59M.

ESTIMATE: Routine series entry.

CAST: Gene Autry, Smiley Burnette, Gail Davis, Grandon Rhodes, Sheila Ryan, Kenne Duncan, Robert Bice, Zon Murray, Fred S. Martin, Jerry Scoggins, Bert Dodson, Cass County Boys. Produced by Armand Schaefer; directed by George Archainbaud.

STORY: Gene Autry and the Cass County boys entertain as Gene Autry and his Texas Rangers, and when the weekly payroll is stolen by showgirl Sheila Ryan, Autry recovers the loot. Seeking another booking, he heads for the next town in a coach driven by Smiley Burnette. They stop off at a roadhouse being run by Burnette's girl, Gail Davis, and she tells them of the difficulties with the refinery and freighting company whose wagons are compelled to use her toll road. The companies stop production in the hope that those made unemployed will cause trouble for Davis and make her sell her valuable land. Autry accidentally drops the Texas Ranger badge which he uses in his act, and Grandon Rhodes assumes Autry is a Ranger, despite his protest. With the people under this impression, Autry calms down the trouble until Ryan

reveals him to be an imposter. Autry escapes, but discovers that Rhodes, refinery operator, Robert Bice, and gambler Kenne Duncan are in cahoots. When Davis finds that Autry isn't a ranger, she decides to sell out to Rhodes, but Autry dissuades her long enough to cause disagreement among the swindlers. He and Burnette are able to get enough evidence to turn them over to the real Texas Rangers.

X-RAY: In sepia, this combines the usual elements, fist fights, gunplay, villains, and a woman whom Autry saves. The Cass County Boys join in singing: "On Top Of Old Smoky", "I Saw Her First", "I Hang My Head And Cry", "If It Wasn't For The Rain", and "Down The Trail To Mexico." The story and screen play are by Gerald Geraghty.

TIP ON BIDDING: Usual series price.

AD LINES: "Another Adventure With The King Of The Cowboys"; "A Thrilling Yarn Of The Old West"; "A Sock, Bang Western Thriller."

**One Girl's Confession
(528)**

MELODRAMA
74M.

ESTIMATE: Okeh for the lower half.

CAST: Cleo Moore, Hugo Haas, Glenn Langan, Ellen Stansbury, Anthony Jochim, Burt Mustin, Leonid Snegoff, Jim Nusser. Written, directed, and produced by Hugo Haas.

STORY: Cleo Moore, a waitress in a waterfront restaurant owned by Leonid

THROUGH THESE PAGES

are recorded issue
by issue, and year by year,

**the MOST
FACTUALLY
HONEST
REVIEWS**

in the entire Trade Press!

DON'T TAKE OUR WORD FOR THIS.
CHECK 'EM AGAINST YOUR PLAYOFF!

STORY: The earth is invaded by men from Mars, who use their deadly rays to kill and destroy. Scientist Gene Barry helps lead the fight of scientists against the creatures who man the craft which expel the rays when the army's weapons and the atomic bomb prove valueless. The scientists, however, don't get a chance to demonstrate their ability because mobs wreck their instruments. Finally, after Barry, his sweetheart, Ann Robinson, and others pray for a miracle, the Martians suddenly start dying, beaten by the tiniest creatures, germs and bacteria to which they had not been able to build up immunity during their period on earth.

X-RAY: With producer George Pal at his best, this version of H. G. Wells' "The War Of The Worlds", is as saleable a piece of merchandise as has been seen in some time. It seems headed for the better grosses, and offers showmen opportunities that should result in plenty of activity around the boxoffices. Not only the youngsters and science fiction addicts should be interested, but other moviegoers undoubtedly will get a big kick out of the proceedings. The Pal technical work is excellent, and the handling of the invasion of the Martians, destruction, etc., should cause plenty of word-of-mouth. While the players are not of star lustre, they all acquit themselves well.

TIP ON BIDDING: Better price.

AD LINES: "Mars Vs. The Earth . . . Who Would Conquer?"; "What Was The Greatest Force That Saved The Earth?"; "Only The Motion Picture Screen Can Bring You Such A Terrific Production . . . 'The War Of The Worlds'."

REPUBLIC

The Flying Squadron

DRAMA
60M.

(Italian-made) (Dubbed in English)

ESTIMATE: Mediocre import for the spots that can play it.

CAST: Massimo Serato, Dina Sassoli, Umberto Spadaro, Andrea Checchi, Mirko Ellis, Mario Ferrari, Maria G. Francia, Giovanni Grasso, Gabriele Ferzetti, Guido Celando. Produced by Aldo Raciti; directed by Luigi Capuano.

STORY: Dina Sassoli, Italian widow of an ace pilot who died in the war, is living in a small house on the edge of an airport with her son, Gianfranco Magolotti. Refusing to believe her husband dead, she continues under the delusion that he is missing, and will return. She meets a friend of her husband, Gabrielle Ferzetti, who is convinced that something should be done to destroy her delusion. He discusses her problem with her pilot friends, and an army chaplain, Umberto Spadaro, who agree to talk to her. Meanwhile, Spadaro, with the financial aid of the other pilots, buys the neighboring airport as a training ground for orphan sons of aviators. Among the new air cadets is Mirko Ellis, who captures the heart of Maria Francia. Her rejected suitor, Ivo Karavang, unable to break up the romance, takes revenge by burning the hangar which houses the practice glider. Ellis saves the glider, but suffers a heart attack. When the cadets go for their final medical examination, Ellis is rejected. Despondent, he tries to prove his worth by taking the glider for a test run. Meanwhile, Sassoli, thinking her son is in the pilot seat, rushes to the field. Although the boy is safe, the shock brings her to her senses, and she acknowledges that her husband is dead. Ellis' test run is a success, and he executes a skillful landing, but the strain is too much for him, and he is dead before the others can get to him.

X-RAY: A jumbled, disorganized story structure and overly simplified characters make this difficult to follow smoothly. Its slow pace, too, makes it rather uneventful for the action fans. It may fit into the lower half. The screen play is by Luigi Capuano, Fulvio Palmieri, Anton G. Majano, Diego Calcagno, and Rodolfo Gentile, based on a story by Luigi Capuano.

AD LINES: "Follow The Careers Of The Reckless Cadets Of 'The Flying Squadron'"; "Thrill As 'The Flying Squadron' Takes To The Air"; "A Touching Love Story That Ends In Tragedy."

Old Overland Trail (5146)

WESTERN
60M.

ESTIMATE: Routine series entry.

CAST: Rex Allen, Koko, Slim Pickens, Roy Barcroft, Virginia Hall, Gil Herman, Wade Crosby, Leonard Nimoy, Zon Murray, Harry Harvey, the Republic Rhythm Riders. Produced by Edward J. White; directed by William Witney.

STORY: Working for the government, Rex Allen is sent west to investigate sudden uprisings of Indians. With his friend, Slim Pickens, he rides into a town near where Indians are causing trouble, and is greeted by Roy Barcroft, head of a construction company which has a government contract to build a spur line. Allen's brother, Gil Herman, is Barcroft's partner, and leads settlers from the east as Allen goes out to meet him. The wagon train is attacked by Indians, who are routed. However, the farm equipment is destroyed, and they are left penniless. Barcroft offers to give them employment working on the spur line. The settlers, however, are unaware that Barcroft engineered the Indian raids in order to get cheap labor. When the local storekeeper refuses to accept the settlers' notes as legal tender, Allen intercedes, and later accuses his brother of inciting trouble. Herman is killed when he accuses his partner of inciting the Indians. Barcroft makes Herman's death appear to be the result of the fight, and Allen is accused of murder. Barcroft then plans to hold up the payroll train, but the homesteaders get together with Allen, and defeat Barcroft's aims.

X-RAY: There's enough riding, gunplay, fist fights, Indians, stagecoach holdups, and cowboy ballads in this to satisfy western fans. Rex Allen and the Republic Rhythm Riders sing: "Cowboy's Dream Of Heaven"; "Work For The Night Is Coming"; and "Just A Wanderin' Buckaroo." Milton Raison is responsible for the screen play.

AD LINES: "An Old Fashioned Rip Roaring Western With Thrills Aplenty"; "An Action Picture That Will Keep You Spellbound"; "Thrill To The Adventures Of Rex Allen."

San Antone (5203)

OUTDOOR
MELODRAMA
90M.

ESTIMATE: Okeh outdoor offering.

CAST: Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado, Rodolfo Acosta, Roy Roberts, Bob Steele, Harry Carey, Jr., James Lilburn, Andrew Brennan. Produced and directed by Joseph Kane.

STORY: At the outbreak of the Civil War, young Texas rancher Rod Cameron arrives at the plantation of Arleen Whelan in time to save his Mexican friend, Rodolfo Acosta, from being hung by Confederate lieutenant Forrest Tucker. When Acosta said he was leaving to fight Maximilian in Mexico, Whelan flirts with him.

When he tries to kiss her, she accuses Acosta of attacking her. Cameron frees his friend, and tells Tucker that he has been ordered to supply Cameron with a military escort for the herd of cattle that has been assembled. On the cattle drive, Union forces surround them. Tucker runs out, and the rest are all captured. Cameron spends the rest of the war in a prison cell. After the war, he discovers that his father had been killed in a raid by Tucker, and that Tucker is a prisoner of Acosta in Mexico. Acosta agrees to free Tucker and his band of former Confederate soldiers if he receives cattle. Swearing vengeance, Cameron rounds up the cattle, and heads for Mexico with Katy Jurado, his sweetheart and Acosta's sister, leading the way. Whelan forces Cameron to take her along. With her plantation ruined, she hopes to regain her former way of life by joining Tucker. The trip across the desert results in a number of clashes between Jurado and Whelan. They arrive at Acosta's stronghold, but when Cameron is given the chance to kill Tucker, he refuses. Cameron decides to send him back to Texas with Whelan, and let the two of them ruin each other's life. He and Jurado clinch.

X-RAY: The turbulent Civil War and post-Civil War period in Texas and Mexico acts as the colorful background for this outdoor tale. A number of scenes, particularly the fight between Whelan and Jurado, are filled with suspense and action, the film's major fault is its halting pace. However, there is enough movement and marquee draw to please most action fans. Songs heard include "South Of San Antone", "The Thousand Cattle", and "The Cowboy's Lament." The screen play is by Steve Fisher, based on a novel by Curt Carroll.

AD LINES: "Romance And Passion Breathe Fire Into One Of The Most Exciting Periods In American History"; "Arleen Whelan As A Woman Who Used Her Beauty Like A Deadly Weapon"; "A Slashing Tale Of Violence And Greed."

20TH-FOX

Call Me Madam (311)

MUSICAL
COMEDY
114M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Ethel Merman, Donald O'Connor, Vera-Ellen, George Sanders, Billy De Wolfe, Hemut Dantine, Walter Slezak, Steven Geray, Ludwig Stossel, Lilia Skala, Charles Dingle, Emory Parnell, Percy Helton, Leon Belasco, Oscar Beregi. Produced by Sol C. Siegel; directed by Walter Lang.

STORY: In 1951, Ethel Merman, famed Washington hostess, is appointed ambassador to Lichtenburg. Before leaving for the country, she hires Donald O'Connor as her press attache, and upon her arrival in Lichtenburg finds Billy De Wolfe in charge of the embassy. He assumes he will be boss, but she soon changes that. A royal marriage is in the making between prince Helmut Dantine, of a neighboring country, and Vera-Ellen, princess of Lichtenburg, but it is being held up because there is no money available for her dowry, and the royal family is hoping to float a loan from the United States via Merman. When ministers Steven Geray and Walter Slezak ask Merman for money, she turns them down. When she meets charming George Sanders, secretary of state, she offers him money, but he turns her down preferring that the country accept no outside financial aid. A romance develops between Merman and Sanders, as well as between Vera-Ellen

and O'Connor. De Wolfe hints to Merman that Sanders is really after money, but is using reverse psychology. She is disillusioned, but passes on the recommendation for the loan to Washington. A committee of senators is sent out to investigate. When Sanders turns down their offer, they offer him even more. He walks out angry at Merman for not believing him in the first place. Someone reports to Washington that Merman is interfering in the affairs of the country by arranging secret meetings between O'Connor and Vera-Ellen, and she is recalled to Washington. Everything is straightened out when Sanders is appointed ambassador to Washington. He brings with him Vera-Ellen, who has renounced her right to the throne so that she could marry O'Connor. Sanders and Merman are reconciled.

X-RAY: A fine piece of entertainment, this presents the best in talent, music, compactness of story, color by Technicolor, production, direction, and dance routines ably executed by O'Connor and Vera-Ellen. The music is Irving Berlin at his best, gay, light, tuneful, and popular. There are a number of high grade performances by the cast, with Merman, O'Connor, and Sanders really scoring. The screen play is by Arthur Sheekman, based on the musical comedy, "Call Me Madam", written by Howard Lindsay and Russell Crouse. The final result should more than please everyone, and the boxoffice take should soar accordingly. Among the tunes heard are: "International Rag", "Hostess With The Mostes' On The Ball", "Something To Dance About", "Can You Use Any Money Today", "It's A Lovely Day Today", "Marrying For Love", "Best Thing For Me Would Be You", "You're Just In Love", "The Ocarina", "Lichtenburg Song", "Phone Number", "What Chance Have I With Love", and "Washington Square Dance."

TIP ON BIDDING: Higher bracket.

AD LINES: "A Smash Stage Success Becomes An Even Greater Screen Hit"; "Everyone Is Guaranteed To Have A Wonderful Time When They Call Ethel Merman Madam", "One Of The Musical Comedy Treats Of The Year."

Down Among The Sheltering Palms (317)

COMEDY
WITH MUSIC
87M.

(Color by Technicolor)

ESTIMATE: Names may help South Pacific type musical.

CAST: William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne, Gloria DeHaven, Gene Lockhart, Jack Paar, Alvin Greenman, Billy Gilbert, Henry Kulky, Lyle Talbot, Ray Montgomery, George Nader, Charles Tannen, Claude Allister, Edith Evanson, Fay Roope, David Ahdar, Sialofi Jerry Talo, Clinton Bagwell. Produced by Fred Kohlmair; directed by Edmund Goulding.

STORY: As World War II closes, captain William Lundigan and lieutenant David Wayne head soldiers given occupation duty on a South Sea island. A non-fraternization order by Lundigan is resented by the men, and Lundigan finds himself falling in love with Jane Greer, niece of missionary Gene Lockhart. At the same time, native girl Mitzi Gaynor is given to Lundigan as a wife by Billy Gilbert. To complicate matters, wealthy spoiled Gloria DeHaven, traveling as a war correspondent, arrives, and makes a play for Lundigan. With eyes only for Greer, he rebuffs her, so she stirs up a mess, which calls for an official investigation. Lundigan is cleared, DeHaven says she is sorry, and Gaynor goes back to her people.

X-RAY: With names in the cast and plenty of music, this could have amounted

to something, but as it stands its principal attraction will be the star draw. The scripters haven't given much help to the people, and while this has angles for the merchandising, it will hardly cause any excitement at the boxoffice. However, with Gaynor on the rise and with the other marquee lures, this can be sold as a South Pacific type of musical. The story was written by Edward Hope. Songs include: "I'm A Ruler Of A South Sea Island", "27 Elm Street", "Who Will It Be When The Time Comes", "Down Among The Sheltering Palms", "What Makes De Difference", among others. Legion of Decency "B."

X-RAY: Fair program price.

AD LINES: "A Torrid Treat"; "What's A Guy To Do With Dames . . . Three Of Them?"; "G.I. Guys And Rollicking South Pacific Rhythms."

The President's Lady (313)

BIOGRAPHICAL
MELODRAMA
97M.

ESTIMATE: Well-made biographical melodrama has plenty to merchandise.

CAST: Susan Hayward, Charlton Heston, John McIntire, Fay Bainter, Whitfield Connor, Carl Betz, Gladys Hurlbut, Ruth Attaway, Charles Dingle, Nina Varela, Margaret Wycherly. Produced by Sol C. Siegel; directed by Henry Levin.

STORY: Charlton "Andrew Jackson" Heston, a lodger in the stockade owned by Fay Bainter outside of Nashville, Tenn., is attracted to her married daughter, Susan Hayward, who is separated from Whitfield Connor, who begs her to return to him. She agrees to give their marriage another try, but learns that he has been playing around with other women, and asks Bainter to send someone to bring her home. Heston performs the chore after knocking out Connor. Fearing repercussions, Bainter sends her to visit a sister in Natchez, Miss., escorted by Heston, and they fall in love. Word arrives that Connors has received a divorce from the legislature, and Heston and Hayward are married. They return to Nashville, and later find that they are not legally wed, so they go through the legal ceremony again. Heston rides off to fight Indians and returns with an Indian baby whose parents were killed. The child is brought up as their own, until he becomes sick and dies. Heston, meanwhile, has become a politician and is absent from Hayward a good deal of the time. Meanwhile, the women continue to snub Hayward, and Heston is on guard for insults against her, almost being killed in one duel. The years pass, and Jackson's name is entered in the Presidential race. He is faced with slanders against Hayward. The strain plus failing health bring on Hayward's death after she hears the news that Heston has been elected President, and he proceeds to his new home alone, but with the spirit of Hayward to guide him.

X-RAY: Made with considerable care, this has much that is interesting, telling of the life, love, and adventurous life of Jackson. Performances are in the better category, as are the direction and production. Action has been inserted along the way to heighten the dramatic portions, and the result is a film that, properly sold, should be able to take care of itself where audiences appreciate the better sort of historical drama. The screen play is by John Patrick, based on the novel by Irving Stone.

TIP ON BIDDING: Better price.

AD LINES: "Adventure . . . Romance . . . Action Awaited The President And His Lady"; "Every Time Her Name Was Mentioned In Vain . . . A Man Remembered"; "A Thrilling Film About A Great Man Who Loved, Fought, and Ruled Nobly."

UNITED ARTISTS

Bandits of Corsica

MELODRAMA
81M.

(Small)

ESTIMATE: Costume action show will fit into the duallers.

CAST: Richard Greene, Paula Raymond, Raymond Burr, Dona Drake, Raymond Greenleaf, Lee Van Cleef, Frank Puglia, Nestor Paiva, Peter Mamakos, Paul Cavanaugh, Peter Brocco, George Lewis, Clayton Moore, Virginia Brissac, Michael Ansara, Francis J. McDonald, William Forrest, John Pichard. Produced by Edward Small; directed by Ray Nazarro.

STORY: In Corsica, the populace is ruled by dictator Raymond Burr, who covets recognition from France so he can completely take over. He is thwarted by nobles headed by Richard Greene, one of the two Corsican brothers, who had been born as Siamese twins but had been separated by doctor Raymond Greenleaf. Greene's brother, believed dead five years before, is alive, traveling with a gypsy troupe, including Dona Drake, his girl. The identity of the gypsy brother is suspected by Burr. When nobleman Greene is confined to his castle by Burr's troops, gypsy Greene is hired to pose as him, not knowing he is really the brother. Eventually, he learns the truth, and his hatred of the brother comes to the surface. However, he plays along, fighting Burr. Complications find the gypsy Greene, posing as the brother, also having an eye for Paula Raymond, the nobleman's wife. Following skulduggery, Burr dies, and then the gypsy decides to kill his brother. He is thwarted by Nestor Paiva. Before he dies, the gypsy declares that he is finding real peace, as his life had been tormented by the strange power which found him dominated by his brother.

X-RAY: As a sequel to "The Corsican Brothers", this has angles for the selling, but otherwise, it is a typical costume action show, with emphasis on movement. The dual identity is at times a bit confusing, but never slows up matters to any extent. Greene is adequate in the twin roles, while other performances are as expected. This will fit into the duallers except where selling can make the difference. The story is by Frank Burt, with screen play by Richard Schayer.

TIP ON BIDDING: Fair program price.

AD LINES: "The Sequel To 'The Corsican Brothers'"; "He Was His Brother . . . But Hate Made Him Want To Kill Him"; "He Posed As His Own Brother . . . And Coveted His Brother's Wife."

Luxury Girls

DRAMA
97M.

(Cines)

(Made in Italy) (English dialogue)

ESTIMATE: Exploitation import will fit into the duallers.

CAST: Susan Stephen, Anna Maria Ferrero, Jacques Sernas, Steve Barclay, Marine Vlady, Brunella Bovo, Rosanna Podesta, Elisa Cegani, Claudio Gort, Estelle Brody, Lawrence Ward, Paula Mori, Robert Risso, Eva Vanicek, Vera Palumbo, Anna Casini, Colette Laurent, Bianca Manenti, Charles Rutherford, Mary Alcaide, Liana Del Balzo, Franco Lodi, Leopold Savona. Produced by Carlo Civalero; directed by Piero Mussetta.

STORY: Susan Stephen, American girl, goes to a swank finishing school in the Alps, where her father, Steve Barclay, hopes she will become more sophisticated. Stephen goes on a date with rich American Larry Ward, who makes a play for her. Later, Stephen falls in love with local mountaineer Jacques Sernas. She also makes friends with scholarship student Brunella Bovo. Stephen's father and

mother arrive after an episode in which Stephen and some other girls were forced to stay overnight in a cabin with Sernas and friend after he rescued them on a mountain climbing expedition. Barclay fixes things so that Stephen moves in with one of the more experienced girls, and Stephen ditches Bovo as a roommate. This eventually leads Bovo to try to take her own life, and about the same time Paula Mori and Stephen have a fight over men. Bovo is rescued, Stephen leaves school to stay with her mother, Bovo tagging along. Sernas decides Stephen is the girl for him, and goes after her.

X-RAY: While this has plenty of selling angles, the fact that it is an import and the recording is not always of the best will restrict its appeal on this side. The subject, a school for wealthy spoiled young girls interested only in men, lends itself to merchandising, but for the general run of audiences this will fit into the lower half unless exploitation can be used. There are plenty of sexy angles that can be emphasized, which may offset the lack of marquee lure. Performances are adequate. The story was written by Enno Flaiano.

TIP ON BIDDING: Low bracket.

AD LINES: "They Learned About Love The Hard Way"; "As Beautiful And Spoiled As Money And Men Can Make Them"; "Headed For Trouble With Her Eyes Closed And Arms Open."

U-International

Desert Legion (315)

ACTION
MELODRAMA
85M.

(Color by Technicolor)

ESTIMATE: Good Ladd.

CAST: Alan Ladd, Richard Conte, Arlene Dahl, Akim Tamiroff, Leon Askin, Oscar Beregi, Anthony Caruso, Don Blackman, Dave Sharpe, Ted Hecht, Sujata and Asoka, George J. Lewis, Henri Letondal, Ivan Triesault, Peter Coe. Produced by Ted Richmond; directed by Joseph Pevney.

STORY: French Foreign Legion captain Alan Ladd leads his patrol into a trap, everyone else is killed, and he is wounded. When he revives, Arlene Dahl has him in her tent. She asks his aid, and he then passes out. When he comes to, the Legion has found him near his fort. Fellow officers Leon Askin and Henri Letondal refuse to believe his story. When Ladd wants to lead a patrol to find a notorious raider, permission is refused. On the strength of a note handed him, however, Ladd leaves the post with sergeant Akim Tamiroff. He is brought to the city of Madara, hidden behind the mountains, where Dahl is identified as the daughter of ruler Oscar Beregi, once a member of the Legion but now head of the area. Beregi asks Ladd's aid in opposing Richard Conte, who yearns to take over the reigns. Ladd at first refuses, but when one of Conti's men attacks him, he decides to stay. Conti is identified as the raider the Legion wants. A duel is fought, and, although Ladd wins, Conte's men overpower him, and Conte takes over the city. Conte then prepares to murder another Legion force, but Ladd escapes, and his men arrive in time to save the day. Beregi is killed, and so is Conte. Vindicated, Ladd decides to stay in Madara with Dahl.

X-RAY: Packed with action, attractive color, the lure of the Legion, Ladd in a typical role, and a gorgeous Dahl, this should account for itself well. It doesn't travel in any new paths, but it is all done in a workmanlike manner, and audiences

should be satisfied. The screen play was written by Irving Wallace and Lewis Meltzer.

TIP ON BIDDING: Good price.

AD LINES: "Alan Ladd . . . Never More Rugged . . . Arlene Dahl . . . Never More Beautiful"; "What Was The Mystery Of The City Behind The Mountains?"; "The Foreign Legion . . . And The Year's Most Exciting Film."

Ma And Pa Kettle On Vacation (314)

COMEDY
75M.

ESTIMATE: Series entry will have the usual appeal.

CAST: Marjorie Main, Percy Kilbride, Ray Collings, Bodil Miller, Barbara Brown, Sig Ruman, Oliver Blake, Teddy Hart, Peter Brocco, Jay Novello, Larry Dobkin, Harold Goodwin, Ivan Triesault, Jack Kruschen. Produced by Leonard Goldstein; directed by Charles Lamont.

STORY: Marjorie "Ma Kettle" Main and Percy "Pa Kettle" Kilbride, on vacation in Paris, with Ray Collins and Barbara Brown, father and mother of their daughter-in-law, become involved in a spy ring after Kilbride is given a letter to deliver to Peter Brocco, who is found murdered. Sig Ruman heads the spy group after the letter. On advice of the authorities, Kilbride and Collins play straight, and lead the police and FBI men to the Ruman gang after Main and Brown have been captured. Everyone returns home after everything is straightened out.

X-RAY: This follows the "Kettle" pattern, it has a bit less of the hoke, but should account for itself well where the series draws. With the background more of Paris than the farm, this has less of the expected, although the spy angles are milked for laughs throughout. Where this series has done well, the new entry should account for itself okeh. In other spots, the result won't be anything different than heretofore. The story is by Jack Henley.

TIP ON BIDDING: Better price for the small towns.

AD LINES: "Spies On The Loose . . . But No Match For Ma And Pa Kettle"; "Call Out The Police . . . Call Out The FBI . . . Ma And Pa Kettle Are In Paris"; "Pa Wanted Some French Postcards . . . But All He Got Was Trouble."

MISCELLANEOUS

The Big Break

DRAMA
74M.

(Madison)

ESTIMATE: For the duallers.

CAST: James Lipton, Gaby Rodgers, Ellie Pine, Leona Powers, Doug Taylor, David Thomas. Produced and directed by Joseph Strick.

STORY: James Lipton, shipping clerk inclined to daydreamings, meets Gaby Rodgers at a mountain resort, and learns she is engaged while she accuses him of being a phony. Back in New York, he continues to see her. She breaks her engagement, and, in an effort to impress her with his executive ability, he fouls things up, and gets fired. After stalling and looking for a job that suits his ability, he finally takes a door-to-door sales job. They split up, and Lipton becomes involved in gambling. Eventually, family responsibilities crowd in on him, and again he tries to bluff his way out. Finally, he is arrested and this sobers him, especially when he finds Rodgers waiting for him.

X-RAY: This is strictly for the lower half. While the newcomers in the cast contribute okeh performances, this is material for the duallers. The story is from the play, "All You Need Is One Good Break", by Arnold Manoff.

AD LINES: "Meet Martin Ross, Who Stopped At Nothing In His Lust For Power And Women"; "All He Dreamed Of Was 'The Big Break'"; "A Cast Of Newcomers In A Picturization Of A Broadway Hit."

Triorama (3-D)

COMPILATION
PANORAMA
36M.

(James Mage)
(Color)

ESTIMATE: Compilation of three-dimensional subjects should have novelty value in some situations.

CREDITS: "Sunday In Stereo", filmed by David Mage and Milton Fruchtmann; "Indian Summer", filmed in North Dakota by Ernest Wildi, who also filmed "American Life"; "This Is Bolex Stereo", filmed by Larry Croylius, Harold Reiff, Ewing Kraining, and Professor John F. Storr.

STORY: "Sunday In Stereo"—Seen are Rockaway's Playland Amusement Park, Queens, L. I., and its roller coaster in action, scenes at the zoo, and the George Washington Bridge. "Indian Summer"—An Indian shoots an arrow at the camera, girls throw apples, water is splashed, etc. "American Life"—Baseballs are thrown toward the audience, tennis balls are lobbed, etc. "This Is Bolex Stereo"—Seen are a market place, native dancers, scenes in Hawaii, Florida, Guatemala, Haiti, Montego Bay, and Nassau, underwater scenes, and a view from a plane ride.

X-RAY: Here is another novelty entrant in the three-dimensional race with glasses again a necessity. This was seen at the Rialto, New York City, where a 16mm. print was thrown on a narrow screen. While some of it was effective, there was much that fell into the amateurish or home movie class. Some of the wide variety of subject matter showed up in good 3-D form, while others came off as just screen filler. This can be played as a novelty where exhibitors desire using one projector and a highly reflective screen. Plans are said to be in the works to blow up the film to 35mm.

AD LINES: "Thrills In Three-Dimension"; "A New Experience In Movie-Going"; "Something New In Entertainment."

The Shorts Parade

THREE REEL

Color Documentary

THE ALASKAN ESKIMO. RKO—Walt Disney. 27m. The Technicolor camera dwells colorfully on the Eskimo and on one group in particular. Spring finds some in the village building a house, constructing a whaleboat, children at play, men out hunting, women cooking, etc. The hunters return with food and a whale which is soon taken apart, and everything is used. When winter arrives, the villagers confine their activities to within the home until the snows and storms cease for the moment, at which time they replenish their supplies of wood, water, and fish, etc. When spring arrives, again, they hold a ceremony. EXCELLENT.

TWO REEL

Comedy

ONE TOO MANY. Columbia—Comedy Favorite Re-releases. 20m. When Leon Errol is led astray under the influence
(Continued on page 3483)

Alphabetical Guide

(Continued from page 3484)

WAR OF THE WORLDS, THE—84m.—Paramount.....3479
 WAY OF A GAUCHO—91m.—20th-Fox3391
 WHALE HUNT, THE—55m.—Artkino3434

WHEREVER SHE GOES—80m.—Mayer-Kingsley3441
 WHITE LINE, THE—74m.—Lux3441
 WIDE BOY—67m.—Realart3457
 WILLIE AND JOE IN BACK AT THE FRONT—
 87m.—U-I3383
 WINNING OF THE WEST—57m.—Columbia.....3454
 WOMAN'S ANGLE, THE—85m.—Stratford3434
 WOMEN OF TWILIGHT—89m.—Romulus3472

WORLD FESTIVAL OF SONG AND DANCE—
 78m.—Artkino3434
 WYOMING ROUNDUP—53m.—Monogram3421

Y

YANKEE BUCCANEER—86m.—U-I3383
 YELLOW SKY—98m.—20th-Fox3422
 YOUNG CHOPIN—98m.—Artkino3447
 YUKON GOLD—62m.—Monogram3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3482)

of the bottle, he falls from the good graces of his wife, and, to make matters worse, runs afoul of the law putting a tough policeman on his tail. Errol and his partner in crime execute a round of merry pranks, and he tops it off by impersonating a policeman. Dragged into court, he is shocked back to sensibility when he sees the stern figure of his wife awaiting him. FAIR. (5434).

PARDON MY WRENCH. RKO—Gil Lamb Comedies. 16m. Calling on his fiancée, Gil Lamb finds his chief competitor, George Wallace, helping his girl's father, Andy Clyde, with some household handiwork. When Wallace tells the father that he would not be able to install a new garbage disposal unit, the girl, Carol Hughes, in order to impress her father with Lamb's handiwork, urges Lamb to try it. He floods the house, ruins the sink, and gets Clyde fined by the building inspector. On this note, Clyde breaks the sink over Lamb's head. FAIR. (33604).

YUMPIN YIMINY. Columbia—Comedy Favorite Re-releases. 17m. When first reviewed in THE SERVICISION of April, 1941, it was said: "El Brendel gets embroiled with a super-Raffles, and unwittingly helps him swing a jewel robbery. FAIR." (5435).

Color Documentary

THAR SHE BLOWS. Warners—Specials in Technicolor. 19m. The cameras follow a South American whaling expedition to the Antarctic. The fleet, consisting of killer ships and a factory ship, encounters icebergs, storms, and then blue whales, biggest monsters of the deep. Shooting them with harpoon guns, etc., proves mighty interesting, and even thrilling, footage. EXCELLENT. (9005).

Documentary

THE PO RIVER VALLEY. U-I—The Earth And Its Peoples. 20m. Seen is the daily routine life in a small farming town in the rich Po Valley in Italy. The town rises early, and the people get about their daily duties. At least one son from a family follows his father's occupation, and passes it on. Because of the abundant water supply and the consequent cheap power, industrial towns have grown up in this region. There are some steel mills and textile factories. The rich farms on the outskirts of the towns produce the food-stuffs that are sold regularly in the village market place. GOOD. (8365).

Musical

PLANTATION MELODIES. Warners—Classics of the Screen. 20m. When first reviewed in THE SERVICISION of May, 1945, it was said: "Starring Craig Stevens, this tells the life of Stephen Foster. Various highlights of the composer's career are shown, and the following songs are presented: 'Come Where My Love Lies Dreaming', 'Open Thy Lattice', 'Love', 'Old Uncle Ned', 'Oh, Susanna', 'De Camptown

Races', 'Old Dog Tray', 'Jeannie With The Light Brown Hair', 'Old Black Joe', 'Old Folks At Home', and 'Beautiful Dreamer.' GOOD." (9105).

Serial

JUNGLE DRUMS OF AFRICA. Republic Serial in 12 chapters. Clay Moore, Phyllis Coates, Johnny Spencer, Roy Glenn, John Cason, Henry Rowland, Steve Mitchell, Bill Walker, Don Blackman, Felix Nelson, Joel Fluellen, Bill Washington, Tom Steele, Robert Davis, Roy Engel, Bob Johnson. Associate producer, Franklin Andreon; directed by Fred C. Brannon. Written by Ronald Davidson. Episode One, "Jungle Ambush." 20m. Clay Moore and his assistant, Johnny Spencer, arrive in Africa to develop uranium mining properties on tribal land of native chief Bill Walker. They meet John Cason, foreign agent, but do not suspect him until he sabotages their jeep. They are menaced by animals, and attacked by natives acting under Cason's orders. They are rescued by Phyllis Coates, whose late father was a missionary with Walker's tribe. Moore and Spencer go to Henry Rowland's trading post to buy a truck to replace their jeep. Natives stirred up by Cason apparently blow up the truck while it is enroute to the village. This shapes up as the usual serial stuff, and should appeal to the kids. There isn't much suspense aroused in the first chapter, but there is a fairly good portion of action. FAIR.

ONE REEL

Color Cartoons

THE DOG THAT CRIED WOLF. U-I—Walter Lantz Cartoons. 6m. Snagle Tooth, the wolf, has been terrorizing the mountainside, running off with the sheep. One farmer gives his sheep dog a whistle to call the master if Snagle Tooth shows up. The dog blows a few false alarms. When the wolf finally shows up, with a mobile unit converting the wool into garments, the whistle is ineffective in calling the master. The general uproar finally brings the master running with gun in hand, and Snagle Tooth is routed. FAIR. (8323).

FOWL WEATHER. Warners—Merrie Melodies. 7m. Tweetie, the canary, is left by the elderly country woman in charge of Hector, the bull dog, while she goes to market. The cat, disguised as a scarecrow, goes on the prowl. Tweetie gets out, looks around the farm, and hides from the cat with the chickens. The cat tangles with the rooster, who beats him up. Hearing the lady of the house returning, the bull dog paints the cat yellow, and puts him in Tweetie's cage. The nearsighted old lady doesn't know the difference. Tweetie comes up, sees the cat in the cage, and says "I Taut I Saw A Putty Tat". FAIR. (9713).

FRIGHTDAY THE 13TH. Paramount—Casper Cartoons. 7m. It's Friday the 13th, and the local ghosts go about their mysterious duties, but Casper, unwilling to

scare people, goes out to find a friend. Another outcast, a black cat, befriends him, and they join in a search for good luck objects. In the course of their search, however, they scare everyone. FAIR. (B12-2).

STARTING FROM HATCH. Paramount—Noveltoons. 7m. When mama Duck goes shopping, she leaves her huge egg unattended, and the fox takes it home having an omelet in mind, but he changes his plans when Baby Huey emerges, and tries for duck dinner, instead. Huey, however, proves indestructible, and takes all the attempts at putting him on the dinner plate good naturedly, thinking that the fox is his mother. The fox gives up after everything backfires, and Huey's real mother returns. GOOD. (P12-3).

Novelty

FIGHTING FINS. RKO—Sportscope. 8m. Off the northeast coast of New Zealand vigorous deep sea Marlin fishing is unexcelled. Under strict international regulation, the fighting sea champions are given every sporting chance against the fishermen's hooks. Great, too, is the satisfaction of receiving the official records of the fish's weight. GOOD. (34311).

HIGH SCHOOL HI-JINKS. Paramount—Pacemakers. 10m. The camera visits Hempstead, L. I., High School, where a production is made out of band participation and cheer leader activities at school sport events. Shown are the arduous rehearsals, the different types of skills involved from baton-twirling, fancy dance steps, limbering up routines, etc. GOOD. (K12-4).

SKY POLICE. U-I—Variety Views. 9m. Recounted is the story of an unpublicized air arm of the New York City Police Department, whose duties include rescue operations, errands of mercy, and tracking down criminals. This airborne constabulary makes its rounds in helicopters. Seen, too, is Police Commissioner George P. Monaghan on a tour of inspection. GOOD. (8343).

Color Sports

CHEYENNE DAYS. Warners—Sports Parade. 9m. In color, this features usual rodeo footage taken at Cheyenne, Wyo., including calf roping, wild horses, and brahma bull riding, etc. It is pretty familiar stuff although there are some good action shots. FAIR. (9506).

Sports

BRITANNIA'S ATHLETIC CADETS. Paramount—Grantland Rice Sportlights. 10m. In Dartmouth, England, the Admiralty operates the Royal Naval College for cadets. The demands upon the young men of high school age are rigorous. Aside from distinguishing themselves academically, the boys must be proficient in a number of strenuous sports, water polo, cricket, boxing, and rugby. Important and popular, too, among the students is skill in handling sailing dinghies. FAIR. (R12-5).

ALPHABETICAL GUIDE

To 295 Features Reviewed

Since The Aug. 27 Issue

(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALL ASHORE—80m.—Columbia	3469
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365

B

BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BANDITS OF CORSICA—81m.—UA	3481
BANDIT OF SHERWOOD FOREST, THE—87m.—Columbia	3477
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG BREAK, THE—74m.—Madison	3482
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLAZING FOREST, THE—90m.—Paramount	3389
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—UA	3433

C

CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CALL ME MADAM—114m.—20th-Fox	3480
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
CODE TWO—69m.—MGM	3478
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONFIDENTIALLY CONNIE—71m.—MGM	3454
COUNT THE HOURS—74m.—RKO	3469
CRIMSON PIRATE, THE—104m.—Warners	3373
CURTAIN UP—82m.—Fint Arts	3384

D

DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESERT LEGION—85m.—U-I	3482
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DESTINATION GOBI—89m.—20th-Fox	3470
DEVIL MAKES THREE, THE—90m.—MGM	3367
DEVOTION—84m.—IFE	3471
DOWN AMONG THE SHELTERING PALMS—87m.—20th-Fox	3481
DREAM WIFE—101m.—MGM	3478

E

EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389

F

FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FANGS OF THE ARCTIC—63m.—Allied Artists	3469

FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FLYING SQUADRON, THE—60m.—Republic	3480
FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G

GAMBLER AND THE LADY—71m.—Lippert	3429
GIRL WHO HAD EVERYTHING, THE—69m.—MGM	3478
GIRLS IN THE NIGHT—82m.—U-I	3446
GIRLS OF PLEASURE ISLAND, THE—95m.—Para.	3469
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462

H

HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCH-HIKER, THE—71m.—RKO	3445
HOAXSTERS, THE—36m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOOR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381

I

I BELIEVE IN YOU—96m.—Rank	3385
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454

J

JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369

K

KANSAS CITY CONFIDENTIAL—98m.—UA	3415
KANSAS PACIFIC—74m.—Allied Artists	3477

L

LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LIMELIGHT—141m.—UA	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LOVE ISLAND—66m.—Astor	3458
LUSTY MEN, THE—113m.—RKO	3390
LUXURY GIRLS—97m.—UA	3481

M

MA AND PA KETTLE ON VACATION—75m.—U-I	3482
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAGNETIC MONSTER, THE—76m.—UA	3470
MAHATMA GHANDI—TWENTIETH CENTURY	
PROPHET—80m.—AAAS	3471
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MARSHAL OF CEDAR ROCK—54m.—Republic	3470
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—110m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373
MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—82m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N

NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIAGARA—89m.—20th-Fox	3456

NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O

OF LOVE AND BADNITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
OLD OVERLAND TRAIL—60m.—Republic	3480
ON TOP OF OLD SMOKY—59m.—Columbia	3477
ONE GIRL'S CONFESSION—74m.—Columbia	3477
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P

PATHFINDER, THE—78m.—Columbia	3437
PETER PAN—76½m.—RKO	3455
PIMPERNEL SVENSSON—85½m.—Scandia	3471
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY EXPRESS—101m.—Paramount	3479
PONY SOLDIER—83m.—20th-Fox	3408
PORT SINISTER—65m.—RKO	3470
PRESIDENT'S LADY, THE—97m.—20th-Fox	3481
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROMOTER, THE—88m.—U-I	3385

R

RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S

SAN ANTOINE—90m.—Republic	3480
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SEMINOLE—87m.—U-I	3471
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SMALL TOWN GIRL—93m.—MGM	3478
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMBRERO—103m.—MGM	3479
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser	3464
STOOGE, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STORY OF THREE LOVES, THE—121m.—MGM	3479
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455

T

TANGIER INCIDENT—78m.—Allied Artists	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades	3464
TREASURE OF THE GOLDEN CONDOR—93m.—20th-Fox	3456
TRIORAMA—36m.—Mage	3482
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U

UNDER THE RED SEA—67m.—RKO	3390
UNDERSEA RAIDER—74m.—Manor	3471

V

VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3403

W

WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381

(Continued on page 3483)

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY-MARCH	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY	FEBRUARY
Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor)	Last Of The Comanches B. Crawford, B. Hale, (Technicolor)	The Tall Texan L. Bridges, M. Windsor, L. J. Cobb	Jeopardy B. Stanwyck, B. Sullivan, R. Meeker	The Stooge D. Martin, J. Lewis, P. Bergen, E. Mayehoff	Peter Pan Disney cartoon feature (Technicolor)	Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates	Niagara M. Monroe, J. Cotten, J. Peters (Technicolor)	Limelight C. Chaplin, C. Bloom (Chaplin)	The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor)	The Jazz Singer D. Thomas, P. Lee (Technicolor)
Tangier Incident G. Brent, M. Aldon	Target Hong Kong R. Denning, N. Gates, R. Loo		Rogue's March P. Lawford, J. Rule	Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	Angel Face R. Mitchum, J. Simmons, M. Freeman	The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made)	The Silver Whip R. Calhoun, K. Crowley, D. Robertson	The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men)	Girls In The Night P. Hardy, J. Holden, L. Freeman	I Confess M. Clift, A. Baxter, K. Malden
			The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor)	Sword Of Venus R. Clarke, C. McLeod, R. DeMarco		San Antonio R. Cameron, A. Whelan, F. Tucker	Treasure Of The Golden Condor C. Wilde, C. Smith, F. Currie (Technicolor)	Bandits Of Corsica R. Greene, P. Raymond, (Small)	The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (English-made)	
			Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	The Stars Are Singing R. Clooney, A. M. Alberghehetti, L. Melchior, J. Archer (Technicolor)			The Star B. Davis, S. Hayden, N. Wood			
MARCH	MARCH	MARCH	MARCH		MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
Jalopy Bowery Boys	The Member Of The Wedding E. Waters, J. Harris	Perils of the Jungle C. Beatty	Confidentially Connie J. Leigh, V. Johnson, L. Calhern	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman	Old Overland Trail, W R. Allen, V. Hall, S. Pickens	Taxi D. Dailey, C. Smith (Technicolor)	Destination Gobi R. Widmark, D. Taylor, (Technicolor)	Moulin Rouge J. Ferrer, C. Marchand, (Technicolor)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor)	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color)
White Lightning S. Clements, B. Bestar, S. Brodie	Prince of Pirates J. Derek, B. Rush (Technicolor)	Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England)	I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor)	Port Sinister J. Warren, L. Roberts		Down Among The Sheltering Palms W. Lundigan, J. Greer, D. Wayne (Technicolor)	Sheltering Palms J. Greer, D. Wayne (Technicolor)	Bwana Devil R. Stack, B. Britton, (Partly made in Africa)	Seminole R. Hudson, B. Hale, A. Quinn (Technicolor)	The Blue Gardenia A. Baxter, R. Conte, A. Sothorn
Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor)	Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made)		Battle Circus H. Bogart, J. Allyson, K. Wynn			Call Of The Wild C. Gable, L. Young, (Re-release)	Call Of The Wild C. Gable, L. Young, (Re-release)	Golden Arrow J. P. Aumont, (Foreign-made)	Gunsmoke A. Murphy, S. Cabot, (Technicolor)	
The Homesteaders B. Elliott, B. Allen, R. Lowry	On Top Of Old Smoky G. Autry, All Ashore M. Rooney, P. Ryan (Technicolor)					My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	Son Of The Renegade J. Carpenter, (Schwarz)		
	The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)									
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
The Marksman W. Morris, E. Verdugo, S. Jolley	The Glass Wall V. Gassman G. Grahame, R. Raymond	Bad Blonde B. Payton, T. Wright (English-made)	Sombreiro P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico)	Off Limits B. Hope, M. Rooney, M. Maxwell, E. Mayehoff	Walt Disney's All- Cartoon Festival Compilation of Disney cartoons	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor)	The President's Lady S. Hayward, C. Heston, F. Bainter	Ma and Pa Kettle On Vacation M. Main, P. Kilbride	Ma and Pa Kettle On Vacation M. Main, P. Kilbride	Trouble Along The Way J. Wayne, D. Reed, C. Coburn
Cow Country E. O'Brien, H. Westcott, P. Castle	Jack McCall, Desperado G. Montgomery, A. Stevens, D. Kennedy (Technicolor)	Chu Chin Chow A. M. Wong (English-made) (Re-issue)	Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor)	The Girls Of Pleasure Island D. Taylor, A. Dalton, E. Lanchester L. Genn (Technicolor)	Blood On The Moon R. Mitchum, B. Bel Geddes, R. Preston (Reissue)	Call Me Madam E. Merman, G. Sanders, D. O'Connor (Technicolor)	Call Me Madam E. Merman, G. Sanders, D. O'Connor (Technicolor)	Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard	Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard	The System F. Lovejoy, J. Weldon, D. Seymour
	One Girl's Confession H. Hads, C. Moore		The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell	Count The Hours T. Wright, M. Carey		Man On a Tightrope F. March, T. Moore, C. Mitchell, G. Grahame (Made in Germany)	Man On a Tightrope F. March, T. Moore, C. Mitchell, G. Grahame (Made in Germany)	Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)	Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)	House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)

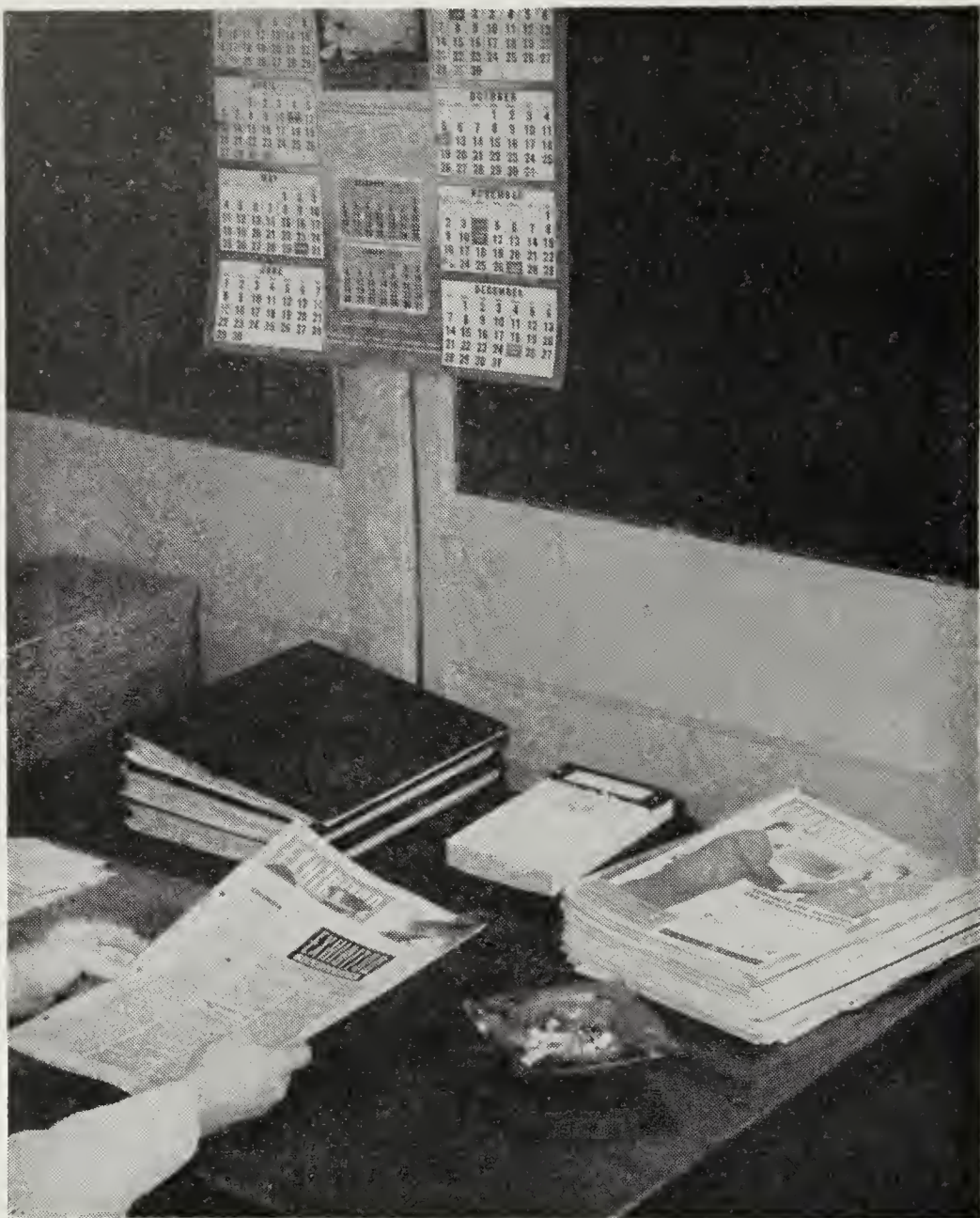
OBSERVANCES

Mar. 29—Palm Sunday
Mar. 31—April 1—Passover
April 3—Good Friday
April 5—Easter

REALART

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price (Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones (Reissue)
The Bandwagon—H. James (Reissue)
March—Salome, Where She Danced—Y. DeCarlo, R. Cameron (Reissue)
Abbott and Costello In Society—Abbott and Costello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien (Reissue)

April—The Flying Saucer—M. Conrad, P. Garison (Reissue)
The Atomic Monster—L. Cheney, A. Nagel (Reissue)
Dark Streets Of Cairo—S. Gurie, C. Zucco (Reissue)
Chinatown Squad—V. Hobson, L. Talbot (Reissue)



... the Biggest
\$200*
BARGAIN
in the Theatre Industry!

YOU MAY PAY MORE
... BUT YOU'LL NEVER
BUY BETTER . . . IN
TRADE PAPER SERVICE

... the Best . . . and the
Most Complete of all of the
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has all of these filing advantages:

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Intimate, interesting coverage by a corps of 100 correspondents, men and women who know, and live with, the folks who help make up the business in every territory, recording every activity.

NATIONAL NEWS •

Condensed, vibrant highlights of the national scene within our industry, not only recording the important happenings but presenting them in a style that is easy and quick to read.

EDITORIAL VIEWS •

Published by an independent exhibitor with nearly four decades of experience, the editorial policy reflects clear-eyed thinking that asks for a square deal and honest fair play for all.

HONEST REVIEWS •

With each reviewer instructed not to record his own entertainment preferences but to estimate what the picture will do at the boxoffice, the standard of reviews has been fearless, honest, and complete.

VENDING ADVICE •

Through EXTRA PROFITS, pioneer in the field of off-the-screen selling, this department has become a "must" for every exhibitor who wishes to get the most out of his confection department.

MANAGEMENT ADVICE •

PHYSICAL THEATRE, devoted to theatre management, brings, in a language every exhibitor can understand, the latest and most practical developments in the physical operation of theatres.

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The Pink Section, The Yellow Section, The Tip-Off On Business, The National Release Date Guide, STUDIO SURVEY, the weekly newsreel listing, are but a few of the regular weekly services.

AND PLUS SERVICES •

THEATRE OPERATING FORMS and THEATRE MANAGEMENT SYSTEMS are printed, fabricated, stocked and made available to Subscribers at virtually cost. Send for samples.

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EXHIBITOR



10 SOCK WEEKS, 4-STAR, L.A.! and
moves over to four 1st run houses!
7th SIZZLING STANZA, RIVOLI,
N.Y.! **SKY-HIGH BUSINESS** in
BOSTON, NEW ORLEANS,
ATLANTIC CITY, MIAMI
..... **EVERYWHERE.**

49 Number 20
Two Sections: Section One

MARCH 18, 1953

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **STUDIO SURVEY**

A Bert E. Friedlob Production Released by 20th Century Fox





ABOVE: This cover of LOOK will make showmanship history. Read about it below.

M-G-M SCORES ANOTHER FIRST!

A unique promotion idea for a great box-office attraction, M-G-M's sparkling TECHNICOLOR musical!

I LOVE MELVIN

THIS IS M-G-M's TIE-UP WITH **Look**:

- 1— The LOOK cover above featuring Debbie Reynolds is part of the story theme of "I LOVE MELVIN" and appears importantly in the production.
- 2— The same cover that appears in "I LOVE MELVIN" is on LOOK, issue of April 7th, out on March 24th.
- 3— The same issue carries a story about Debbie, Donald O'Connor and "I LOVE MELVIN."
- 4— LOOK will furnish magazine distributors with thousands of 2-color "I LOVE MELVIN" truck posters (size 44" x 28").
- 5— LOOK will distribute 50,000 "I LOVE MELVIN" newsstand cards.
- 6— LOOK field men and American News Company branches are at your service. Communicate with them.

26 MILLION PEOPLE SEE FILM'S HIGHLIGHTS ON T.V.

On Sunday, March 22nd, on Ed Sullivan's CBS "Toast Of The Town" the nation will see highlight scenes and hear musical excerpts from "I LOVE MELVIN." Seeing is believing. It's like a trailer in homes across America.

THE SHOWMANSHIP MUSICAL!

On March 14th NBC's "What's The Score" 3:30 P. M. will play the M-G-M Records Album. See the press book and use the live-wire ideas. From coast-to-coast the folks will be saying "I LOVE MELVIN."



M-G-M presents
"I LOVE MELVIN"
 Starring
DONALD O'CONNOR • DEBBIE REYNOLDS
 with
UNA MERKEL • RICHARD ANDERSON • ALLYN JOSLYN
 Color by **TECHNICOLOR** • Screen Play by **GEORGE WELLS**
 Additional Dialogue by Ruth Brooks Flippen • Story by **Loslo Vadnoy**
 Directed by **DON WEIS** • Produced by **GEORGE WELLS**



A TIEUP with the telephone company makes possible an arrangement whereby people dialing a publicized theatre number hear the theatre's program automatically, much the same as the weather and time are now available in some cities.



A BILL in the Wyoming legislature would bar drive-ins if built within one mile of any incorporated city or town. This can't mean that there is any shortage of land in the wide open spaces.



THIS DEPARTMENT'S vote for the bravest manager of the week goes to the western theatremen who saw a man forcing another, his rival for a girl, against the wall with a gun. He threw his overcoat over the man with the gun, and held him until the police arrived. The attraction was not "The Man Behind The Gun".



A SPECIAL note should be written for a western exhibitor who refused to wait for local pressure not to play a certain picture which is now being picketed in many spots. Rather, he carried the ball himself, announcing that just because one person associated with the production had certain ideas and ideologies, the others involved in making the film should not be boycotted. He also called attention to the fact that other actors, actresses, technicians, projectionists, doormen, theatre employees, etc., were dependent on the success of the picture for part of their living.

—H. M. M.

INDEX

VOL. 49, No. 20 MARCH 18, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"THE GIMMICK MAKES ITS RETURN"	4, 5
NEW YORK NEWS LETTER	10
THE INTERNATIONAL SCENE	12
THIS WAS THE WEEK WHEN	13
WHAT'S NEW IN 3-D	14
THE SCORE BOARD	16
PEOPLE	16
IN THE NEWSREELS	17
STUDIO SURVEY	SS-1—SS-4

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

Seen are some of the "Salame" coins which were sent to the trade by Columbia to promote the Technicolor feature, which stars Rita Hayworth.

EXHIBITOR

VOL. 49, No. 20



MARCH 18, 1953

Optimism In The Tax Fight

THE note of optimism sounded by Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Repeal Campaign Committee, under sponsorship of COMPO, to the effect that there is "a good chance" that the federal 20 per cent admission tax will be repealed at this session of Congress, should be heartening to those who have been in the forefront lining up Congressional and Senatorial support.

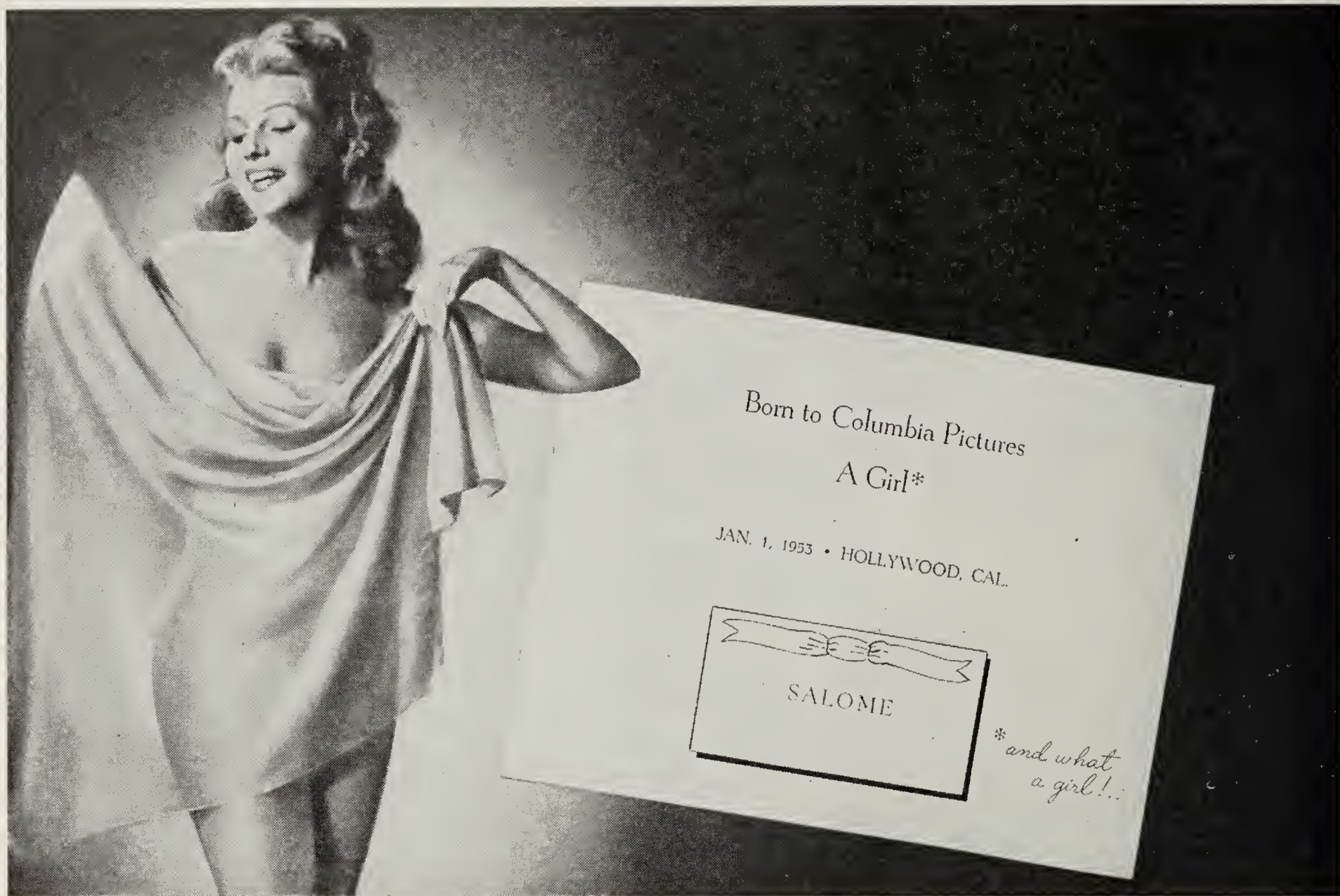
THE DECISION to back H.R. 157, introduced on the opening day of Congress by Representative Noah M. Mason, Republican, Illinois, a high ranking member of the Ways and Means Committee, as the bill which the trade endorses, also clarifies the atmosphere, and makes possible the direction of the industry's complete energies toward its passage.

CONCENTRATED effort is still a necessity. Every possible method should be used to line up proper support for the Mason bill. One exhibitor bulletin, for example, suggests that exhibitors have their landlords and bankers, partners and associates, as well as employees, also write to their Representatives.

THIS is not a campaign in which the help of the general public should be solicited. It is an effort which calls for concentration by those within the business.

WITH so many headlines devoted to 3-D, wide screen, and other developments, it would be easy to lose sight of the tax fight, but the elimination of the 20 per cent federal levy would aid every theatre, not just a few. In view of that, it behooves everyone to do his job, and immediately. As the committee in charge says, "We hope, therefore, that nobody in our business will be so pre-occupied with the future benefits of 3-D as to neglect the present danger of the admissions tax."

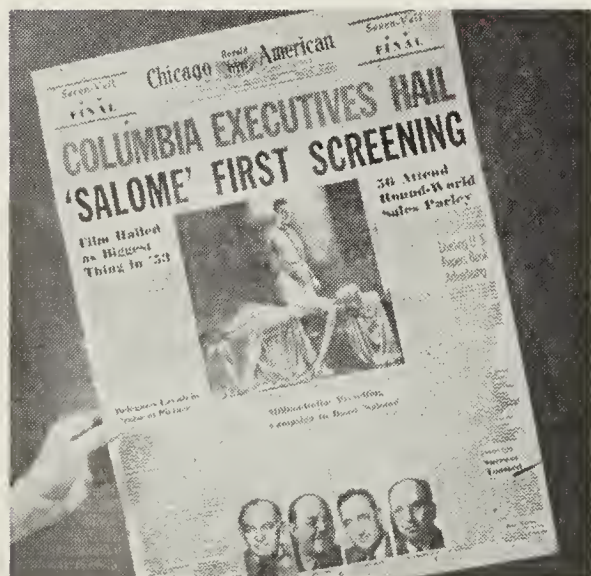
A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarian Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 8113 1/2 West Fourth Street, Los Angeles 48, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibsan, circulation manager; George Nanamaker and Mel Kane-coff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



COLUMBIA HERALDED THE COMING OF "SALOME," ITS RITA HAYWORTH STARRER IN TECHNICOLOR, WITH THIS NOVEL BIRTH ANNOUNCEMENT.

The "Gimmick" Makes Its Return

In Pre-Selling "Salome", Columbia Is Emphasizing A Merchandising Idea That Usually Pays Off Well



This special edition of The Chicago Herald-American was put out during the recent Chicago Columbia sales meeting to discuss "Salome."

AN old friend, the "gimmick", absent for some time from the merchandising scene, has returned, and its use in connection with the long-range buildup for Columbia's "Salome" is an important factor in its exploitation.

First engagement of "Salome" will be in New York's Rivoli, where the Technicolor film, referred to by the company as "the most important picture ever to be released by Columbia", will get the benefit of a swanky first-night bow.

Back of this lies a carefully thought-out advertising and promotion campaign, planned to reach the greatest number of people possible as many times as practical before the beginning of the first engagement. Columbia has made no secret of the fact that the overall cost of this promotion effort will run in the neighborhood of a million dollars, and, recognizing in its possession a production with a tremendous potential gross, it has resolved

to put all of the efforts of its far-flung and expert staff into the task of attracting as many patrons as possible.

Important in this king-sized campaign is the return of the "gimmick." A more Websterian definition would be "unusual device designed to attract and retain the attention and interest of all with whom it comes in contact," and the "gimmicks" employed by Columbia will do just that to the ultimate.

On these pages are seen some of the reminders sent by the company to exhibitors, newspapermen, radio, and television big-wigs. The devices are many and diverse, ranging from a three-foot long calendar which lists all of the important dates in the campaign, to a lucite paper-weight in which is imprisoned the portrait of the star, Rita Hayworth.

They are all different, and yet they are all alike in that they keep repeating "buy, book, see, and sell 'Salome'."



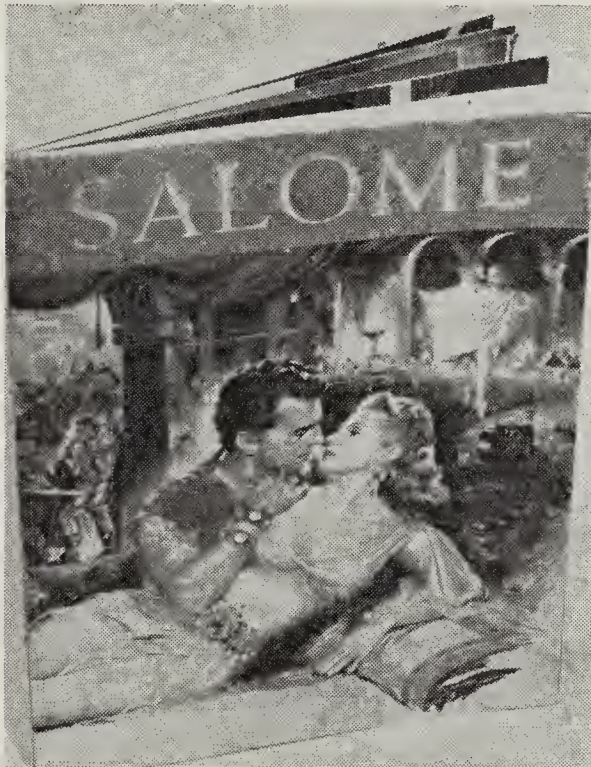
This glass paperweight was distributed to the trade as one of the many novel methods Columbia is using to draw attention to its "Salome."



Advertising media director Sid Schaefer in New York looks over a collection of the many national magazines involved in the "Salome" ad campaign.



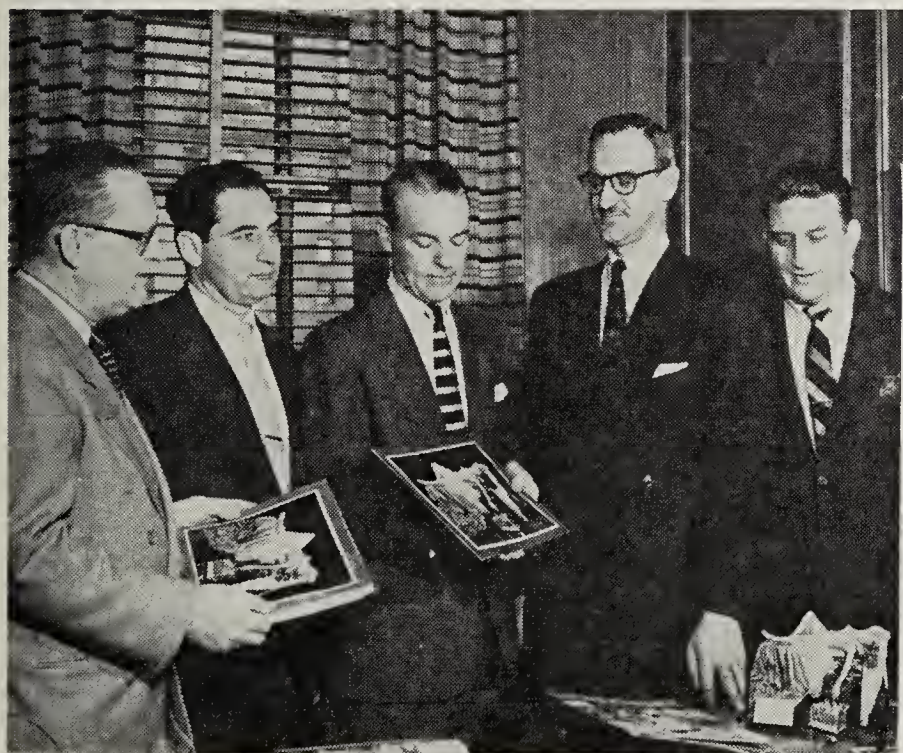
Monty Salmon, managing director, Rivoli, New York, scene of the forthcoming world premiere of "Salome," points out one of the eight light boxes he is using to one of his patrons. Salmon is certain the premiere will be quite an event.



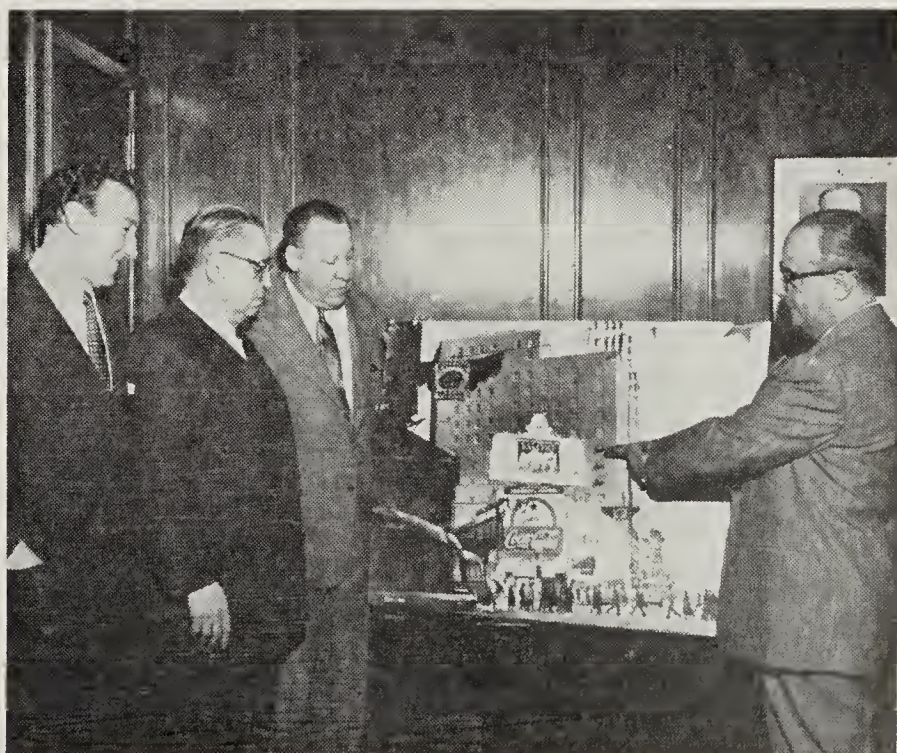
The above souvenir book, containing inside stories about the making of "Salome" and many of the scenes from the film, will be sold in all theatres playing the Columbia feature. Miss Hayworth and Stewart Granger are on the cover.



Columbia exploitation manager Al Rylander and Seymour Lipton, Flexees, Inc., in New York look over the "Salome" bathing suit to be used in a joint promotion campaign keyed by a 148-city beauty competition publicizing "Salome."



Art Grosbart, Decca Records, in New York goes over plans for a "Salome" album of sound track excerpts with Columbia executives. Noted, left to right, are Everett Walsh, art director; Rylander; Howard LeSieur, advertising-publicity director; Grosbart, and B. Ferguson, LeSieur's assistant.



Rube Jackter, Columbia's assistant general sales manager, in New York points out the effectiveness of the "Salome" billboard in Dallas to sales executives George Josephs, Louis Weinberg, and Irving Wormser. Similar billboards have been spotted in other key cities soon playing the film.

TOA Blasts Distributors On Film Rentals

Terms Called "Unrealistic, Economically Unsound, And Unjust"; Republic Rapped On TV Sales; Starr Going To Europe For Survey

NEW YORK—The Theatre Owners of America last week got off a blast at distributors for putting their top product in the "unrealistic film rental" class "especially at a time, when at long last, there are available a group of pictures which have a probability of increasing boxoffice."

The statement, which was issued by Walter Reade, executive vice-president, TOA, at a press conference attended also by Alfred Starr, president, and Herman Levy, counsel, also stated, "We feel that this practice is economically unsound, and is unfair and unjust."

It continued, "We feel, too, that while there is no substantial evidence before us of concerted action by the distributors in the employment of this practice, the end result is that exhibitors are being asked by almost all of the distributing companies to agree to film rental terms that leave them no alternative but to increase their customary admission prices."

Said Reade: "The decision of the courts in U. S. vs. Paramount et al., and the decree entered therein, all had as a major basis of their philosophy that the distributors were not to compel nor to control admission prices."

"The current practice of demanding unrealistic film rental is, in our opinion, bringing about indirectly what the law has declared to be illegal if done directly. It cannot be that the courts and the Department of Justice expected this development to occur nor that they will condone it. It has become increasingly clear that the continuation of this policy by distribution will drive exhibitors to seek relief from the Department of Justice."

Reade said that a film buyer is finding it almost impossible to negotiate for top product to be released over the next three months because of the terms set, and he included such films as "Peter Pan", "Hans Christian Andersen", "Moulin Rouge", "Bwana Devil", "Salome", and "Call Me Madam", with several others about to fall into that category, he declared. While it has been the policy of TOA to stay away from protesting to outside agencies, but rather hope to work out their problems by negotiations, it was felt that if the individual members can't resolve their problems that way, they must of necessity turn elsewhere for assistance.

While it's true that no exhibitor is actually forced to buy any of the aforementioned pictures, by the same token, it was brought out, an exhibitor can't maintain his position in an area by ignoring pictures of the type mentioned. Exhibitors these days are so hard pressed that they are willing to do anything, and the policy of not attempting to take care of customers on the part of distributors is a shortsighted one which is driving many out of business.



Seen at the recent benefit performance of MGM's "Lili" at the Trans Lux 52nd Street, New York, for the North Shore Hospital, L. I., are Jinx Falkenburg; Mrs. Vincent Impellitteri, wife of New York's mayor; Leslie Caron, starred in "Lili," and Silas F. Seadler, MGM, adv. manager.

20th-Fox Shows Its Cinemascope

HOLLYWOOD—20th-Fox yesterday (March 17) started showing its CinemaScope wide screen system in a series of demonstrations for studio heads, the press, exhibitors, and other executives representing all phases of the industry.

The first in a week-long series of CinemaScope showings was for the trade and lay press, followed by scheduled demonstrations for theatre owners and operators, circuit heads, and independent theatremen.

Making up a major segment of the premiere program was a test reel showing scenes from Frank Ross' production of "The Robe."

Spyros P. Skouras, president, and Al Lichtman, director of distribution, came in to consult with Darryl F. Zanuck, studio production chief.

Earl I. Sponable, research head, 20th Century-Fox also came in.

If the distributors don't exercise reason in their dealings, and exhibitors do seek assistance from the government or the courts, then everyone will be in trouble, it was felt, and the result could be restrictive to the extent of government licensing or other control. Reade, too, labeled as "shortsighted" the free distribution of Republic product to television in open competition to theatres, and he hoped the other distributors would be more cautious.

Starr, who left for Europe after the conference, expects to investigate various 3-D systems abroad, confer with exhibitors, and look at product in the various countries, and he wouldn't be at all surprised if eventually some of the films made abroad couldn't replace some American product, especially with the wider use of dubbing, the greater use of American personalities, etc. He also thought highly of the recent merger between United Paramount and American Broadcasting Company, which bears out his thought that the two media can exist side by side.

Business Average In Broadway Area

NEW YORK—Despite the arrival of some new product on the scene, business in the Broadway first-runs continued just about average last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"SHE'S BACK ON BROADWAY" (WB). Paramount, with stage show, claimed \$51,000 for the opening week.

"PETER PAN" (RKO-Disney). Roxy, with ice show, reported \$52,000 for Wednesday through Sunday, with the fifth week expected to hit \$62,000.

"THE STORY OF THREE LOVES" (MGM). Radio City Music Hall, with stage show, garnered \$76,000 for Thursday through Sunday, with the second session heading toward \$112,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$13,000 for the 16th week.

"THE STAR" (20th-Fox). Rivoli expected the seventh week to reach \$10,000.

"ANNA" (IFE). Globe reported that the fourth week would go to \$18,000.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated the seventh week at \$18,000.

"THE STARS ARE SINGING" (Para.). Astor claimed an opening week of \$17,000.

"CITY BENEATH THE SEA" (U-I). Loew's State expected the opening week to reach \$28,000.

"MOULIN ROUGE" (UA). Capitol was heading toward \$50,000 on the fifth week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported \$12,000 for the 12th week.

AMPA School May Continue

NEW YORK—At the annual membership luncheon last fortnight, a resolution calling for the continuation of the Associated Motion Picture Advertisers' school was passed.

Lichtman Praises 20th-Fox-TV Tieup

NEW YORK—With the first program launching the two-year agreement between 20th-Fox and the CBS Ed Sullivan "Toast of the Town" making its debut, Al Lichtman, director of distribution for the film company, last week forecast a new era of cooperation between the two entertainment media in the joint effort to bring fine entertainment to the American public.

Lichtman, in charge of sales for the film company, termed the agreement "a great boon to both television viewers and motion picture audiences who now can share the accomplishments of both media." Under the agreement, 20th Century-Fox productions will be highlighted in advance of release by the showing of dramatic or production highlights on the widely-viewed Sullivan show.

The Kind Of Picture That Made This Business Great! It Will Make Your Business Great

because it has scope, spectacle, heroism
and all those extra values needed today!


PARAMOUNT'S

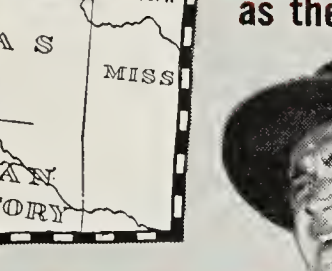
PONY EXPRESS


**CHARLTON
HESTON**
as Buffalo Bill


**JAN
STERLING**
as the camp-girl

Color by
TECHNICOLOR


**RHONDA
FLEMING**
as the adventuress


**FORREST
TUCKER**
as Wild Bill Hickok

Directed by JERRY HOPPER
Screenplay by
CHARLES MARQUIS WARREN
Based on a Story by Frank Gruber
Produced by Nat Holt

THINGS COMING!
3-D SANGAREE
Color by Technicolor
George Stevens' SHANE
—in July
Color by Technicolor

SMASH PARAMOUNT PRESELLING TIMED TO MAY DATES

Campaign includes 4-color comic-section newspaper ads in 38 major markets, each tied to local engagement, and reaching total circulation in excess of 16 million. Watch the trade papers for important announcement of continent-spanning exploitation that will penetrate every boxoffice area...

Trade Warned Against Tax Fight Letdown

COMPO Co-chairman Pinanski Praises Efforts of McGee And Cole; California Congressman Supporting Drive

MIAMI, FLA.—Praising the work of the National Tax Repeal Campaign Committee, Sam Pinanski, co-chairman, Council of Motion Picture Organizations, cautioned the industry last week, against any slackening of its efforts to obtain exemption from the federal 20 per cent admission tax.

Pinanski said Colonel H. A. Cole and Pat McGee, co-chairmen, National Tax Committee, had done "a marvelous job" in uniting the industry behind the campaign.

"Never before," he said, "has this industry been so unified in backing anything as it is in support of the tax campaign. For this accomplishment alone, Cole and McGee are entitled to the gratitude of everyone in our business, but the job is not yet completed. The committee will continue to need help in getting the Mason Bill through Congress. It is to be hoped, therefore, that everybody in our business will hold himself in readiness to give whatever further assistance may be necessary to these men who are performing such a monumental task."

"Despite all the talk about 3-D and other innovations, the tax campaign is still the No. 1 project before our industry, and nothing must be left undone if this project is to be successful."

Pinanski is one of the three co-chairmen governing the Council of Motion Picture Organizations. The two other co-chairmen are Trueman T. Rembusch and Al Lichtman.

Meanwhile, it was learned that California Congressmen are supporting the Mason Bill, according to Burton I. Jones, LaMesa, Cal. Jones, president, Southern California Theatre Owners Association, spent two days in Washington conferring on the admission tax with members of the California Congressional delegation. He said all the Congressmen he talked to were well aware of the industry's need for tax relief, and were prepared to vote for the Mason Bill. Representative J. E. Van Zandt, Republican, Pennsylvania, speaking on the floor of the House last week in support of his measure calling for outright repeal of the 20 per cent theatre amusement tax, called the tax "regressive because it is drying up a source of revenue."

He further said the levy is slowly but surely killing off the motion picture theatre business. "Theatres cannot continue to operate in opposition to television if they are to be hampered by the present 20 per cent excise tax," Van Zandt said. He reported that, in Pennsylvania alone, 225 theatres had been forced to close, largely due to the federal tax, and emphasized that the closing of theatres decreases the business done by other merchants in an area, with a consequent decrease in business values.



Columbia general sales manager A. Montague shows assistant sales manager Rube Jackter and executive vice-president Jack Cohn the inscribed silver bowl presented to him at a recent luncheon in New York to commemorate his 20th anniversary as company sales manager, longest tenure in that office in the history of the industry.

Hughes Stock Back In Trust

NEW YORK—Howard Hughes' RKO Theatre stock has been put back in trust with the Irving Trust Company under an agreement between the Justice Department and attorneys for Hughes, it was learned last week.

In Hollywood, Eli and Mary Castleman, doing business as Wolverine Corporation, filed an amended complaint in federal court against Hughes, RKO Pictures, Inc., RKO Radio Pictures, Inc., and the Chase National Bank, eliminating former charges regarding "The Outlaw" and making additional charges designed to prove that Hughes managed the company by whim.

IA Seeks Exemptions' End

LAS VEGAS, NEV.—The executive board of IATSE, meeting last week, directed Richard F. Walsh, president, to push the drive to get Congress to end tax exemptions of stars working overseas for 18 months.

Astor Now 100 Per Cent

NEW YORK—R. M. Savini, president, Astor, announced last week that, with the addition of new franchise holders in Des Moines and Denver, Astor now has 100 per cent distribution coverage.

Prospectus Shows Cinerama Progress

NEW YORK—A prospectus offered last week in connection with the offering of \$2,000,000 in four per cent convertible debentures of Cinerama, Inc., revealed that "This Is Cinerama" grossed \$542,889 after admission taxes in its first three months at the Broadway. Net proceeds between October and December totalled \$181,946, current operating costs for the period were \$289,398, while \$71,545 of a total of \$90,090 of pre-opening operating costs were charged off during the period. Balance of pre-opening costs were charged off at the rate of \$4,000 weekly.

Cinerama, Inc., receives 25 per cent of the Broadway operation, controlled by Cinerama Productions, \$45,847 in the three-month period. Gross receipts for January were \$182,006, compared with \$191,957 in December, \$176,677 in November, and \$174,256 in October. Cost of installing Cinerama equipment in the Broadway was about \$80,000, exclusive of the cost of the equipment. The first four sets of exhibition equipment manufactured will cost about \$75,000 per set. Cinerama Productions' second film is now in work, and third is soon to be started. Up to \$1,000,000 is available for production costs of the second feature under an agreement signed by Frank W. Smith, Dudley Roberts, Jr., Lowell Thomas, Louis B. Mayer, Merian C. Cooper, Alger B. Chapman, and Thomas Perkins.

The debentures, due on March 1, 1958, in denominations of \$100, \$500, \$1,000, and any multiple of \$1,000 approved by the corporation, are offered at par for the first 30 days, and, after that, at par plus accrued interest. Proceeds will be used to finance Cinerama equipment to be installed in additional theatres, production equipment, an advance to Vitarama to finance a program to increase Cinerama patent protection, and possibly a research program to improve the process.

At the annual stockholders' meeting, Hazard E. Reeves, president, announced that the company plans to equip 24 additional theatres this year.

The success of the new medium has amazed the entire industry.



Seen at the gala dinner recently in New York, celebrating Adolph Zukor's 80th birthday and 50th year of service, were Mayor Impellitteri, Barney Balaban, Paramount president, Mrs. Zukor, and Zukor.

LOOKS LIKE EVERYBODY'S COMING TO OUR HOUSE APRIL 10TH

DOMESTIC SERVICE	
Check the class of service desired; otherwise this message will be sent as a full rate telegram	
FULL RATE TELEGRAM	SERIAL
DAY LETTER	NIGHT LETTER

INTERNATIONAL SERVICE	
Check the class of service desired; otherwise this message will be sent at the full rate	
LETTER	LETTER GRAM

WU PD NEW YORK NY MAR 5 1953 832 P

JACK WARNER
WARNER BROS. STUDIO
BURBANK CALIFORNIA

DEAR JACK: ALL OF OUR ZONE MANAGERS AND HOME OFFICE STAFF SAW THE FOOTAGE OF THE HOUSE OF WAX THIS AFTERNOON AND ALL ARE UNANIMOUS IN THEIR ENTHUSIASM OF THE WONDERFUL PROGRESS AND ADVANCEMENT OVER ANYTHING YET SEEN. THE THIRD DIMENSION WAS SO VIVID AND THE USE OF THE MEDIUM ITSELF SHOWED SUCH ADVANCEMENT THAT IT REALLY JUSTIFIES ALL OUR HOPES ABOUT THE FUTURE OF THIS METHOD OF ENTERTAINMENT. UNQUESTIONABLY WARNER HAS AGAIN PIONEERED AND ADVANCED THIS NEW METHOD OF PRESENTING A STORY. CONGRATULATIONS AND THANKS.

SI FABIAN

WARNER BROS.
PICTURES PRESENTS
"HOUSE OF WAX"
Photographed in
NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR
Starring
VINCENT PRICE
FRANK LOVEJOY
PHYLLIS KIRK
CAROLYN JONES • PAUL PICERNI
Screen Play by
CRANE WILBUR • BRYAN FOY • ANDRE DETOTH
Produced by
Directed by

THE FIRST FEATURE
PRODUCED BY A
MAJOR STUDIO
IN 3-DIMENSION
WARNERCOLOR



**WORLD
PREMIERE**
at the
**PARAMOUNT,
N. Y.**
APRIL 10th
FOLLOWED IMMEDIATELY
THROUGHOUT THE
UNITED STATES, CANADA
AND
GREAT BRITAIN!

New York News Letter

— By Mel Konecoff —

PRODUCER Samuel Goldwyn at an interview last week came out, and called a spade a spade, turned around, and took a tough, determined stand with exhibitors who have been blasting him and others for indirectly forcing exhibitors into advanced admission prices. He wanted to know whether exhibitors protest higher prices for food, rent, etc., as they do the price of film. Said he, "I think they have a nerve."



KONECOFF

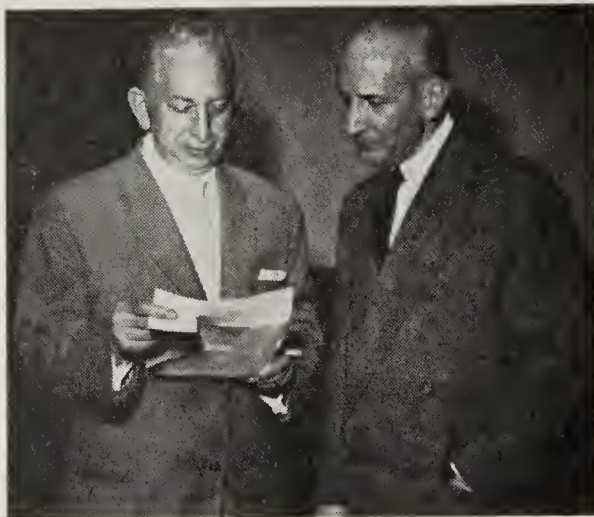
He stated, definitely, that "Hans Christian Andersen" will be sold at advanced admission prices, and defied anyone to try to force him to sell the picture otherwise. Not only will prices be advanced at all engagements, but there will be a minimum price set of 50 cents for children, he said. He is incensed at stories that children were either being permitted entry free or for the absurd price of nine cents. That's what the man said.

On the subject of exhibitors, Goldwyn, too, had a few observations. He blamed their attitude on their "ignorance" of the production and price picture in Hollywood, and thought that they should stick to running their theatres instead of running to Washington all the time. He hinted that exhibitors would like to play pictures for nothing, and then be guaranteed a profit, and he thought that exhibitor "brains" of that nature won't help 3-D or the industry. He did, however, think that there were some "fine" exhibitors in the country (whether or not these bought "Andersen" or not, we know not).

"Andersen", which cost about four million, negative, needs about eight millions returned before a profit showing commences, and the producer estimated on the basis of the several score dates thus far, the film should gross between seven and eight millions domestically.

He reported that he had no trouble doing business with the picture, which is one of his biggest successes. Audiences are more selective in their tastes today, he thought, and the picture-going habit has been eliminated, with the public wanting to see good films, making up their minds before they go to the theatre. They are not too concerned with the price, coming to see a film they like, regardless of the boxoffice rate, he declared.

At present, the producer is working on two secret-type projects being developed story-wise, but as for actual production, this is being held up pending the outcome of the present dimensional squabble. With regard to the latter, he is not too excited about any of the dimensions he has seen



Harry Foster, left, Columbia executive, is seen with producer Emerson Yorke at a recent preview screening and reception in New York of "Legion at the Bat," film about American Legion baseball, which Yorke produced for Columbia release in association with the National Americanism Commission of the American Legion.

to date, not having witnessed CinemaScope.

Goldwyn thought that the industry today was in a state of "flux", and neither 3-D nor anything else will change the fundamentals of picture-making, which include a good story, the dominating factor once the novelty has worn off. He felt that, as yet, there is no real third-dimensional system, and there still is a great deal of work to be done in this field. He did not believe that any system in which glasses are needed is the final answer. He did feel that with all the work being done, that a uniform system will be developed that will give the public all the advantages of sound, and color, plus a new dimension. He also foresaw larger audiences and a greater future for motion pictures than ever before.

The producer expected to make a trip abroad, visiting England, Italy, Germany, France, Sweden, and Denmark, and exploiting "Andersen", getting away on April 22.

ASSOCIATION REPORT: Wilbur Snaper, president, Allied of New Jersey, as well as of National Allied, reported that at a meeting of the state unit, full attention was being paid to several bills pending in the New Jersey legislature, one which will permit local censorship, and the other which will put a 10 per cent state tax on sporting events to be shown via theatre television, with the latter putting the total boxoffice tax take at 30 per cent in theatres that would show theatre TV.

The campaign is being supervised by George Gold, chairman, legislative committee, who also advised the meeting of the progress being made in the fight on the 20 per cent federal admissions tax and of the intention to visit Congressmen to consolidate gains, and present evidence for relief.

Snaper also reported larger turnouts at meetings of late, with membership on the increase, especially evident every time a new film is classified under advanced admissions. He believed that the policies of the distributors were driving the exhibitors, both large and small, together like nothing else. These same policies were also forcing more and more theatres to close or curtail operations, and he cited one area in New Jersey in which eight

houses out of the 15 operating were either forced to shutter or to operate part time.

The meeting heard reports on 3-D exhibition from those who have gone through the phase, and a note of caution was heard, with listeners urged to proceed slowly before contracting for installation, etc. It was announced that a three-day convention will be held later this year in Atlantic City.

DRIVE NOTE: Spyros P. Skouras, president, 20th-Fox, and chairman, industry's drive for the American Red Cross for 1953, urged industry support at a luncheon attended by 100 industryites at the Metropolitan Club.

Skouras related some of the incidents he encountered in his recent trip around the world, especially in Korea, where he saw the Red Cross going about its normal job of saving lives of American servicemen, among other functions. He urged theatre collections this year because the need is so great and because he felt that the public would open its hearts and pocket books, given a chance to do so in the nation's theatres. He thought it might be a good idea to arrange for a small number of exhibitors to visit Korea, and see for themselves the magnificent job that was being done.

Austin Keough, Paramount, too, urged support, relating his personal contact with ARC, while Harry Brandt pledged that the Independent Theatre Owners of America will take up collections. Paul Terry offered his services in turning out any film screen aids, and Herman Robbins offered the facilities of National Screen Service for distribution of trailers and accessories.

Others who spoke included Vanessa Brown; E. Roland Harriman, Red Cross president, who announced this year's goal at 93 millions; Albert C. Simmonds, area chairman, who reported that seven million would be expected from the New York area, and three wounded Korean veterans, who reported their life-saving experiences with ARC at the front.

BITS: Author Arthur Mayer writes us that as far as his "Merely Colossal", the humorous work about the industry, "the boxoffice thus far, I beg pardon, the book sales, are merely colossal, with indications of becoming stupendous." . . . Russell Downing, president, Radio City Music Hall Corporation, accepted the chairmanship of the entertainment group for the Greater New York Fund's 1953 campaign. . . . Warners is getting out a special brochure containing four pages of comments on "I Confess" by the famous Mystery Writers of America, who were quite taken by the production.

Johnston Defends Films' Role

WASHINGTON—Eric Johnston, testifying last fortnight before a Senate foreign relations sub-committee investigating overseas information programs, headed by Bourke B. Hickenlooper, Republican, Iowa, declared that American films comprise an important weapon in the free world's psychological warfare. The MPAA head said that only a minor percentage of American films shown abroad play up violence and "penthouse living."

Johnston introduced endorsements of American films shown abroad from a number of military men, ambassadors, and others.

TOGETHER

IN A 10-HOUR
MANHUNT

VITTORIO
GASSMAN

—That Sensational Latin Lover
in his First American Picture

GLORIA
GRAHAME

— Her first since winning the
Academy Award Nomination



Through the jazz-joints



and sin spots of New York



The **GLASS WALL**

with ANN ROBINSON · DOUGLAS SPENCER featuring JACK TEAGARDEN · SHORTY ROGERS and HIS BAND · and introducing JERRY PARIS

Screen Play by IVAN TORS and MAXWELL SHANE · Produced by IVAN TORS · Directed by MAXWELL SHANE

A BIG ONE on the way from **COLUMBIA**



The International Scene

Canada

Singleton Succeeds Norrish As ASNL Head

TORONTO—The retirement of Ben E. Norrish as president, Associated Screen News Limited, Montreal, takes from the Canadian motion picture scene one of the country's leading figures and pioneers. Norrish, ASN's founder, plans to become a member of the company's board of directors. He is being succeeded by William J. Singleton, who has served ASN in sales, advertising, administrative, and executive positions for almost 30 years. Five years ago, he was named general manager.

Norrish founded ASN in 1921 for the production of newsreels and motion pictures to encourage travel, colonization, and industrial development. Six years later, the company had grown under his direction to become the first permanent motion picture laboratory in Canada, with a new building in Montreal's west end. An addition to the original building was completed in 1934 designed to house the first permanent sound stage in Canada for motion picture production, and, in addition, giving more scope for expanded photograph and film service facilities. At a later date, a special division, known as Benograph, was set up to handle the distribution of motion picture and photographic equipment and supplies.

Enjoying wide popularity in the industry, Singleton goes to his new position with the good will of the whole industry. He is president, Quebec division, Canadian Motion Picture Pioneers; is vice-president, Association of Motion Picture Producers and Laboratories and is a veteran in the field.

Canadian Chatter:

Recognizing the production of motion pictures in Canada as an important industry, the Canadian government's Dominion Bureau of Statistics has begun a survey for detailed information. The results will reveal all the aspects of film activity undertaken in the country during 1952 through the mailing of a special questionnaire to all producing companies. The first section of the form seeks information about the firms, their size, and economic background. The date on which they started operations is requested together with the number of people employed, salaries and wages paid, and the gross revenue from production and printing for the year. The questionnaire then goes on to ask information about production of motion pictures running five minutes and longer, including short and feature-length theatrical films, as well as non-theatrical, together with the number made in color and black and white, and whether they were with or without sound. The last part deals with miscellaneous production, and there is a question about the operation of a laboratory.



Joseph Brager, manager, Tivoli Cinema, Calgary, Canada, and the first exhibitor to witness third-dimension filming at Paramount, and Mrs. Brager were recently welcomed to the set of "Sangaree," being photographed in Paravision 3-D as well as in Technicolor, by Fernando Lamas. The Tivoli is affiliated with the Nat Taylor operations.

An affiliate of Famous Players in Lethbridge, Alberta, A. W. Shackelford, was the subject of a picture which gained national prominence in both the United States and Canada with its publication in Life and Time magazines. It shows Shackelford, mayor of Lethbridge, hanging on to a microphone for dear life when he was engaged in a duty dear to the hearts of all public officials, introducing a beauty queen. As he began speaking to 800 dancers he took hold of the handle of the public address system microphone, and then grabbed the radio station mike, too. Instantly, an electric current fled into his body, and froze his hands to the mikes. The stuttering mayor reeled backward while a radio announcer and a town alderman tried desperately to free him, but the mikes held the frantic mayor captive until switches were thrown, releasing him unharmed. A difference in grounding systems left a difference of 50 volts between the two mikes, and, when the mayor embraced both, he became a reluctant conductor.

Nat Taylor, who heads a number of theatrical enterprises in Canada, has been returned for a second term as president, Canadian Picture Pioneers. Oscar Hanson, producers' representative for several leading British and American companies, was elected vice-president, while Tom Daley, manager, University, Toronto, is secretary-treasurer. . . . Succeeding his brother, the late Arnold Entwistle, Clarence Entwistle is now supervisor of Entwistle Theatres, Edmonton, Famous Players' affiliate. Clarence Entwistle was formerly manager, Dreamland, Edmonton. Jack Franko, assistant, Capitol, under Bill Wilson, moves to the Dreamland as manager. Ralph Rinehardt takes his place under Wilson at the Capitol.

Al Troyer, Famous Players, is team captain for the industry's activities on behalf of the campaign for funds by the Canadian Red Cross. He is organizing the trade to spark contributions and publicity. . . . In Windsor, a Sunday night variety

concert in the Palace, sponsored by Eugene Fitzgibbons, director, Famous Players' Theatres, Windsor, was held to raise money for the Overseas Flood Relief Fund organized by The Windsor Daily Star. The show was produced by Hugh W. Simpson, with all services being given free, proceeds going directly to flood relief work.

Interest was widespread in the publicity stunt conducted by manager Bill Burke, Capitol, Brantford, in connection with "The Big Sky." He held a contest to select "Miss Six Nations", Indian beauty queen. The Indians have a reservation just outside the city of Brantford, and are a large percentage of the theatre's patrons. Guests for the selection were several Indian town councillors who watched the 18 girls vie for the title. Winners received gifts donated by merchants, and runners-up all received consolation prizes. . . . Second theatre for Sturgeon Falls, Ont., is the Lido, a 451-seat six-day operation opened by the Levesque brothers, Albert and Henri. The other house in town is the 498-seat Odeon, operated by National Theatre Services. Work has started on Fitzpatrick Brothers' theatre in Burin, Newfoundland. It will be the first permanent structure, although the Fitzpatricks have been putting on a weekly show in the community for a number of years. . . . Two widely separated theatres are fighting for top position in the Ralph Dale Inaugural Contest for managers of Sam Fingold's National Theatre Services, with some 30 participants. The Centre, Owen Sound, led during the early stages, but first place was taken by the Roxy, Carleton Place. The Roxy, Chesley, was third, and the Roxy, Midland, was holding fourth spot. Basis of the competition is increase in business in the current 13-week period over the same weeks last year, figured on percentage. The first of three awards is an extra vacation of two weeks with pay for the manager. . . . Vern Hudson, manager, Capitol, St. Catharines, who has long played a leading role in the Niagara Peninsula Theatre Managers Association, has been elected 1953 chairman, retail section, St. Catharines Chamber of Commerce. . . . Negotiations have been completed for the controlling interest in the Fort Erie Drive-In. Barney Ziff, Fort Erie, takes over from Gordon Chelchik. . . . The Paramount, Kentville, N. S., has been donated on several Sunday evenings to the Kentville Fire Department, which has presented several band concerts, proceeds going to purchase new instruments for the band. . . . Mr. and Mrs. John Levitt, Montreal, announced the engagement of their daughter, Shirley Lucille. Levitt is a salesman for Columbia. . . . Joseph Brager, manager, Tivoli, Calgary, and his wife returned from a Hollywood trip. . . . Jack Earchy, one-time branch manager for Capitol Records, joined the staff of the St. Clair, Toronto, as assistant manager. . . . J. Arthur Rank Film Distributors (Canada) Limited will begin a "JARO Coronation Playdate Drive", it has been announced by Frank Fisher, Canadian general manager. . . . A novel event in the annals of the Canadian film industry was the curling bonspiel held in Winnipeg by the Canadian Picture Pioneers under the chairmanship

(Continued on page 18)

This Was The Week When

Ray Jones, head portrait photographer, U-I studios, continued with a tour of key cities on behalf of "Desert Legion." . . . Columbia's Technicolor "The 5,000 Fingers Of Dr. T" received plenty of attention through a promotion campaign at the Toy Fair, New York, where more than a dozen manufacturers displayed new toys inspired by the musical instruments in the show and the motif of the production. . . . Debbie Reynolds, in MGM's "I Love Melvin", continued her personal appearance tour on behalf of the show. . . . WB issued a special four-page brochure containing endorsements by members of the Mystery Writers of America, Inc., for "I Confess." . . . Three special exhibits of props from "Desert Legion" were assembled for use in key cities by U-I as part of the national promotion. . . . Seven theatres in New York City and surrounding area were announced as participating in a closed circuit theatre television on March 21 to be used to show high school juniors and seniors the many opportunities for careers in science and engineering, fed to the houses under sponsorship of the Technical Societies Council of New York.

UA's New York, St. Louis, and Montreal exchanges moved into the lead in the 10th week of the "Bernie Kranze Drive." . . . Charlton Heston started a 10-week, five-state personal appearance tour to publicize "The President's Lady", including cities in the south and southwest, starting with the world bow at the Paramount, Nashville, Tenn. . . . Plans were going forward for the Variety Clubs International convention in Mexico City on May 18-21, with a gala social program a highlight.

Noel Meadow revealed that he will release "Congress Dances" and "The Seven Ravens" as a joint program. The latter is a puppet film. . . . "Penny Princess" was set for its American premiere at the Sutton, New York, on March 24 by U-I.

Grainger Reveals RKO Product Lineup

NEW YORK—J. R. Grainger, president, RKO, announced last week upon his return from four weeks of conferences with Howard Hughes, chairman of the board; C. J. Tevlin, in charge of studio operations, and other RKO studio executives in Hollywood, that the company will put two films in production this week, a third on March 30, and that a series of other productions will begin filming at the studio by May 1.

The two RKO productions which will begin filming next Monday are "Second Chance" and "Arizona Outpost." The third of the trio is "Son Of Sinbad." The productions will be filmed in color. Edmund Grainger is executive producer of "Second Chance", and is producing "Arizona Outpost." Robert Sparks is producing "Son Of Sinbad."

Within the next 30 days, RKO will announce a complete production program. Among other pictures, this program will include "The Silver Horde", "Glacier Park Forest", "Alice Blue Gown", "Size 12", and "Pilate's Wife."

Other RKO top releases will include: "Sea Devils", "The Sword And The Rose", "Beautiful But Dangerous", "Break-Up", "The Sea Around Us", "The Hitch-Hiker", and "Tarzan And The She-Devil."

"Jet Pilot" will be released in the late fall or early winter.

RKO will distribute, starting on May 1, "The 3-D Follies", RKO's first 3-D film.

The company currently has top product on hand to fulfill its release schedule through Aug. 15.

"Top Hat" will head the list of reissues. Other films which RKO will re-release include "Isle Of The Dead", "Without Reservations", "Blood On The Moon", and "Mighty Joe Young", among others.

Grainger will meet with the company's home office sales executives and district managers in Chicago on March 20 and 21. The meetings will mark Grainger's first

"No Featherbedding," Highest Court Rules

WASHINGTON—The U. S. Supreme Court last week declared in a six to three decision that the musicians' union was not guilty on a charge of "featherbedding" in violation of the Taft-Hartley Law in a case brought by the National Labor Relations Board against Gamble Enterprises, Inc.

The court held that the union did not violate the law in demanding employment of a local orchestra in an Akron, O., theatre as a condition to permitting a "name band" to appear. In this case, the court reversed the Sixth Circuit Court of Appeals.

Oscar Fete From Two Cities

HOLLYWOOD—Ceremonies from both New York and Hollywood will highlight the first telecast of the Academy of Motion Picture Arts and Sciences awards over NBC television on March 19. Charles Brackett, Academy president, announced that a leading Hollywood personality would act as master of ceremonies in New York's International, where former Oscar winners and some of this year's nominees have been invited to be present. Bob Hope will be master of ceremonies in Hollywood.

get-together with RKO's key sales personnel since he was elected president. Accompanying him from the home office will be Edward L. Walton, executive assistant; Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager, and Nat Levy, eastern division manager. David Prince, southern division manager, will join them in the Windy City.

The appointment of Edward L. Walton as executive assistant to Grainger, a newly created post, was announced. He will have his headquarters in New York, but will travel extensively as personal representative.

MGM Expands Deal For TV "Toast" Plugs

NEW YORK—An agreement between the Ed Sullivan CBS-TV "Toast of the Town" program and MGM was announced last week providing for an exclusive series of "Miniature Pre-World Premieres" of the company's pictures as a regular feature of the TV program. The agreement also calls for guest appearances of MGM stars on the "Toast of the Town" broadcasts. Pictures from which scenes will be presented are "I Love Melvin", March 22; "Small Town Girl", April 12; "Never Let Me Go", May 3, and "Dream Wife," May 31.

Whenever possible the stars of the pictures will attend the TV program in person and will be introduced to the audience by Ed Sullivan.

AB-PT Declares Dividends

NEW YORK—Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., announced last week that the board of directors had declared dividends of 14½ cents per share on the outstanding preferred stock and 25 cents per share on the outstanding common stock of the company, payable on April 20, 1953, to holders of record on March 27, 1953. According to Goldenson, the 14½ cents declared payable on the preferred stock is the pro rata portion of the regular 25 cent dividend payable on the five per cent \$20 par preferred because of the consummation of the merger between American Broadcasting Company, Inc. and United Paramount Theatres, Inc.

Goldenson also announced that the company had made arrangements for The Bank of New York to buy and sell scrip certificates for fractional shares as agent on behalf of the stockholders. Under this arrangement, the company will pay the costs of the bank's services. This service will be available until June 30, 1953, to stockholders desiring to sell their scrip or to round it out into full shares.

Jessel Joins ABC

NEW YORK—The American Broadcasting Company last fortnight signed George Jessel to a long term exclusive contract as a radio-television producer and performer. Jessel will be able to continue his motion picture work according to the terms of the contract, negotiated by Robert Weitman, newly appointed vice-president in charge of programs and talent. Jessel will join ABC on June 1. He will also represent the company as a goodwill ambassador at public and private functions, and will participate in strategy planning on new properties to be aired this fall.

Blumberg-Colon

NEW YORK—Miss Nilda Daquel Colon, daughter of Arcadio Colon, Santurce, Puerto Rico, was married to Lewis F. Blumberg, Van Nuys, Cal., on March 14 in the home of Matthew M. Fox.

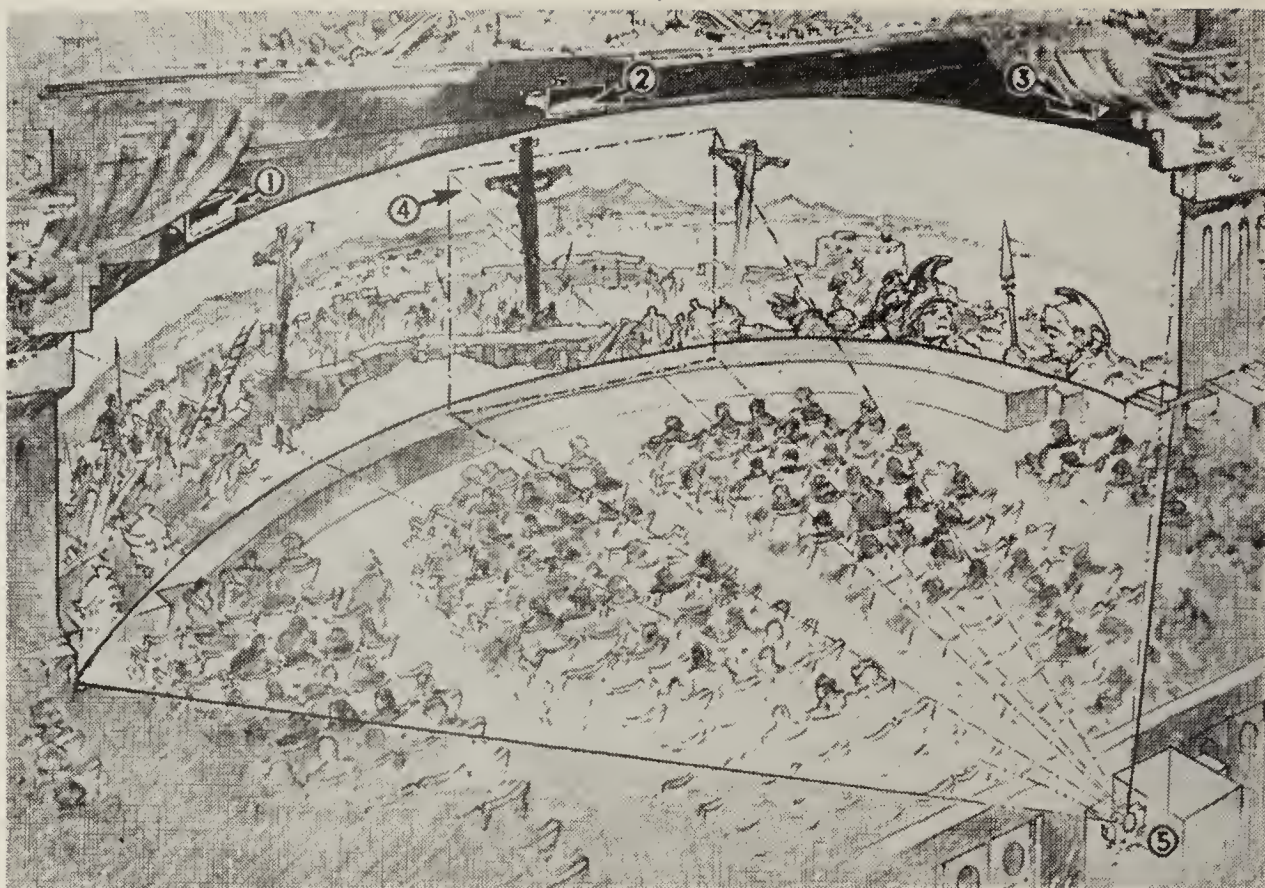
Blumberg attended Horace Mann High School in New York City and UCLA. He is presently engaged in the television field and is planning the erection of a new television station in Bridgeport, Conn., scheduled to go on the air in August.

What's New In 3-D ...

In Charleston, S. C., another contender in the 3-D and panoramic screen derby is a new process developed by B. R. Kerr and his sons, F. B. and Basil Kerr, Jr., Palace. Making use of standard two-dimensional film, a three-dimensional illusion is said to be achieved as the result of a special projector attachment and an enlarged cupped screen. According to the inventors, who have applied for a patent, much of the illusion is created as a result of two major screen changes. The dimensions of the Palace's regular 14 by 18 foot screen have been enlarged to a width of about 38 feet and height of 19 feet. It runs down to the stage floor, thus eliminating the masking. In addition, the screen has been slanted backward slightly and cupped so that the extreme edges of the screen are the same distance from the projector as the center of the screen. Other changes in the theatre were the removal of the first eight rows of orchestra seats and the overhanging box seats on the sides. Not requiring the use of glasses, this new system is claimed to be simple and inexpensive to install and maintain, and is said to discourage eyestrain. Audience reaction has been described as "quite gratifying."

E. O. Wilschke, Altec operating manager, returning to New York from the coast, studied first-runs enroute in preparation for "House Of Wax" and "Sangaree." Wilschke has been on the coast conferring with major studio sound directors, and has been working with Warners on the equipment details for the New York and Los Angeles premieres of "House Of Wax."

Commercial and exploitable elements that have long featured Columbia's box-office success with Sam Katzman's action pictures will be incorporated in an unusual prologue for "Fort Ti", 3-D western in Technicolor, starring George Montgomery. The narrated prologue will show the contrast between 2-D pictures dating



Artist Charles Owens illustrates how the public will see the Crucifixion scene from 20th-Fox's "The Robe," as projected through the new CinemaScope lens on a huge concave screen. The new lens condenses the scene in filming, and expands it to the giant screen in projection. 1, 2, 3 illustrate the new sound technique in CinemaScope, which gives three-dimensional effect to voices on the giant screen. 4 shows how flat conventional screen compares with the new one, and 5 shows the new lens.

back to the custard-pie throwing era, and 3-D, and will highlight Indians throwing tomahawks and knives into the audience, a thrilling cliffhanger sequence, fire-eaters throwing torches into the laps of the audience, and wild-riding stuntmen coming out of the screen.

Eric A. Johnston, MPAA president, at a meeting of the group's board of direc-

tors, was authorized to appoint a committee of five to immediately initiate a study into all phases of the 3-D and wide screen situation. The committee will include Paul Raibourn, Paramount; Abe Schneider, Columbia; Joseph R. Vogel, Loew's; Wolfe Cohen, Warners, and Al Lichtman, 20th-Fox. One of the committee's first jobs will be the assembling and
(Continued on page 18)

Treasury Ruling Clarifies Tax On Use Of Glasses For 3-D Shows

COLUMBUS, O.—In a bulletin last week, the Independent Theatre Owners of Ohio published correspondence with the Treasury Department on the suggestion that there should be no tax on the charge for use of polaroid glasses in connection with showings of 3-D pictures.

H. T. Swartz, head, technical ruling division, stated that the charge is not subject to the tax if purchase of the glasses is not a condition to the admission.

The complete bulletin follows:

"Since it is probable that some people will have polarized glasses for viewing Natural Vision pictures, we requested from the Treasury Department a ruling on whether a theatre could not charge for admission in the following manner:

Admission	\$.42
Federal tax08
Polarized glasses (optional)25

Total	\$.75
-------------	--------

"We quote from the head of the technical ruling division in Washington, H. T. Swartz, as follows:

"Re letter Feb. 24 concerning applicability admissions tax to 25 cent charge for polaroid glasses worn to view three-dimensional pictures on basis that purchase of glasses not a condition to admission and such fact is clearly made known to patrons. Held such charge not subject

to tax.

"In plain language, this means that you can, for example, sell 50 cent tickets but charge 75 cents if at the time of the sale of the tickets the patron also wishes to buy the polarized glasses. In making a request for the ruling, the undersigned admitted frankly that there would probably be few people who would not buy the glasses.

"The question of whether the distributor on a percentage engagement of a three-dimensional picture can cut into the profits on the glasses is entirely different, of course. But it would seem that the exhibitor who wants to purchase the glasses outright would benefit by the sale of them, and the distributor would be entitled to his share of the percentage only on the admission price.

"In carrying out this policy, note that the word 'optional' must be displayed in connection with the price of the glasses in order to conform to the ruling of the Treasury Department. Also note that the tickets you sell must conform to standard rulings but have no mention of the glasses. In the instance shown, 50-cent tickets would be sold, but the cashier would handle the whole transaction at once for 75 cents. Should some patron say that he did not wish to buy the glasses, he could only be required to pay 50 cents."



EXCLUSIVE

**THE ONLY FULL-LENGTH FEATURE
IN COLOR BY *Technicolor*
OF THE CORONATION
OF QUEEN ELIZABETH II**



EXCLUSIVE

NARRATED BY

LAURENCE OLIVIER

NARRATIVE BY CHRISTOPHER FRY

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THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

MGM

"Cry Of The Hunted"—For the duallers.
WB

"The Blue Gardenia"—Suspensive murder mystery has the angles.

"Trouble Along The Way"—One of the better Waynes.

Technicolor Breaks Several Records

NEW YORK—Record production of motion pictures in Color by Technicolor, record print output, and record profit before taxes were established by Technicolor in 1952, according to the annual report of Technicolor, Inc., and its wholly owned subsidiary, Technicolor Motion Picture Corporation, by Dr. Herbert T. Kalmus, president-general manager, last week.

Ninety-seven feature productions in Color by Technicolor or with Prints by Technicolor exceeded by 21 the mark set in 1951. Technicolor Limited, British affiliated company, produced 28 features, two in cooperation with Technicolor Motion Picture Corporation, making a total of 125 Technicolor pictures for 1952.

Output of 35mm. positive prints was 461,219,752 feet, compared with 1951's 392,736,597 feet.

Dr. Kalmus expressed the opinion that the advent of the new wide angle and/or 3-D processes will mean an increasing demand for services and products.

Dr. Kalmus noted the following points of special interest, continuation of record gross volume of business and of gross earnings, continued outstanding quality of Technicolor pictures as evidenced by the box office, a further upswing in the number of pictures produced during the year 1952 with Color by Technicolor, satisfactory progress of an expansion program which has brought current level of production up to the rate of 600,000,000 feet annually, and an increase in per share earnings despite continuation of enormous tax burden.

A new record high for negative sales was set with a total of 29,887,631 feet for 1952, compared with 25,214,062 feet in 1951. Technicolor's net sales in 1952 were \$33,020,559 against \$28,896,344 in 1951. Profit



C. Bruce Newbery was recently appointed Republic director of sales in the United States.

before taxes on income was \$6,340,288 against \$5,942,700 in 1951. Net profit after all deductions was \$2,069,206 against \$1,918,537, and net earnings per share were \$2.19 against \$2.06.

During the year, Technicolor made capital investments in machinery and equipment amounting to about \$1,755,000.

The total investment in permanent assets since Jan. 1, 1945, approximates \$6,733,000.

During 1952, the television division of Technicolor "has continued to be engaged in a number of projects of promise. Some of these are directed toward applications of film with Color by Technicolor in the field of television."

Technicolor Limited, the British affiliated company, also had a record-breaking year in 1952. Total footage was 162,016,619, an increase of 44,684,149 feet over 1951. Total profit before taxes was £780,012 against £455,159, and net income was £260,012 against £189,159.

Thirty-four features are in production or in active preparation by Technicolor Limited.

Actors, Writers File Suit

HOLLYWOOD—A suit was filed last week in Los Angeles Superior Court against a major portion of the industry by 23 actors and writers who claim they were black-listed because of appearances before the House Un-American Activities Committee prior to March, 1952. Damages amounting to \$51,750,000 are asked. The eight major companies and executive heads, plus independent studios, MPAA, and SIMPP are named as defendants as well as all nine members of the House Committee.

PEOPLE

NEW YORK—Dudley Roberts, Jr., president, Cinerama Productions Corporation, last week announced the appointment of Theodore R. Kupferman as general attorney for the company. Kupferman will be associated with the law firm of Chapman, Bryson, Walsh, and O'Connell, general counsel to Cinerama Productions Corporation. Kupferman, who resigned as a member of the legal department of the National Broadcasting Company to go with Cinerama, was formerly a member of the legal department of Warners, and prior thereto law secretary to Presiding Justice David W. Peck, Appellate Division, Supreme Court of the State of New York.

NEW YORK—Sydney Mayers, film attorney, was last fortnight named administrative vice-president in charge of the legal and contracts departments of Unity Television Corporation. Other appointments announced by Archie Mayers, Unity president, are: Bill Young, regional manager in Chicago, Detroit, and Cleveland; Vic Bikel, southwest division manager, and Phil Besser, southeast division manager.

NEW YORK—Herbert Gillis was last week promoted from sales manager at the Paramount Philadelphia branch to branch manager at Cincinnati. Gillis succeeds William Meier, who remains at Cincinnati as sales manager. Another field personnel change involves Robert Ableson, promoted from Paramount salesman in Los Angeles to branch sales manager, succeeding Ralph Carmichael, resigned.

NEW YORK—Gael Sullivan, former executive director, Theatre Owners of America, last week joined the law firm of Phillips, Nizer, Benjamin, and Krim as an economics analyst on anti-trust suits in the industry.

NEW YORK—Fred Goldberg last week resigned as assistant publicity manager for RKO to join IFE as publicity manager.

Max Seligman Mourned

NEW YORK—Max Seligman, for the past 24 years purchasing director for Columbia Pictures Corporation, died last week in St. Petersburg, Fla. He is survived by his wife, Pauline; a daughter, Mrs. Sidney Brenwasser; a sister, Mrs. Mary Brandt, and one granddaughter, Jane Brenwasser. Funeral services were held at Riverside Memorial Chapel, with interment in Westchester Hills Cemetery, Yonkers, N. Y.

Export Total Drops

WASHINGTON—The Department of Commerce reported last week that exports of motion picture films and equipment in 1952 were valued at \$25,692,819, an eight per cent drop from 1951. Practically all types of equipment, except 16mm. projectors, and exposed feature films and all types of rawstock films were exported at lower levels during 1952.

Texas Exhibit Due in 1954

DALLAS—R. J. O'Donnell, co-chairman, Texas COMPO, and director general, Motion Picture World Exposition, announced last week that this project proposed for the State Fair of Texas, Oct. 10-25, and its subsequent transfer to the 22-car streamlined train, has been postponed until the 1954 Texas State Fair.



Columbia home office executives recently gathered at a New York restaurant to honor general sales manager A. Montague on the occasion of his 20th anniversary in that office, the longest tenure in the history of the industry. Present were, left to right, seated, Paul N. Lazarus, Jr., N. B. Spingold, Rube Jackter, Jack Cohn, Montague, A. Schneider, and Leo Jaffe, and, standing, Seth Reisler, Nat Cohn, M. Grad, I. Wormser, L. Weinberg, Dr. Goldstein, G. Josephs, V. Borrelli, M. Wormser, and J. Freiberg.

Miscellaneous

In the Newsreels

MOVIETONE NEWS (Vol. 36, No. 22) New York City: UN notes death of Stalin. Mid-Atlantic: Coast guard rescues 10 navy fliers. Korea: War continues. New York: Ben Hur's latest jewel hair ornaments. Vero Beach, Fla.: Dodgers in training. Phoenix, Ariz.: Giants train (except Philadelphia and Cleveland). Palm Beach, Fla.: Athletics train (only Philadelphia). Tucson, Ariz.: Indians train (only Cleveland).

NEWS OF THE DAY (Vol. XXIV, No. 256) USSR: Stalin lies in state. New York City: Vishinsky gives eulogy on Stalin. Germany: Refugees stream into West Berlin. Korea: War continues. California: Submarine surfboard for underwater use. Vero Beach, Fla.: Dodgers in training. New York City: Small fry scrappers.

PARAMOUNT NEWS (No. 59) USSR: Malenkov succeeds Stalin. New York City: Vishinsky leaves for USSR. Mid-Atlantic: Coast guard rescues 10 navy fliers. South Korea: Independence Day. California: Submarine surfboard for underwater use. New York City: Christine Jorgensen, "Woman of the Year." England: Queen at steeplechase. Sebring, Fla.: Sports car races.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 446) Korea: War continues. California: Submarine surfboard for underwater use. New York City: Christine Jorgensen, "Woman of the Year." Tucson, Ariz.: Indians train. Phoenix, Ariz.: Giants train. Vero Beach, Fla.: Dodgers in training. New York City: Small fry scrappers.

WARNER PATHE NEWS (Vol. 24, No. 61) New York City: Vishinsky gives eulogy on Stalin. Mid-Atlantic Coast guard rescues 10 navy fliers. New York City: Christine Jorgensen, "Woman of the Year." Korea: War continues. South Korea: Independence day. Berkeley, Cal.: Steeple "Jill" has high time. Chicago: Golden Gloves. Vero Beach, Fla.: Dodgers in training. San Juan, Puerto Rico: Capistrano handicap.

TELENEWS DIGEST (Vol. 7, No. 11-A) Germany: Refugees stream into West Berlin. Korea: UN Commander Clark tours front. Paris, Ky.: Plant reclaims old shell cases. Chicago: Income for protestors form club. India: New expedition prepares to scale Everest. Greece: Students riot in Athens. Vero Beach, Fla.: Dodgers in training. St. Petersburg, Fla.: Yanks in training.

IN ALL FIVE:

USSR: Premier Stalin dead.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 21) Washington, D. C.: President Eisenhower decorates General Van Fleet. Washington, D. C.: Clare Booth Luce new envoy to Italy. Hollywood: Donald O'Connor immortalized in cement (except Jacksonville, Charlotte, New Orleans, Atlanta, Dallas, and Memphis). New York: Susan Hayward off to Europe (only Jacksonville, Charlotte, New Orleans, Atlanta, Dallas, and Memphis). St. Petersburg, Fla.: Yankees train. St. Petersburg, Fla.: Cards limber up (except Philadelphia and Chicago). Clearwater, Fla.: Phillies warm up (only Philadelphia). El

"A Day In The Country"

Lippert's excursion into 3-D with "A Day In The Country", a 14-minute subject, comes off surprisingly well, and should prove a novelty for situations which want to play a 3-D subject fast without the added cost of booth changes. In that regard, also, drive-ins should be interested.

With the same sort of technique as seen in the MGM-Pete Smith "Audio-scopiks" of years ago, this uses paper glasses with colored lenses, and the 3-D effect comes through well in several spots in the short.

The glasses are being sold for between two and three cents each, it is understood, but this is the only added cost, aside from the rental of the subject.

For those who want 3-D fast, without jumping into mechanical changes, this is well worth investigating, and should provide real enjoyment for audiences in most locations.

Centro, Cal.: White Sox get ready (only Chicago).

NEWS OF THE DAY (Vol. XXIV, No. 255) Washington, D. C.: President Eisenhower decorates General Van Fleet. St. Petersburg, Fla.: Yankees train. Austria: Ski flying.

PARAMOUNT NEWS (No. 58) New York: Adolph Zukor honored on 50th anniversary. Canada: Curling. Germany: Tennis on ice at Munich. Grossinger's, N. Y.: Bowling on ice.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 445) Washington, D. C.: President Eisenhower decorates General Van Fleet. Washington, D. C.: Clare Booth Luce new envoy to Italy. Virginia: Allied officers give blood. New York: Britain's foreign minister arrives. San Francisco: Stevenson leaves on world trip. Clearwater, Fla.: Phillies warm up. St. Petersburg, Fla.: Yankees train. El Centro, Cal.: White Sox get ready. Missouri: Trout season starts (Kansas City only).

WARNER PATHE NEWS (Vol. 24, No. 60) Washington, D. C.: President Eisenhower decorates General Van Fleet. Washington, D. C.: Clare Booth Luce new envoy to Italy. San Francisco, Cal.: Stevenson leaves on world trip. Washington, D. C.: Dulles meets Eden and Butler. New York City: Flash fire. St. Petersburg, Fla.: Yankees train.

TELENEWS DIGEST (Vol. 7, No. 10-B) USSR: Premier Stalin dead. Iran: Riots. Mittendorf: Ski jumping.

NATIONAL LEGION OF DECENCY

March 12, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Destination Gobi" (20th-Fox); "Gold Town Ghost Riders" (Col.); "Hurricane Of Pilgrim Hill" (Hal Roach); "I Love Melvin" (MGM); "Ma And Pa Kettle On Vacation" (U-I); "Old Overland Trail" (Rep.); UNOBJECTIONABLE FOR ADULTS: "San Antone" (Rep.); "She's Back On Broadway" (WB); "Sombrero" (MGM); "The Story Of Mandy" (English-made) (U-I); "The Three Musketeers" (Hal Roach); OBJECTIONABLE IN PART FOR ALL: "Ambush At Tomahawk Gap" (Col.); "Devotion" (Italian-made) (IFE); "Luxury Girls" (UA); "The President's Lady" (20th-Fox); "Salome" (Col.).

IMPDAF Files Protest On Italian Situation

NEW YORK—The Independent Motion Picture Distributors Association of America, Inc., last week sent wires to the president and head of the international division of each MPAA member, and to the presidents of the MPAA and SIMPP asking for the privilege of discussing the Italian film situation before any renewal of the Italo-American film pact is entered into.

The IMPDAA claims that Italian Films Export has actually been set up as a distributing company, subsidized by the Italian government, with funds directly derived from the major American film companies. It also "rejects vigorously the statements made by certain representatives of the Italian film industry that the independent distributor is not organized to deliver the maximum revenue for any film," pointing to the success of "Open City", "Shoeshine", "Paisan", and others.

The statement also declared that the body would "take any steps necessary to prevent the use of any funds, subsidies, or grants, whether by government or private groups, for the purpose of financing and subsidizing any organization if such funds subsidies, or grants are used to undermine, compete with, and threaten the existence of the independent American distributor."

Joseph Burstyn is the IMPDAA president.

Beresin Honored on April 20

PHILADELPHIA—Jack Beresin, Variety Clubs International Chief Barker, will be honored by friends and associates on April 20 at a dinner in recognition of his years of devoted service to humanitarian causes, and as a tribute to its leadership in the VCI.

Proceeds from the dinner will go toward the Heart Fund of the Variety Club, Tent 13, Camp for Underprivileged Handicapped Children.

16mm. Case Progressing

HOLLYWOOD—The government's 16mm. suit against 12 film companies moved forward last fortnight with the last defendants filing answers to the complaint.

The government has given defendant companies interrogatories embracing 29 questions pertaining to company activity back to 1936, and, in some cases, back to 1928.

NATIONAL BOARD OF REVIEW

March 7, 1953

SELECTED FEATURES: "Battle Circus" (MGM); "Destination Gobi" (20th-Fox); "Luxury Girls" (UA).

Feb. 28, 1953

SELECTED FEATURES: "Bwana Devil" (UA) (3-D). Selected on its 3-D technique only; SELECTED SHORT: "The Alaskan Eskimo" (Disney-RKO).

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What's New

(Continued from page 14)

sifting of information on the new dimension techniques. The committee will also give heed to exhibitor apprehensions concerning the transition from 2-D.

Sol Lesser, president, Sol Lesser Productions, and J. R. Grainger, president, RKO, announced that RKO will distribute Lesser's new third-dimension film, "The 3-D Follies", RKO's first in 3-D and the first musical film to be made in stereoscopy. Made in StereoCine, a process developed by Rafael G. Wolff, it is set for release on May 1.

The perfection of WarnerPhonic sound, new Warner studio-developed high fidelity sound recording and projection technique for motion picture, was announced by Jack L. Warner, vice-president in charge of production for Warner Brothers Pictures, Inc. The first picture to introduce WarnerPhonic sound after lengthy experiments and research will be "House Of Wax." WarnerPhonic sound is comprised of a series of sound tracks in addition to the original basic sound track.

Loren L. Ryder, head, Paramount's technical research and development, declared at a Motion Picture Industry council-sponsored demonstration of the company's new stereo 3-D process, that he is convinced that a screen aspect ratio of two to one is not only technically correct, but is correct for theatres and audience acceptance. This means Paramount thinks the motion picture screen should be twice as wide as it is high for best results. Ryder also predicted a fusing of 3-D and a larger viewing surface "on a screen which Paramount believes will carry a better aspect ratio to the theatres than even the 2.67 to one screen ratio of CinemaScope." Paramount is experimenting to devise a screen that would impart a stereoscopic effect to outstanding two-dimensional films.

Hal Wallis Productions' new Dean Martin-Jerry Lewis film, "Money From Home", went into production using the newly developed 3-D Technicolor camera. Wallis and his associate, Joseph Hazen, also stated that the film was budgeted at \$2,000,000.

Warners' "House Of Wax" will be the first in motion picture history to be booked for globe-girdling openings to coincide with domestic playdates, Jack L. Warner, executive producer, revealed. "House Of Wax" will be world premiered at the Paramount, New York, on April 10, and already is booked for a London opening at the Warner in mid-April. Debuts already scheduled include Manila, Philippine Islands, April 22; Singapore Straits Settlements, April 23; Hong Kong, April 23; Havana, Cuba, April 25; Bangkok, Siam, April 25; Mexico City, April 25;



Bob Hope, soon to be seen in Paramount's "Off Limits," was honored in New York by more than 1,000 leaders of show business, industry, government, and the armed services at the recent annual benefit testimonial banquet of the Friars for his achievements as an entertainer and humanitarian. Here Hope is seen with U. S. Senator W. Stuart Symington and Fred Allen.

Lima, Peru, April 26; Panama, Canal Zone, April 27; Caracas, Venezuela, April 27, and San Juan, Puerto Rico, April 28. . . . The completion of the first 3-D feature picture by U-I, "It Came From Outer Space", was announced by Alfred E. Daff, executive vice-president. Daff disclosed that U-I plans the release of "It Came From Outer Space" for late spring. At the same time, Daff disclosed that U-I has completed a two-reel 3-D musical featurette, featuring Nat "King" Cole and Russ Morgan and His Orchestra. . . . It was learned that Matthew Fox, in partnership with Commerce International Company, Inc., has completed a deal with National Film Service, Inc., for the sale and distribution of glasses for 3-D films. National Film Service, Inc., James P. Clark, president, is affiliated with National Film Carriers. National Film Service is ready to service exhibitors' requirements locally with delivery scheduled for May 15. Output between now and May 15 is being used for emergency requirement. The glasses being manufactured are form-fitting and adjustable. Alvin Marks applied for a patent in 1933, which was granted in 1938. It is these patents under which the glasses are being manufactured. Marks is presently suing the Polaroid Corporation for alleged infringement of these patents.

Levy Suggests Approach To Bidding

NEW YORK—Herman Levy, TOA general counsel, in a special bulletin to the membership, last fortnight urged that the approach to the problem of competitive bidding taken by the federal courts in decisions in the Town and Jackson Park cases should be adopted by all distributors. Levy pointed out that the courts used language indicating strongly that they would approve a system of competitive bidding "only if it resulted in the determination of fair and reasonable film rentals."

Levy said distributors should enjoy competitive bidding only when there is a definite threat of litigation and competitive bidding will eliminate that threat, it is the only way of arriving at a fair and reasonable film rental, and the competitive bid accepted constitutes a fair and reasonable rental.

The International Scene

(Continued from page 12)

of Charlie Krupp. Grand prize went to a team made up of Bob Cringan, Jack McCann, Helen Mallard, and A. Smith. . . . Johnny Poole, popular showcard artist in Toronto, is operating from his home in suburban Oakville. . . . Following a long illness, Ernest H. Dean, 50, died. He was for many years employed with the Orpheum, Fort William, Ont.

Ballyhoo, bulletin of Dan Krendel's Ontario "B" district, Famous Players Theatres, is a sprightly, alert job. Not only filled with reports of what the various theatres in the district are doing, this also contains inspirational and pertinent messages from Krendel. Special attention is being paid to the "Jackpot Jamboree", a stunt a week for 13 weeks, with valuable prizes to the winners.

—HARRY ALLEN, JR.

England

In London, the British Film Academy honored "Breaking Through The Sound Barrier" and Sir Ralph Richardson, who starred in the film, as the best picture and actor of 1952. Others honored were Vivien Leigh, for "A Streetcar Named Desire"; Marlon Brando, for "Viva Zapata!", and Claire Bloom, voted the most promising newcomer for her performance in "Lime-light."

In London, at the annual meeting, exhibitor John W. Davies became president, Cinematograph Exhibitors Association. Claude H. Whincup became vice-president with succession right to the presidency a year hence. He operates 14 theatres in the Leeds area. Edward J. Hinge continues as treasurer.

Australia

David Lake, general sales manager, MGM of Australia, died in Sydney. He had been associated with MGM for many years.

Oresman Adds To Holdings

WASHINGTON—A report issued last week to the Securities and Exchange Commission stated that A. Louis Oresman, RKO Theatres director, has purchased 4,200 shares of RKO Theatres common, increasing his holdings to 36,600 shares.

Charles P. Skouras made his first purchase of common stock of National Theatres, acquiring 11,700 shares.

Robert Lehman, a member of the board of 20th-Fox, bought 7,000 shares of that company's common, with his total holdings now being 7,500 shares.

Rep. Drive Honors Sales Heads

NEW YORK—Republic's five sales managers are currently being honored by a sales managers' drive during March and April, with prizes to be awarded to the winning branch managers, salesmen, and bookers in each district, it was revealed last week.

Republic Stockholders To Elect

NEW YORK—The annual meeting of Republic stockholders will be held on April 7 with the election of five directors as the principal order of business it was announced last week.

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The Editor Speaks

As in every other part of the industry, 3-D interest is reaching fever pitch. Every major studio has plans to produce at least one film in a three-dimensional process



PAUL MANNING

or wide screen or both. Several of these films are already completed, and are awaiting release.

This revolution has been compared with the change and confusion prevalent when sound was introduced to motion pictures, but it goes far deeper. Then, the question was simply whether or not the movies should talk, and the public decided they should. It will be the public, too, who will decide the fate of 3-D movies, and the decision will have far reaching effects. At the present time, the major companies, independent of each other, are perfecting new systems and techniques. Some are experimenting with wide screen processes, and some with stereoscopic effects, requiring viewers to wear special glasses. Eventually, the public will make a decision, and the battle will be over. Until such time, producers must exercise caution, for someone is bound to be left holding the bag, and the bag will be one rejected by theatregoers, exhibitors, or both.

In that connection, Cecil B. DeMille remembers holding such a bag when sound arrived, and he has resolved to sit out the present battle. His "The Ten Commandments" has been postponed for a year, awaiting final acceptance of either wide-screen or stereoscopic films. Many questions remain to be answered, and these answers will come when 3-D is no longer a novelty, and films are again judged on merit. DeMille has stated that the tried and proven method will become the DeMille system of future production.

As always, the DeMille observations are wise, and will be respected throughout the industry.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 8113 1/2 West Fourth, Los Angeles 48, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 6, No. 3

March 18, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

PARAMOUNT's

"THE WAR OF THE WORLDS"

with

GENE BARRY, ANN ROBINSON, LES TREMAYNE, BOB CORNTHWAITE, SANDRO GICLIO.

Commentary by Sir Cedric Hardwicke.

Produced by George Pal. Directed by Byron Haskin.

Screen play by Barre Lyndon. Based on the novel by H. G. Wells. Color by Technicolor.

MGM's

"DREAM WIFE"

starring

CARY GRANT, DEBORAH KERR, WALTER PIDGEON

with

BETTA ST. JOHN, BUDDY BAER, EDUARD FRANZ.

Produced by Dore Schary. Directed by Sidney Sheldon.

Screen play by Sidney Sheldon, Herbert Baker, and Alfred L. Levitt.

MGM's

"THE STORY OF THREE LOVES"

starring

PIER ANGELL, ETHEL BARRYMORE, LESLIE CARON, KIRK DOUGLAS, FARLEY GRANGER, JAMES MASON, MOIRA SHEARER

with

AGNES MOOREHEAD, ZSA ZSA GABOR, RICKY NELSON, RICHARD ANDERSON

Produced by Sidney Franklin.

Directed by Gottfried Reinhardt and Vincente Minnelli.

Screen plays. "The Jealous Lover," by John Collier; "Mademoiselle," by Jan Lustig and George Froeschel from a story by Arnold Phillips; "Equilibrium," by John Collier, based on a story by Ladislav Vajda and Jacques Maret. Color by Technicolor.

Meet A Couple Of Naturals

Doris Day And Howard Keel, EXHIBITOR LAUREL AWARDS Winners And Soon To Be Seen In Warners' "Calamity Jane," Are A Pleasure To Interview, And This Article Tells Why

BOTH Doris Day and Howard Keel took individual top honors in EXHIBITOR's LAUREL AWARDS last year, Miss Day, for her work in Warners' "I'll See You In My Dreams" and Keel, for his outstanding role in MGM's "Showboat." So, when I had the opportunity to visit them both on the "Calamity Jane" set, I hit the trail to Burbank, where the brothers Warner hold fort. One has to hand it to Warners for teaming these two, a natural pair, Miss Day with her uninhibited flair for music and fun, and Keel with his penchant for making his co-star really enjoy her work.

DID I SAY WORK? Well—that's exactly what I meant to say. When I arrived at Stage 6, the two were whipping a snappy little musical number into camera shape. To get a real natural voice effect, Jack Donohue, unit director, was making a direct recording. Usually, the vocals are recorded separately, and the players, when being photographed in the actual scene, merely synchronized their lips to the lyrics as the recording is played back. A technical secret, this is highly effective, and the artists have become very expert at it.

THIS SCENE, however, was a slam bang, almost knock down and drag out, battle between Miss Day, as the hardboiled "Calamity Jane", and Keel, as her indifferent gentleman friend. Since early that morning, the two scrappers had been at it, and here it was past noon and they were still rehearsing. The set was the casino of an old-time western saloon. The way Miss Day yanked and whacked away at the towering Keel and the careless manner in which Keel, like a gently disturbed St. Bernard, playfully shoved her around, was great stuff to watch. And, at the same time, both were heartily singing away with gusto and enjoyment. One just can't help but get into the mood with these two working their hearts out, and still

making with the jokes between takes. It sure takes more than just talent to get to the top. Heart, guts, and that natural ability to smile when the going gets rough are added requisites.

FINALLY, the director gave the kids a short break while he moved his Technicolor camera up for a close-up shot of



EXHIBITOR's Paul Manning interviews Howard Keel on the set while the actor rests.

the grand Day-Keel fracas. I quickly grabbed the pair, and we trekked about umpteen miles back into the cool, shadowy caverns of the huge stage to where their dressing rooms were. There, over a mug of java, we chatted.

It is usually difficult to interview the two top-ranking stars at the same crack. However, this was one of those rare exceptions, for both Miss Day and Keel entered into the interview like the champs our poll declared them to be. There were no cute stunts to get a better break, no phony chatter; just a couple of real kids

chewing the fat with a pal on the set.

IN INTERVIEWS, I always steer clear of the "intimate" approach. I leave those for the gossip columnists. My readers aren't interested in keyhole peeping. I have always tried to present a nice decent picture of real artists at work, making screen entertainment for the families of the nation.

AND, speaking of family entertainment, what two players can you think of who have contributed in more generous measure to the entertainment of the entire family? Both have children of their own, enjoy a quiet, refreshing family life, and have never been known to frequent the diggings of the cafe society. In general living, they both manage to get as far away from the social whirligig as possible when they leave the studio at night. Both agree sincerely that the wholesome environment of the homes, after the hard work of the day, is the best therapy in the world for relaxing and getting fit for another "go at it" the next day, whatever it is you have to "go at."

BOTH, too, are ardent believers in the idea of the whole family taking off for little vacations whenever the opportunity arises. With the newly added member of the Keel family, this isn't too easy for the Keels. With Miss Day it is a bit different. Her son, Terry, now a lad of 10, and her manager-husband, Marty Melcher, are ready at the drop of what-have-you to throw their levis and toothbrushes into the family buggy and head for the open road.

"BREAK FOR LUNCH" came the sudden cry. "One hour, everybody—back on the set in one hour, please!" This signalled the end of the interview. One thing is sure, "Calamity Jane" can't miss being a lulu, with Doris Day and Howard Keel, a couple of reals Joes, at the keyboard of the Warner Wurlitzer.— P. M.



Doris Day and Keel emote in a big scene from Warners' forthcoming Technicolor musical, "Calamity Jane," ably assisted by character actor Paul Harvey. Miss Day plays the title role in the film.



Here, Miss Day and Keel are seen in another scene from "Calamity Jane," a story of the west.

Times Square — A Unique Location Scene

Maxwell Shane, Making "The Glass Wall" for Columbia Release, Managed to Cram Eight Days and Nights of New York City Shooting Into the Feature, and the Results Speak for Themselves

THE THOUSANDS of Gothamites milling about Times Square in traditional fashion were little aware that a real live motion picture was being filmed right under their bustling noses, and for eight long nights and days.

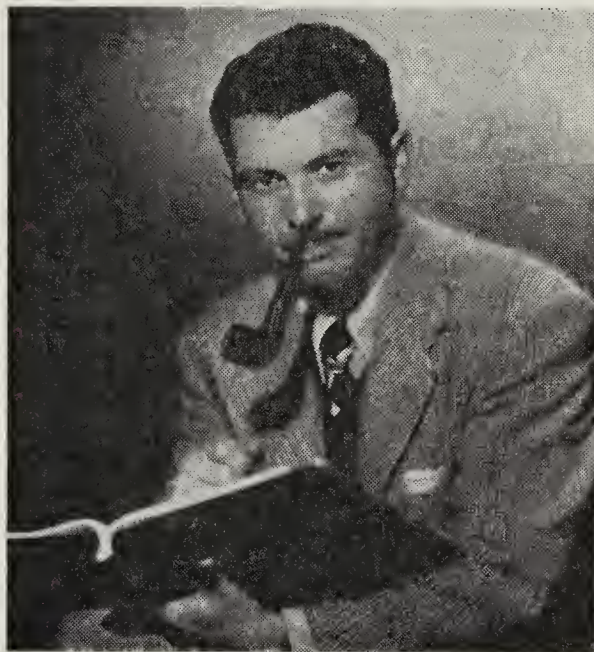
IT SEEMS entirely fitting that when Maxwell Shane, writer-producer-director, decided to hand Vittorio Gassman his first American starring role in "The Glass Wall," for Columbia release, he would use the exciting atmosphere of Times Square for the major part of the film's tense and exciting action.

"The Glass Wall" is the story of the flight of a D.P. from the turbulence of the dictator countries to the United States. A stowaway, he escapes the ship in New York harbor. A vivid, colorful series of adventures ensues, with the proper solution finally reached within the walls of the United Nations building. This, incidentally, marks a first for Hollywood, the first time a feature motion picture has been shot within that structure.

HOLLYWOOD craftsmen were abuzz with the achievements of "The Glass Wall" unit when it was reliably reported that the cameras had been steadily grinding for eight long days and nights without a single studio lamp in use. When I asked Maxwell Shane about this remarkable feat, he told me that the pre-shooting preparations had been so painstakingly complete that even had they needed a lamp, it would have been there. They just didn't figure on using any, and didn't.

SHANE showed me several diagrams and photos of clever gimmicks which enabled them to shoot unobserved. One ingenious stunt was to have the camera concealed in a huge crate, large enough to contain both camera and operator. The crate was dummied up to look exactly like the

thousands of merchandise crates which are daily trundled through the busy streets of the metropolis. Operating on a split second



MAXWELL SHANE

time table, the cast and crew were in perfect synchronization with the "action" signal from director Shane, which could have been a handkerchief put to his face or what have you! Thus, hundreds of realistic scenes were shot, and reshot, without any of the jostling public being any the wiser about their unwitting debuts as actors in a film drama.

HAD THE public realized for one moment that a real live movie was being shot, and that the shabbily dressed, hunted looking man was none other than the famous international star, Gassman, and also that the quietly dressed, unobtrusive blonde who watched was the glamorous Shelley Winters (Mrs. Gassman). "Welllll," said Shane, "you take it from there. But," with a grin, "be sure to call out the riot squad first!"

SHOOTING from dark doorways using a machine gun type of camera with human shields against prying, curious eyes was one device to insure complete realism. Another was the use of New York film actors who were experienced in the art of gently bumping out of the scene those innocent strollers who put themselves between the camera lens and the principals. Another was the careful selection of location spots along Times Square, where the constantly changing lights from the celebrated electrical advertising displays would add dramatic effect to the scenes. Thus engrossing realism was injected into the telling of the story.

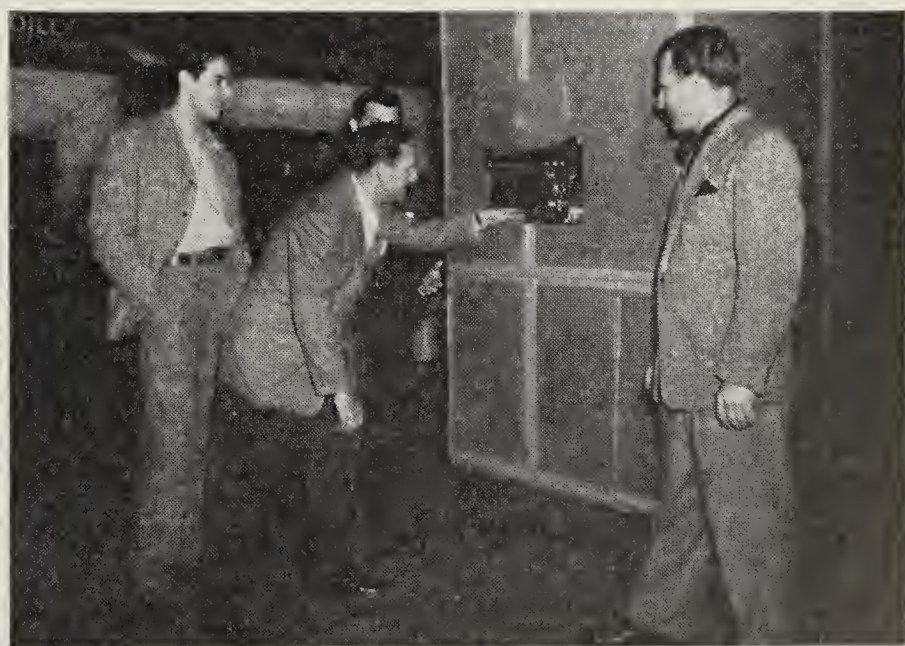
SHANE is now completing the script for the Emile Zola classic, "The Human Beast," which he will also direct for Columbia. A third-dimensional process will be used, and Shane told some interesting facts about his studies into the possibilities and pitfalls of this new medium. In his opinion, the success or failure of any film using this new medium depends upon how much intelligent research the writer, producer, and director have carried out toward proper story selection, scene locations, and even to careful casting. This third-dimensional process can be a giant stride toward the greatest entertainment field yet if wisely handled.

THIS WOULD SEEM the proper approach. One fact we all seem sure of at this point in the affairs of our industry is that the story of the forthcoming third-dimensional feature pictures have to be good. The public can be shilled once, may be twice, but, from then on, watch out!

MAXWELL SHANE impressed me as a clear headed independent thinker, and this ability is the prime requisite of a heads-up movie man.—P. M.

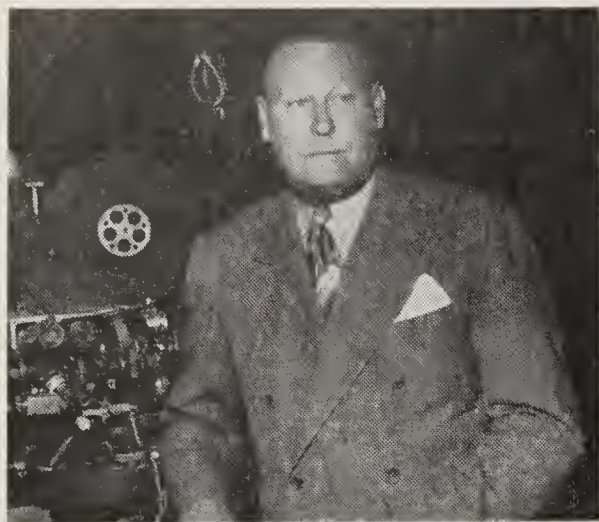


The honeymoon of Shelley Winters and Italian star Vittorio Gassman was interrupted when Gassman was offered the role of a displaced person pursued by the law through the streets and humanity of New York in Columbia's "The Glass Wall." Seen here in New York are, left to right, director Maxwell Shane, Gassman, Miss Winters, and producer Ivan Tors.



The exciting pursuit of Gassman through New York was photographed from the inside of a huge packing case, mounted on a dolly, and pushed over miles of Manhattan pavements. The camera disguise was invented by cameraman Joe Biroc, center, to solve the problem of curious New Yorkers crowding the scene. Looking on are Gassman and Ben Coleman.

Gordon Jennings Has Left Us



GORDON JENNINGS

GORDON JENNINGS, director of special effects for Paramount Studios since 1926, and regarded as the top man in his field, has left the scene.

THE VALUE of his singular contribution to bigger and certainly better screen spectacles cannot be estimated in dollars and cents. During his highly distinguished career, he gave to the screen exciting moments, which will never be forgotten, the mighty scene in C. B. DeMille's "Samson And Delilah" when Samson, the superman, destroys the huge temple with his bare hands, and the searing, crushing impact on the screen of the circus-train wreck in still another DeMille film, "The Greatest Show On Earth," for example. These, and hundreds of equally fantastic scenes were born and brought to screen life through the agile, creative mind and efforts of Gordon Jennings.

IN PARAMOUNT'S forthcoming "War Of The Worlds," Jennings reached what is regarded by many as the pinnacle of his distinguished career. The terrifying, sensational scenes of the monstrous Martian fighting machines invading a helpless earth is an astounding panorama, and should earn him many posthumous awards.

IN RESPECTFUL EULOGY, DeMille said of Gordon Jennings, "This tireless man worked many miracles to make millions of people thrill with joy and wonder. His deeds will remain in men's minds long after those who made the picture have been forgotten. Gordon Jennings was a real pioneer.

AND, SO, Gordon Jennings, one of the real stalwarts of our industry, has left our scene.—P. M.

GOOD THINGS TO COME FROM HOLLYWOOD...

Paramount's "The War Of The Worlds"

George Pal's "The War Of The Worlds", based on H. G. Wells' novel, has reached the screen in magnificent manner. The best of the science-fiction films to date, this thriller grips the imagination with iron jaws, and holds fast until the fantastic and frightening panorama of the invasion of the earth by the fighting machines from Mars has left the screen. Filmed in striking Technicolor, this proves once again the masterful impact of producer Pal's genius for such spectacles. The film is surely destined for boxoffice records. Working with a practically unknown cast, director Byron Haskin has pitted his puny humans against the terrorizing power of the Martian machines with telling effect. A word-of-mouth campaign should boost this into a smash hit. With such potent ammunition, Paramount should really shoot the works in its ballyhoo. This feature attraction is boxoffice power, wrapped in a big, awesome and fascinating package by that master packager, producer Pal.—P. M.



Shown above are scenes from Paramount's "The War of the Worlds," science-fiction thriller, and, lower left, director Bryan Haskin explaining a scene to correspondent John Lake, while producer George Pal and associate producer Frank Freeman, Jr., look on. A crew of six expert special effects photographers was responsible for many effects.



Rosemary Clooney, new Paramount star, recently had the time of her life at a special disk jockey premiere of her first film, "The Stars Are Singing," at the Orpheum, Los Angeles, arranged by disk jockeyies Gene Norman and Ira Cook. Left, she poses with Academy Award winning songwriters Ray



Evans and Jay Livingston, who wrote the songs for "The Stars Are Singing"; center, Miss Clooney and dancer Tom Morton, also in the film, give out on their way into the theatre, and at right are some of the crowds, lights, and excitement that were such an important part of the premiere.



NEWS OF THE

Territory

BRANCHES
Atlanta

Mrs. Joseph Bello, 75, mother of Jimmy Bello, sales representative, Astor, died in Brooklyn, N. Y. . . . In for a visit were: Bill Griffin, Cullman, Ala.; P. L. Taylor, Dixie, Columbus, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; W. Welch, Dallas, Dallas, Ga.; Alpha, Douglasville, Ga.; Mrs. Wallace Smith, Fowler, Alpha, Gem, Barnesville, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; Edd Duncan, Duncan Theatres, and Harry Curl, Amce, Birmingham, Ala.

The West Hollywood Drive-In, Miami, Fla., closed. . . . Paul Jenkins was appointed Tennessee sales representative for Wil-Kin Theatre Supply.

J. V. Caudill, Jr., has been appointed manager, Colonial and Strand, Canton, N. C. He was manager, Motor Park Drive-In, Pine Hill, N. C. L. R. Johnson is the new manager, Motor Park Drive-In.

Pat Ingram and R. E. Wilson started work on their Sky-Vue Drive-In, Springfield, Ga., with opening set for May. . . . Frank Sparrow, manager, Ritz, Winter Park, Fla., was installing a new RCA Synchro-screen.

Charles T. Rook started work on his new 200-car drive-in at Bushnell, Fla.

The Independent Drive-In Theatre Owners held its fourth meeting in Orlando, Fla., with about 30 Florida drive-in owners present. The next meeting will be held at the Hi-Way Drive-In, Fort Lauderdale, Fla., on March 31.

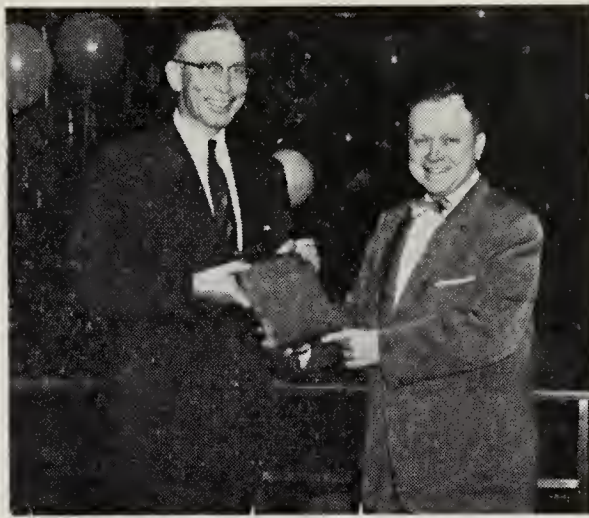
Ray Bassler, United Supply Company, Tampa, Fla., is back after a spell of the flu. . . . Sam Manning is now part owner, Ri-Mar Drive-In, Lockhart, Fla. . . . Frank B. Pierce started work on his new drive-in at Louisville, Ala. Equipment was sold by Jack Hunt, Wil-Kin Theatre Supply. . . . Martin Theatres reopened the Forrest, Valdosta, Ga. . . . Hubert Countryman returned as manager, Villa Rica, Ga.

James R. McGriff transferred from the Bay, Panama City, Fla., to manager, Martin, Talladega, Ala., and Earl Hallford is the new city manager at Cordele, Ga.

In booking were: O. C. Lam, Jr., Lam Amusement Company, Rome, Ga.; Dick Kennedy, Alabama and Tennessee, and Herman Abrams, Lumpkin, Lumpkin, Ga. . . . The Harlem, Athens, Ga., closed.

Charlton Heston, in "The President's Lady," is due in with Mrs. Heston for the opening at the Fox.

Jimmy Bello, Astor sales representative, is back from Brooklyn, N. Y., where he attended the service of his mother.



Mayor Ben West, Nashville, Tenn., right, recently presented Kermit C. Stengel, executive vice-president, Crescent Amusement Company, with EXHIBITOR's Merit Award Plaque for international recognition of the Tennessee. The presentation was made during the celebration activities of the world premiere of Warners' "She's Back on Broadway" and the first anniversary of the theatre.

Visiting were: O. C. Lam, Lam Amusement Company, Rome, Ga.; J. B. Tankersley, Georgia; Mr. and Mrs. Ted Harris, Starlite Drive-In, Tallapoosa, Ga.; O. E. Hudgins, Starlight Drive-In, Thomaston, Ga.; Nat Williams, Interstate Enterprises, Thomasville, Ga.; Mack Jackson, Strand and Jackson, Alexander City, Ala.; Paul Englar, Famous, Birmingham, Ala., and T. E. Coleman, Ritz, Anniston, Ala.

Astor moved into new quarters at 164 Walton Street.

Sharon Neely, Warners, will marry Dean Norris. . . . Claudette Darby, U-I, resigned to be married. . . . Eugene Skinner, Dixie Drive-In, is back from Charlotte.

Oscar Howell, president, Capitol City Supply, sold 3-D equipment to the Buckhead, Lanette, Lanette, Ala.; Carroll, Carrollton, Ga., and the Weis, Savannah, Ga. Full 3-D equipment was also sold to the Pike and Tower, Knoxville, Tenn.

Paul Stevens, Kay, was back after the flu. . . . Cliff Wilson, ABC Booking Service, will handle the buying and booking for the Coles Clinton Drive-In, Clinton, Tenn. . . . The new Skyway Drive-In, Valdosta, Ga., owned by Mr. and Mrs. J. D. Brown, opened. . . .



A group of Seminole Indians recently touring on behalf of U-I's "Seminole" are seen before their special bus in Knoxville, Tenn., with Aubrey Couch, manager, Tennessee, left, and Joe Shields, assistant manager, right.

Claude Cannon's Tiger Drive-In, Tiger, Ga., opened. . . . Rogers Butler, Jr., city manager, Wilby Theatres, Selma, Ala., was appointed chairman for the Red Cross drive.

Bernstein Southern Theatres started construction of its new 800-car drive-in at Miami, Fla. . . . Charlie Webb leased from J. A. Snodgrass, the Bocanita, Scottsboro, Ala.

Paul Englar, Birmingham, Ala., is back after a spell of illness. . . . Elrod Sims, Georgia Theatres, Athens, Ga., was visiting.

Notes from MGM — Sarah Chambers is new in the contract department. . . . Helen Glenn Taylor, who recently became a bride, is back. . . . The office force gave a party for Betty Rary, who resigned after 10 years with the company. She was presented with a silver coffee service. . . . Mrs. Yvonne Gilbert was back after a spell of illness.

Charlie Anderson was added to the booking department at Columbia, and Roland Fairchild, sales representative, is back after the flu.

Joe Duman, office manager, Republic, was back after a spell of the flu. . . . Nelson Towler, former branch manager, Lippert, was appointed special sales representative for RKO, and Eddie Bledsoe, former Georgia sales representative, was transferred to the Jacksonville branch.

In booking were: E. J. Hunter, Colquit, Colquit, Ga.; C. D. Hudgins, Starlite, Thomaston, Ga., and Mrs. Wallace Smith, Gem, Barnesville, Ga.

The stork passed over the home of Mr. and Mrs. Emory McEver, he is with K and B, and left a baby boy.

Frederick G. Storey, president, Storey Theatres, was elected president, Family Service Society, Fulton and DeKalb Counties. . . . Joseph Marcantel, Welch, La., is the new owner, Pelican Drive-In, Jennings, La.

The new drive-in at Kissimmee, Fla., owned by Mr. and Mrs. Michael Dorso, opened.

Charlotte

H. B. Meiselman opened the Fox. The house, formerly the Broadway, has been closed since July 1. The interior has been refurbished, with the theatre now having 1,000 seats, a new modernistic front was built, and the marquee modernized.

The State Supreme Court is expected to have the final say on whether a city government has the right to limit theatre operations on Sunday as a result of a test case instituted in Mecklenburg Criminal Superior Court. Judge J. Will Pless, Jr., ruled in favor of local officials in their action against Charles B. McGee, 29-N Drive-In, charged with operating at hours other than those prescribed for Sunday exhibition. Welling and Welling, attorneys for McGee, claimed that the local ordinance is unconstitutional since it fails to conform

to North Carolina statutes because it is discriminatory, and because it attempts to legislate upon religious matters. When Pless denied the motion to dismiss the case on these grounds, notice of appeal was given. It was evident that the action would be a test case when the defense failed to give evidence refuting the charges, and when Judge Pless fined the defendant only \$10 and costs.

Thomas E. Bailey, assistant branch manager, MGM, has been promoted to succeed Herbert J. Bennin as the company's branch manager in St. Louis. Bennin goes to Washington, D. C., where he succeeds Jerome Adams, branch manager.

A tax evasion indictment was brought against H. B. Meiselman and Mr. and Mrs. Morris Nuger by a U. S. Middle District grand jury in session at Rockingham, N. C. Meiselman owns the Fox and Center, and Nuger operates the Grand.

The search for the wreckage of Worth Stewart's plane continued. The Charlotte executive left Florida on Feb. 26, and neither he nor his plane have been seen since. . . . Harold Hall, Dixie and Halls Drive-In, Columbia, S. C., opened his new Halls Drive-In, Lexington, S. C. . . . Miss Viola Fender, secretary to Scott Lett, Screen Guild, was named vice-president, Mecklenburg County Young Republican Club. . . . Spokesman for the Variety Club, Tent 24, said that the clubs annual "Parade of Quartets" netted approximately \$2,000 for operation of the Children's Clinic at Memorial Hospital. Scott Lett is chairman, Heart committee, Variety Club.

Jack Wadesworth, manager, Pineville Road Drive-In, was seen after several days in the hospital. . . . Walter Bond, Bonds Auto Drive-In, Bennettsville, S. C., has taken over the operation of the Starlite Drive-In, Bennettsville, S. C. The former owner is W. J. Clark, McColl, S. C. . . . Robert Lon Baker, III, was listed for the first time in Babylands "Who's Who." He arrived on Feb. 28. Parents are Mr. and Mrs. Sonny Baker, Webb, Gastonia, N. C. . . . Stewart and Everett Theatres will open the new Iwo Jima, Jacksonville, N. C., in April. . . . Ben Rosenwald, branch manager, Metro, Boston, stopped off to say "hello" to old friends while returning from a vacation in Florida. . . . The Jean, Seaboard, N. C., closed, as did the Badin, Badin, N. C. These theatres were formerly booked by Exhibitor Service. . . . Exhibitor Service has taken over buying and booking for the Waynesville



Seminole Chief Curtis Ocola, one of eight Indians touring on behalf of east coast openings of U-I's "Seminole," recently visited Knoxville, Tenn., and presented a peace pipe to Aubrey Couch, manager, Tennessee.

Drive-In, Waynesville, N. C., formerly handled by Carolina Booking Service. . . . Carolina Amusement Company, Elizabeth City, N. C., will open the New Webb Drive-In, Elizabeth City, N. C. . . . Mitchell Little, Republic office manager, and wife spent the weekend at Shelby, N. C. . . . Mr. and Mrs. B. B. Anderson, Anderson, Anderson Theatre Company, Mullins, S. C., left for Arizona. . . . The Twin Oaks Drive-In, Sparta, N. C., will reopen on March 21. Queen City Booking Agency will handle buying and booking.

Seen on the Row were: Jimmy Highsmith, Trio, Robersonville, N. C.; A. Parrish, Staruve Drive-In, Benson, N. C., and Bill Suther, Pastime, Concord, N. C.

Memphis

Fire of undetermined origin destroyed the theatre in Bald Knob, Ark., operated by Clyde Whitley, and several other business properties.

The rebuilt theatre operated by M. W. Bright in Bradford, Ark., reopened. . . . Negotiations between the distributor representatives and local union representatives on a new contract for the front and back office workers were held. . . . A new open-airer, the 82 Drive-In, Lewisville, Ark., bowed in. It is owned by R. Grady. . . . The Sunset Drive-In, Calvert City, Ky., reopened for the season.

Many other drive-ins in the area are reopening for the 1953 season. . . . In Little Rock, Ark., Arkansas Theatre Supply opened, succeeding Perrin Theatre Supply. H. E. Wortsmith, formerly with Republic, is the owner.

New Orleans

William "Bill" Cobb, president, Exhibitors Poster Exchange, didn't pay much attention to his birthday on March 4 as he is busily occupied in readying the Brad Drive-In, Plaquemine, La., for opening. His partner in the project is B. W. Stevens, Theatre Display Service. . . . Ill with the flu were V. H. "Cy" Bridges, MGM city salesman, and Maurice Joseph, buyer-booker, Lazarus Theatres.

Graham, N. C. Suit Asks \$8,000,000

GRAHAM, N. C.—Mr. and Mrs. Allen B. Thompson, owners and operators, Graham Theatres, filed suit in United States Western District Court asking more than \$8,000,000 damages from certain theatres and exhibitors whom they charge have "entered into unlawful combination and conspiracy to restrain and to monopolize interstate trade and commerce in motion picture films."

It is claimed that films were made available to the plaintiffs too late and after strong interest in them have been removed because of their showings nearby. The whole intent, it is alleged, was to induce the public to attend movies elsewhere, particularly in nearby Burlington, N. C., and to run Graham theatres out of business.

Defendants in the action are North Carolina Theatres, Inc., Burlington and Charlotte, operating two theatres in Burlington and approximately 50 others; the Wilby-Kincey Service Corporation, Charlotte, operator of houses in North and South Carolina; H. F. Kincey, Charlotte; Loew's Inc., 20th Century-Fox Film Corporation; RKO Radio Pictures, Inc., Columbia Pictures, Inc., and Republic Pictures, all of which are being sued as producers and distributors; and Paramount Film Distributing Corporation, Warner Brothers Pictures Distributing Corporation, United Artists Corporation, and Universal Film Exchanges, Inc., sued as distributors only.

The suit, filed under the Sherman-Clayton anti-trust act, lists Thompson as owner and operator of Graham Theatres from 1927 until 1943, with Mrs. Brona C. Thompson, his wife, joining him in the ownership and operation in 1944. All of the defendants, according to the complaint, were giving "producer controlled theatres privileges and preferences not granted to independent theatres, including the plaintiff's theatres."

It alleges that the defendants set minimum prices for specific films, with the minimum at times more than independent owners wanted to charge; that all but United Artists practiced "block booking" and "blind selling or buying"; that independents were required to buy almost the entire product of the studio for a given season, including features, shorts, newsreels, and other offerings; that films were made available to the plaintiffs too late after the boom had been taken off them at showings nearby, and that there were instances of increased charges for films.

Exhibitors seen about were: Harold Baily, Gentilly; Bob Roberts, Roxy; C. A. Gulotta, Fox; Mrs. Thomas Lupo, Lakeview; Paul Burnet, Dixie and Rene Brunet, Lippert. . . . Mike Pisciotta has the Peacock open only on Saturdays and Sundays during Lent. . . . H. B. Paul is kept quite busy booking and road-showing Don Kay's "Bring On The Girls."

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Mike Heck, veteran dealer in popcorn and supplies for theatres, decided that it is better to keep himself busy rather than loll about so he just continues vending the unpoped delight.

R. L. Johnson, who handled the sale and installation of projection and sound equipment in W. F. Straub's Glo Drive-In, Wiggins, Miss., said that Straub anticipates the gala opening on April 1.

Warners' J. D. Woodard was in from Atlanta to merchandise "She's Back On Broadway." . . . Herb Hargroder was a caller at the J. G. Broggi Booking exchange, and L. J. Brun, Apex, Lumberton, Miss., checked bookings with his representative, Russell Callen.

The Tramont Building Company, Inc., headed by L. C. Montgomery, placed its first surprise home of the year, "The Monterey," a National Homes Corporation product, for inspection at 420 Whitney, Metairie, La. Other officers of the firm are Walter Trahant, vice-president and general manager; Ernest MacKenna, treasurer, and Eldon F. Briwa, secretary. All but Trahant are connected with the industry in Delta Theatres, Inc. The building firm has several other homes open for inspection.

Mrs. Emma Rater, who held the reins of the Vicksburg, Miss., Drive-In for several years, now heads the new 82 Drive-In, Stamps, Ark., slated for a March 19 opening. . . . The people of Baton Rouge, La., Alexandria, La., and Jackson, Miss., got their first glimpse of 3-D when Paramount-Gulf Theatres, Inc., presented "Bwana Devil" at the Hart and the Paramounts.

Milton Guidry and E. R. Sellers made the rounds for their Yam Drive-In, Opelousas, La. . . . Mayor Lew Langlois, Alamos, New Roads-St. Francisville, La.; Gordon Ogden, Gordon, Ogden, La., and Chimes, Baton Rouge, La.; T. G. Solomon, McComb, Miss.; F. G. Prat, Jr., Vacherie, La., and Harold Dacey, Lockport-Raceland, La., were booking and visiting.

Exhibitors here accompanied by their wives were Mr. and Mrs. Al Randall, Woodville-Centerville, Miss.; Mr. and Mrs. Gilbert Romero, Lafayette, La.; Mr. and Mrs. Frank Olah, Albany, La.; Mr. and Mrs. Irving Zellers, Gonzales, La., and Mr. and Mrs. Leonard Allen and their two children.

Bentley Davis resigned as manager, Pelican Drive-In, Jennings, La., to accept a similar post with the Moon Drive-In, now under construction at Lake Charles, La., and expected to open about April 1.

Lionel Bouillon, who operates Gentilich in conjunction with his brother, Lee, was confined to Hotel Dieu awaiting surgery for stomach trouble. . . . Mrs. Henry Lazarus is back after four weeks of rest and relaxation in Hot Springs, Ark. . . . Milton Dureau, vice-president-general manager, Masterpiece, was in New York on an important distribution deal.



These Seminole Indians, recently touring on behalf of U-I's "Seminole" are seen in front of the Paramount, Atlanta, with Sam George, manager.

Booking and visiting were: E. M. Jones, manager, St. Bernard Drive-In; Ira Olroyd, manager, Teche and Opera House, Franklin, La.; Garland Thornhill, manager, Mitchell Drive-In, Hammond, La., and Mrs. O. Barre, Luling, La.

Messrs. Joel Bluestone and Nick Lamantia will do the buying and booking for the latter's Ritz, Bogalusa, La., formerly handled by Theatres Service Company.

Mrs. Yvonne Sallinger, who resigned as 20th-Fox branch manager William A. Briant's secretary, but who stayed on to acquaint her successor, Mrs. Joyce Catalano, with her duties, bade farewell to her fellow workers. In the cashier's department, former cashier's clerk, Mrs. Gloria Barefoot replaces Mrs. Ruth Solis as cashier.

The good feeling demonstrated by Republic personnel is a genuine demonstration of good fellowship, cooperation, and productiveness. They include: Leo V. Seicshnaydre, branch manager; Frank J. Barry, office manager; Al Riedl and William Thomas, salesmen; Dave Rizzuto and Anna Musso, bookers; Anna May Angell, cashier; Joyce Walters, Eunice Dannemann, and Patsy Beyer, steno-clerks; Mrs. Joan Murray, secretary; Mrs. Thelma Loeber and Mrs. Dorris Barras, ledger clerks; Patsy Ruffino, billing clerk; Mrs. Annette McClanahan, typist clerk; Robert J.



Lawrence G. Blochman, left, and Will Oursler, second from right, executives, Mystery Writers of America, honor Alfred Hitchcock and Anne Baxter, director and star of Warners' "I Confess," at a recent special screening of the film in New York.

Tabary, salesman, 16mm. division; William Kelly, head shipper; Pete Bacques, Jr., and Nicholas Herkes, shippers; Mrs. Henrietta Coig, head inspectress; Violet Carrol, Mrs. Mirdell Engelbracht, Mrs. Ethel Engler, Mrs. Hazel Gordon, Mrs. Dorothy Pellerin, Severine Nunez, and Mrs. Alvera Lions, inspectresses, and Leon Arseneaux, porter.

Leonard Allen, new manager, Rebel Drive-In, Baton Rouge, La., and the missus were in. . . . Roy Nicaud, who suffered severe injuries in an automobile accident, stopped to chat on his way to the doctor's office. . . . Paramount-Gulf's Hart, Baton Rouge, La.; Paramount, Alexandria, La., and Paramount, Jackson, Miss., have 3-D equipment. Altec engineers and service representatives handled the installations.

Attending the screening of "Call Me Madam" were Gaston Dureau, president-general manager; Maurice Barr, secretary in charge of advertising, publicity, and public relations, and J. T. Howell, buyer-booker, Paramount-Gulf Theatres, Inc.

Mrs. Ed Thomasie, Royal, Marrero, La., advised that her husband is back in the hospital for an ailment which has had him in the hospital during the past few years. . . . Harold "Babe" Cohen was confined to Baptist Hospital for a check-up. . . . Mr. and Mrs. Gilbert Romero, Gil, McComb, La., and Booker T, Lafayette, La., stopped for a chat before making their round of calls. So did Al Morgan and Fred T. McLendon, McLendon Theatres, Union Springs, Ala.

Seen about were Milton Guidry, Mrs. Thomas Lupo, Lakeview; S. E. Mortimore and Lyle Shiell, Skyvue Drive-In, and Mrs. Bertha Foster, Violet-Port Sulphur, La.

Bill Page and John Luster were in from Robeline, La., to buy and book.

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Harry Brown, manager, Ed Frankel's Century, Mobile, Ala., was in. . . Sidney Otis, who blossomed out as an exhibitor, assuming ownership operations of the Algiers Drive-In, has now branched out in another phase of the industry as a buyer-booker, which he has tagged Otis Booking Service, presently operating from 4948 Arts. . . Cecil Kelly was here to buy and book for his Cil, Stamps, Ark., and Fox, Plain Dealings, La. . . E. W. Ansardi, Buras, La.; S. J. Gulino, Kenner, La., and William Sendy, Patio, Airline Highway, made the rounds. . . Ed Jenner, Ellisville, Miss., and William

Florida
Fort Myers

Jacksonville

Miami

Tennessee Chattanooga

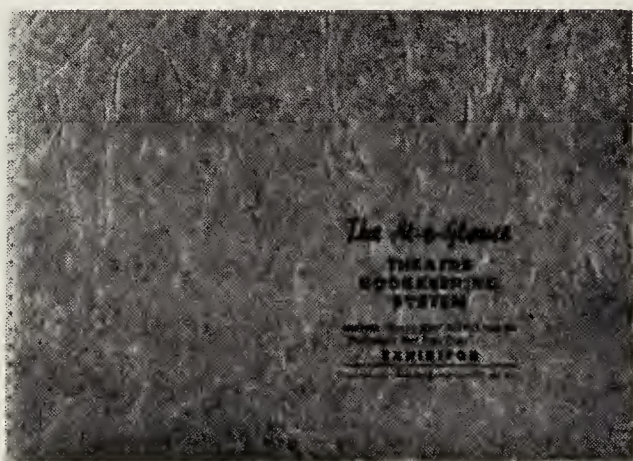
John L. Smith, manager, Marin Theatres, Athens, Tenn., was bound to the McMinn County grand jury on a charge of violating a state law prohibiting the showing of motion pictures on Sunday. Smith opened the Strand, and held performances at 2 p.m., 4 p.m. and 9 p.m., hours selected to eliminate conflict with church services. An estimated 1,800 persons turned out for the showings. Section 11202 of the Tennessee Code, which prohibits the showing of movies on Sunday unless authorized by the governing body of the municipality in which the theatre is located, was thus violated, according to police. However, it is contended that the city authorized Sunday showings in 1946 when the City Council passed on first reading an ordinance to that effect. A referendum, however, was held the same year, resulting in 855 votes for and 720 against Sunday showings in Athens. Smith was held guilty, since, in the judge's opinion, the "State code had 'probably' been violated." Smith was held in \$25 bond. Senator Ernest Guffey, Athens, introduced legislation into the State Senate to legalize Sunday movies in Athens, and the bill passed on first reading in the Senate. Smith stated he would continue Sunday operations at the hours mentioned.

Nashville

The world premiere of 20th-Fox's "The President's Lady" at the Paramount was the springboard for mass showings of the picture in over 300 theatres situated throughout the company's southern division area. Atlanta, Charlotte, Dallas, Jacksonville, Memphis, New Orleans, and Oklahoma City served as hubs in the drive, with branch managers and company sales representatives working out individual campaigns. Locally, ceremonies were held at Jackson's noted home, "The Hermitage," where Mayor Thomas L. Cummings placed a wreath. Overall supervision of the regional openings was handled by Harry Ballance, division head. Also sparkplugging the saturation drive were Paul S. Wilson, assistant division sales manager; and branch managers D. M. Coursey, Atlanta; John E. Holston, Charlotte; Mark Sheridan, Jr., Dallas; T. P. Tidwell, Jacksonville, and M. W. Osborne, Oklahoma City, and James Gillespie, southern area exploiteer.

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NEWS OF THE

Territory

Chicago

For the first time in several years, theatre city tax collections showed a gain. The returns for February were \$90,654, and a year ago, for the same month, \$87,130. Total amusement collections were higher in February, with \$155,510, as against \$146,062 in 1952.

The Portland, Ind., high school band gave a 45-minute concert on the stage of the Hines at the opening of "Stars and Stripes Forever."

Tomey Falk and Jack Taylor, Okaw Drive-In owners, Camargo, Ill., are building an outdoor, for spring opening, at Charleston, Ill.

The MGM office force gave a luncheon to Ann Peterson, who retired after 26 years. . . . The Strand, suburban Brookfield, was sold for conversion into a manufacturing plant.

The Lincoln Hippodrome was converted into a million dollar women's apparel store. The theatre had been closed for several years. . . . Two films were rejected, and six marked for adults in the February examination by the censor board of 98 pictures totaling 508,000 feet.

Aaron Jones, Jones, Linick and Schaefer, took a Florida vacation. . . . Jim Johnson, manager, Hollywood and Majestic, Alton, Ill., resigned.

William Z. Porter, Allied Artists field representative, arrived from Dallas, where he supervised the installation of new accounting machines, and set up a new bookkeeping system in the exchange.

Frank Bauer, 58, head cameraman, Filmack Trailer Company, died of a cerebral hemorrhage. He had been an employee of Filmack for 26 years. He is survived by his wife, a son, and a daughter.

Leonard Wnuk bought the Deluxe, Imlay City, Mich., from Harry Hoboloth. . . . Rex Kinne bought the Lee, Whitmore Lake, Mich. . . . Bob Shrader, Warner salesman in Indiana and Kentucky, is convalescing after an operation.

Howard Lubliner, Clark and Four Star, vacationed in Florida. . . . Bloomer Amusement Company bought the Starlight, Alton, Ill. . . . The Illinois, formerly the Crescent, Ottawa, Ill., was sold by Mrs. Rita Gregory for a reported \$60,000 to Samuel R. Ives, New York.

The anti-trust case of the Viking, Appleton, Wis., was transferred by Federal Judge Barnes to the District Court at Milwaukee. . . . Hartle Amusement Company bought the Vogue, East Chicago, Ill. . . . Maurice McShane, 69, retired manager, passed on.

Dallas

Colonel H. A. Cole, co-chairman Texas COMPO, and chairman of the board, Allied Theatre Owners, was honored at the Town and Country Restaurant by owners, managers, and Film Row executives on his 71st birthday. General William McCraw, executive director, Variety Clubs International, and chairman, Texas COMPO Speakers Bureau, served as toastmaster. Mrs. Virginia Simmons, vice-president, Simmons Booking Company, presented the birthday cake to the colonel.

Harold H. Stroud, Hamilton, Tex., in discussing 3-D, compared it to experiences related by his son while training at the Marine Center, Cherry Point, Va.

Eleven contestants were chosen out of 27 entries in the Rosemary Clooney singing contest sponsored by the Palace in the promotion of "The Stars Are Singing." Four judges, Dink Freeman, son of Charles Freeman, Interstate booker of live talent; Mrs. Todora, for the woman's angle; Carl Lambert, program director, WFAA, and Bob Medaris, local manager, Columbia Records, chose the winner.

In Albuquerque, N. M., Thomas E. Griffing, president, All State Theatres, and a member of Allied of Texas, postponed the opening of his new drive-in due to cool weather. The Duke City is a 600-car operation set up for projection of television programs, and will be operated along with the Terrace Drive-In.

Dr. Richard Johnson, head, economics department, Southern Methodist University, and his assistant, Dr. William M. Zentz, completed work on the survey for the national tax campaign. Completed information was forwarded to Colonel H. A. Cole.

The Palace started kiddie shows at 9 a.m. on Saturdays, which Jimmie Allard, manager, says are very well received. "Stars of Tomorrow" is the title of the amateur show, and carried over station WRR. This is followed by "Circus Time" with live animals as stars of the show.

Theatre Enterprises, Inc., reports construction started on a new drive-in at Hobbs, N.M. R. W. Ferguson, Hobbs city manager, says the new drive-in will have a 500-car capacity. Also in New Mexico, the Starlite Drive-In, Roswell, is enlarging to handle 900 cars. Boyd F. Scott, Theatre Enterprises, made the announcement.

T. E. "Ed" Laird, branch manager, United Artists, announced the appointment of Lloyd D. Rust as office manager, replacing Roy Sach, moved into the sales division. Rust formerly was franchise holder in Dallas for Monogram. A luncheon for all employees launched Rust as new office manager, and was a farewell party for Gene Goodman, leaving to go to Republic as office manager.

The executive board of Texas COMPO appointed John Rowley, vice-president,

Rowley United Theatres, and Paul Short, division manager, National Screen Service, co-chairmen of the 1953 Red Cross Drive for the industry in this area. Rowley and Short will maintain headquarters during the campaign in the Texas COMPO offices. A special luncheon was arranged for exhibition, distribution, and allied industries.

Charles Weisenburg, president, Texas Drive-In Theatre Owners Association, announced that April 14-15 had been set for the annual meeting of the Texas Drive-In Association at the Adolphus Hotel. Approximately 250 drive-in operators are expected to be in attendance. Weisenburg stated, "We are justly proud that the Texas Drive-In Association is the first unit to join the new International Drive-In Association."

Phil Isley, Phil Isley Theatres, was on the west coast to check the 3-D situation. Isley made arrangements for a special screen installation in his Capitan, Pasadena, Tex., near Houston, Tex., and plans to install a similar screen in his Crest here by April.

The Variety Club, Tent 17, found interest mounting in the gin rummy tournament as the winners settled down to decide the champion. Semi-finalists were Richard Hamann vs. Sam Passman and James Hurst vs. Henry Feld. Ernest Roth was eliminated in the playoffs during the week. The Cole Sisters entertained with their Hammond organ and Steinway piano.

Construction has begun on a 300-car drive-in on Highway 35, south of the Triangle, Rockport, Tex., by Ed Barnard, owner-manager, Surf. . . . Lawrence Miller, Robstown, Tex., will be a candidate for mayor in the April 7 election.

An 18-acre tract in southeast Lufkin, Tex., has been purchased by East Texas Theatres, Inc., on which to build a drive-in, according to S. L. Oakley, vice-president of the circuit, which operates the Redland Drive-In, Pines, and Lynn, Lufkin. Capacity will be 678 cars, with walk-in facilities for 300.

The Rice, Eagle Lake, Tex., reopened. It had been damaged by fire last October. Mr. and Mrs. H. C. Johnson operate the house for owner Hayes Stephens.

PETTICOAT PRATTLE — Winnell Quinn, secretary to Paul Short, division manager, National Screen Service, was on vacation. . . . Manley's Margaret Falls is a busy gal. Her husband, Horace, Falls, Falls Theatre Service, is home from Gaston Avenue Hospital following an operation. She is also a member of the Mosecs' girls luncheon club committee. . . . The wrestling matches sponsored by the Soroptimist Club was held, and Verlin Osborne, Paramount, who handled the publicity of the event for her club, states it was very successful.

An Albuquerque, N. M., woman had a baby in the women's room at the Coronado.

For the new television show, "Hot From Hollywood," sponsored by drive-ins, George Bannan, producer and master of ceremonies, will revert to his original family name. He says it was O'Bannan when his great-grandpappy came to this country, and that is what he will use on the show. On March 19, Dorothy Malone, femme star of "Torpedo Alley" and a Dallas girl, will be a guest. Charles Weisenburg, as new president, Texas Drive-In Association, will present her with a plaque.

Denver

A bill which would have outlawed "Bank Nights" in theatres was killed by the New Mexico House of Representatives. A present law permitting "Bank Nights" was recently termed unconstitutional by a state attorney general's ruling that it discriminates against theatres built since the law went into effect. The statute continues in effect, however, until the case is tested in court.

Mitchell Kelloff recently added two small towns to his circuit, two towns that had had a succession of owners. Kelloff is making money out of them, but only because he is constantly on his toes, and selling every picture from every angle. He is presently selling "Lime-light" to the townspeople, the American Legion, and others on the premise that just because the ideologies and actions of one member of the cast might not be to everyone's liking, it is not a sufficient reason to make the boycott extend to the many others involved in making and showing the film. He calls attention to the fact that other actors, actresses, technicians, projectionists, doormen, aides, etc., are dependent in a measure to the success of the film for part of their living.

Barney Shooker, Columbia salesman, was honored at a theatre-film luncheon given by Robert Hill in honor of Shooker's 20 years with Columbia. Shooker has been on Film Row for 34 years, which, by a strange coincidence, is just the length of time that Hill has been in the business.

Bruce Marshall, Columbia salesman, is the father of a second child, Jillann, born at Presbyterian Hospital. The mother is the former Zora Schulich, formerly a booker at U-I.

Merle Swank and Don Phillips, owners of a drive-in at Longmont, Colo., bought the McCook Drive-In, McCook, Neb., from Hankey and Giddings.

Seen on Film Row were: Larry Starsmore and Derald Hart, Colorado Springs, Colo.; Russ Dauterman, Salt Lake City; Basil Smith, La Junta, Colo.; Merf Evans, Johnstown, Colo.; Neal N. Beezley, Burlington, Colo.; Miss Elizabeth Zorn, Julesburg, Colo.; Ross Campbell, Newcastle, Wyo.; Tom Paulos, Paonia, Colo.; Fred Hall, Akron, Colo., and Wilbuy Williams and Claude Graves, Boulder, Colo.

A franchise agreement was set by R. M. Savini, president, Astor, and Don Hammer, head, Intermountain Film Exchange.

Des Moines

Don Swartz, head, Realart, Milwaukee, and Independent Film Exchange, Minneapolis, entered into a franchise agreement with R. M. Savini, president, Astor, for exclusive distribution of Astor product in the Des Moines territory. A second franchise agreement was closed between Savini and Don Hammer, head, Intermountain Film Exchange, Denver. This gives Astor 100 percent distribution coverage, and brings the total franchise holders to date up to 32.

Central States Theatre Corporation will still build a drive-in near Boone, Ia., where it now operates two houses, despite the township trustees turning down a license permit to the corporation. Two of the trustees, who voted against the license, have refused to alter their position, saying it is against their religious beliefs. The third trustee voted for issuing the license, and has offered to resign his post if the other two will do likewise. Members of the city council of Boone have indicated they might incorporate the area desired by the drive-in as a part of the city. Meantime, two of the township trustees near Vinton, in another part of the state, have voted against a license for another drive-in for Central States on the grounds "it would encourage immorality." A third trustee voted to license the theatre.

Exhibitors in Iowa are alarmed that "Bank Night" might be reviewed by the courts as a result of Mayor Wilson Mabrey, Carter Lake, Ia., attempting to set up a test case on "Bingo." The Iowa Supreme Court recently held that a Smorgasbord "Bingo" game operated by Mayor Mabrey at a recreation club in Carter Lake was illegal because it did not meet the requirements set up by "Bank Night," which has been held legal. Mabrey's Smorgasbord deal called for charging \$2 for the dinner, and allowing the eaters to play "Bingo" for cash prizes. Following the court decision, Mayor Mabrey set up another plan patterned after "Bank Night" in which patrons who did not eat were also allowed to play the game, and the local sheriff raided the game, and arrested the mayor. It is expected the case will again be appealed to the State Supreme Court.

Kansas City

Commonwealth Theatres held its spring meeting for drive-in managers at the Hotel President with Jack Braunagel, manager, drive-in operations, opening the session, and Robert Walter acting as chairman of the managers' program.

J. S. Allen, MGM southwest sales manager, was a visitor. . . . Arthur Greenblott, Lippert, was here from New York visiting Lippert franchise owners Nina Bridges and Bob Herrel. . . . Bill Brooker, publicity man, RKO, resigned. . . . Foster Blake, western division sales manager, U-I, was a visitor. . . . Jim Lewis, RKO branch manager, visited Louis Higdon, Mid-Central Circuit, in Manhattan, Kans. . . . Chick Evans, public relations man, 20th-Fox, was in Minneapolis and Des

Moines. . . . Bill Jeffries, booker, Warners, vacationed in New Orleans.

Geraldine Summers, short subjects booker, Columbia, sprained her ankle. . . . The Liberty, Brewster, Kans., and the Bird City, Bird City, Kans., closed. . . . Ed Kunchelo is the new shipper at Columbia. . . . Irene Mullens resigned as stenographer at Commonwealth. . . . The Osage, Stover, Mo., closed.

Ralph Roller sold his interest in Roller's Airway Drive-In, Mount Vernon, Mo., to his partner, Elson Roller.

George S. Baker, office secretary, Kansas-Missouri Theatre Association, will be the resident agent of a 1000-car drive-in at 11000 West 78th Street at the junction of U. S. Highway 50 and Kansas Highway 58 near Overland Park. It is expected to be completed early in May.

Commonwealth Circuit started construction on a drive-in at Fort Leonard Wood, Mo. . . . The Kansas-Missouri Theatre Association held its regular monthly meeting and luncheon at the Hotel Phillips. C. E. "Doc" Cook, president, covered the TOA meeting in New York.

George Baker has agreed to act as treasurer, as well as secretary, for the KMTA to replace the late Home Strowig. . . . A joint spring meeting is being contemplated by the Motion Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois and the Kansas-Missouri Theatre Association. It will be held in Columbia, Mo., or in one of the hotels on the Lake-of-the-Ozarks. Arrangements are to be made by Frank Plumlee, Farmington, Mo., Bill Williams, Union, Mo., and C. E. Cook.

Harvey Black, husband of Katherine Kyle Black, Fox Midwest, is improving at Kansas Medical Center. . . . Mr. and Mrs. C. E. Cook were to leave for a vacation in Fort Meyer, Fla. . . . Former manager Arnold F. Susher, Plaza, Lindsberg, Kans., died at Wadsworth Veterans Hospital, Excelsior Springs, Mo. He was 55.

Pat Summers, bookkeeper for Rube Melcher, Popper's Supply, resigned to join her husband who is in the service. . . . B. C. Marcus, midwest division manager, returned from Minneapolis. . . . R. Thompson, sales representative, Warners, was still a patient at St. Luke's. . . . Mr. and Mrs. Herb Jeans announced their new drive-in, the Mizzou, Columbia, Mo., is ready for an early spring opening.

Among those who addressed the Kansas-Missouri Theatre Association two-day drive-in meeting were: Jack H. Levin, Jack H. Levin Associates; Owens Parker, Parker Construction Company, Shawnee, Okla.; Kendall Way, concessions manager, Interstate Circuit, Dallas; Dale Stewart, Sunset Drive-In, Springfield, Mo.; Maurice Kleinman, Lake Charles, La.; Jack Braunagel, Commonwealth Theatres, Kansas City; Lou Kravitz, Filmack Trailers, Chicago;

C. E. Heppberger, National Carbon Company, Chicago; Ben Poblocki, Poblocki and Sons, Milwaukee; E. F. Scraper, Civic Enterprises, Inc.; Henry Seamans, 71 Drive-In, Fayetteville, Ark., and others. Stanley J. Durwood, Durwood Theatres, was the chairman, and kept things moving.

Jack H. Levin, head, National Drive-In Institute, Inc., explained to the drive-in operators attending the conference sponsored by the Kansas-Missouri Theatre Association, the activities and possibilities of his organization. Among projects offered for consideration was the cultivation of mutual interests between the drive-in and the automobile industry. He suggested that a possibility is 50,000,000 cars idle after six p.m., because of vastly expanding television broadcasting. With mutual interests established, Levin asserted, car manufacturers would give eager attention to adaptations of cars to drive-in screen viewing, for example. Another example of what the institute might do was to aid in the fight against audience-disturbing insects in drive-ins. Levin suggested that many government agencies are studying mosquito control, and, if drive-in interests would consult them, the mosquitoes could be banished from an entire area, and not merely a theatre.

Commonwealth drive-in managers had a two-day meeting here, headed by Robert Shelton and Jack Braunagel.

The board of directors of the Capitol Drive-In Theatre Corporation, Des Moines, held a meeting in the Consolidated Agencies, Inc., office. Jack Shriner, Gem, was elected vice-president, to fill the unexpired term of Homer Strowig, deceased. Mrs. Strowig and her two sons, Bob and Calvin, and Lloyd Herstine, Des Moines, were also present. Bob Strowig was elected to the board.

Frank Weary, II, Farris, Richmond, Mo.; Bob Parker, manager, Trail, Overland Park, Kans.; Art Pugh, Columbus, Kans.; Jay Means, Oak Park; Jay Wooten, Ayr-vue Drive-In, Hutchinson, Kans.; Fred Davis, Cozy, Girard, Kans.; Mr. and Mrs. H. E. Porta, Community, Humansville, Mo.; Kenneth Ehret, Star, Clay Center, Kans.; Beverly Miller, Leavenworth, Kans.; Margaret Tullins, Oklahoma City, booking and buying for the Twin City Drive-In, Rogers, Ark.; John Koetting, Gault, Mo.; Paul McCarty, McCarty Theatre Supply Company, St. Louis; Charles Knickerbocker, Liberty, Columbus, Kans.; William Presley, Savannah, Mo.; John Basham, Community Drive-In Company, Topeka, Kans.; J. Leo Hayob, Mary Lou and North Street, Marshall, Mo., and Glen S. Hall, Hall, Cassville, Mo., were in. Hall is planning to construct drive-ins. He has already contracted to build one at Webb City, Mo., for Howard Larsen. Dietz Lusk is the architect. Mr. and Mrs. Lusk are planning on moving to Colorado soon.

Also seen around were: Tom Edwards, Ritz, Farmington, Mo., and George Hartmann, Armour, North Kansas City, who lives in Hollywood.

March birthdays: Gretchen Brown, secretary to Clarence Schultz, Consolidated Agencies, Inc.; Ben Marcus, mid-west district manager, Columbia; Clarence Schultz, president, Consolidated Agencies; Harold Lyon, manager, Paramount, and Les Durland, vice-president, Consolidated Agencies.

Los Angeles

Carl Mondor, Seattle, has been named national supervisor of unit personnel by Hallmark Productions, Inc.

RKO's Jane Russell and Robert Mitchum were guest stars at the Fleet Marine Force Variety Show in Ocean-side, Cal., held to raise money for the Marine Corps Iwo Jima Memorial Fund. Exhibitor Erving Sklar turned over the Crest for the event.

Milwaukee

In Madison, Wis., a bill to regulate the locations of drive-ins built after July 1 was introduced in the Wisconsin legislature by Assemblyman Romell, Adams Republican. The measure would prohibit construction within a quarter of a mile of any state or county highway. Exits would have to lead to town roads or village streets.

Mayor Zeidler appointed a new member to the city motion picture commission, and reappointed two others. Robert Gordon, 28, assistant director, Milwaukee Jewish council, was named for the first time, and reappointed were, Miss Estelle Steinbach, Downer manager, and Henry Rose, civic leader. . . . A. J. Larson, National Theatre Supply, during an interview, relative to the 3-D situation, said he'd take care of everything for an exhibitor, providing a screen and electrician were furnished.

Miss Eleanore Manska is Egyptina manager Al Meskis' new assistant. She was also at the Tower, Oriental, and Zenith.

Steve McMinn, manager, Beacon, Superior, Wis., held a contest in connection with "The Four Poster," to aid the Heart Fund campaign. This was in the nature of "a case for the double bed" as against twin beds, with patrons voting at a lobby display for their choice by giving donations to the Heart Fund in one of two bowls.

A midnight horror show at the Riverside caused a commotion from patrons unable to get into the filled-to-capacity theatre. Police quieted things down. It was discovered that many children were present in violation of the city's curfew ordinance and a warning to parents and others, including manager E. J. Clumb, resulted.

Total donations from Milwaukee theatres' "March of Dimes" collections amounted to \$6242.39. . . . Frank Fischer, Fischer Enterprises, has "Ten Nights in a Bar Room" in over a dozen additional houses.

Showman's Guild, Inc., the new welfare organization launched by a group

headed by Harold J. Fitzgerald, president, Fox-Wisconsin Amusement, is already sprouting. Bylaws and regulations are expected to include the entire state. Purpose of the new organization is to assist the less fortunate.

The subject of 3-D was discussed by E. W. Van Norman, Times manager, in a talk given at the Central Lions Club.

Fox-Wisconsin made the following changes: Walter Conrad, former manager, Garfield, replaces C. Lorbeck at the Wisconsin. Lorbeck is now district manager for the Milwaukee theatres. M. Harmon, former manager, Wisconsin, also is new manager, Uptown, and Richard Krypkel is now managing the Garfield.

Robert L. Gross, manager, Blue Mound Drive-In, has been appointed district manager for the Smith Drive-In Circuit for Wisconsin, Illinois, and Indiana. His former assistant, Richard Grede, is the new manager, Blue Mound Drive-In.

Frank Chivers, B. D. Drive-In, Rapid River, Mich., was in.

Minneapolis

In a realignment of personnel at Warners, Adrienne Roth is new supplementary clerk replacing Marjorie Jensen, leaving to become secretary to Vern Skorey, assistant to the district manager, 20th-Fox. Claudette Hein will become bookers' stenographer at Warners. . . . Burglars broke into the neighborhood Agate, and stole 100 light bulbs. . . . Cal Nygaard, Home Theatre Circuit, used comments of theatregoers on "Ivanhoe" when it played the Brainerd, Brainerd, Minn.

Dave Freedman, Paramount exploiter, was in for "The Stars Are Singing," Radio City. . . . Harry French, president, Minnesota Amusement Company, was vacationing in Florida. . . . The Hollywood, Cambridge, Minn., tied in with merchants, and is offering free admission on Wednesday nights, arranged by Robert Alexander, manager. . . . Ben Marcus, Columbia midwest district manager, was in. . . . Myrna Payne is the new biller at Columbia, replacing Ida Luoma, resigned. . . . Harry Walders, district manager, IFE, was in.

Recent out-of-town exhibitors were: Mike and Pete deFea, Milbank, S. D.; Jack Snyder, Williston, N.D.; George O'Brien, Melrose, Minn.; Mrs. Clarence Dilse, Bowman, N. D.; Ken Pepper, St. Croix Falls, Wis.; Bruce Waters, Turtle Lake, Wis.; Ray Hanson, Fertile, Minn.; James Prestebak, Gonvick, Minn.; Clint Norene, Frederick, Wis.; Vernon Adolphsen, Norwood, Minn.; Bob Hobighorst, Owen, Wis., and Mrs. Ralph Swanson, Ely, Minn. . . . Ed Borgan, U-I exploiter, was in working on "Desert Legion," Radio City.

Area exhibitors were talking already about opening drive-ins, old and new. John Bollig, Sr., will open his new 400-

car drive-in at Garrison, Minn., about May 15. Bollig also operated the Star, Pierz, Minn., and Ironton, Ironton, Minn. Anton Schultz hopes to open his Corral Drive-In, Bismarck, N. D., about April 10. . . . Sherm Fitch, branch manager, RKO, Sioux Falls, S. D., stopped in on his way back from the RKO Chicago district sales meeting.

M. A. Levy, 20th-Fox district manager, and his assistant, Vern Skorey, were in St. Louis. . . . Ben Marcus, Columbia midwest district manager, was in. . . . MGM is going into an extensive television campaign for "Jeopardy" throughout the territory. Approximately 30 spot announcements will be telecast over WCCO-TV during the 10 days previous to the area opening on March 25.

Twentieth Century-Fox star Constance Smith arrived from California on the first stop of a one-week, five-city publicity tour for "Treasure of The Golden Condor." The flying visit saw her continuing on to St. Paul, Minn., Des Moines, Omaha, and Lincoln, Neb.

Attorneys for the defendants in the conspiracy suit of Martin Lebedoff vs. the major film companies and Minnesota Amusement Company appealed the decision of the lower court, and will take the case to the U. S. Circuit Court of Appeals in St. Louis. Judge Gunnar H. Nordbye previously awarded Lebedoff \$119,000 in damages plus attorneys fees. The case will be argued either in the May or September session.

The impact of 3-D films was discussed at a meeting of the board of North Central Allied at the Nicollet Hotel, Minneapolis. Ben Berger presided. The board completed plans for the annual NCA convention set for May 5. Further methods of combatting pre-release engagements, which Berger said were hurting independent exhibitors, also were discussed.

Recent out-of-town exhibitors on Film Row were Bruce Waters, Turtle Lake, Wis.; Leo Molitor, Superior, Wis.; Grant Hatling, Belgrade and New London, Minn.; Mike Guttman, Aberdeen, S. D.; Doris Schiefelbein, Augusta, Wis., and Jim Harmon, Balaton, Minn. . . . Donna Mudge, biller, RKO, is leaving the exchange to settle in California. . . . Helen Stromme, assistant cashier, RKO, resigned. . . . Art Anderson, Warner district manager, was in. . . . Emanuel Youngeman, transferred from New York, is a new salesman at 20th-Fox.

Ralph Banghart, representative of Walt Disney Studios, was in on "Peter Pan." . . . Don Walker, exploiter, Warners, was in for "I Confess," State. . . . Viola Dybdal is the new Columbia biller, replacing Ida Luoma, resigned. . . . Florence McHugh, chief inspectress, MGM, vacationed. . . . A. T. Crawler, manager, National Theatre Supply, vacationed in Florida. . . . W. H. Workman, branch manager, MGM, was hospitalized.

W. W. Deupree closed the Woodbine, Woodbine, Ia. . . . William Holisky,

owner, Harbor, Two Harbors, Minn., and Joe Powers, former Minneapolis exhibitor, announced plans for a drive-in at Two Harbors. . . . At Deadwood, S. D., 35 businessmen are considering the construction of a \$170,000 building which would include a theatre. . . . The Lake Brownson, Minn., Commercial Club reopened the Lake Bronson as a community project. Harris Hallgren heads a committee of four which will direct operations.

Harold Case resumed Saturday morning shows at the Shakopee, Shakopee, Minn. . . . Work is progressing on the new Marcus building, Marcus, Ia. . . . The State, Caledonia, Minn., drew lots of juvenile business with an all-cartoon show. . . . Ed Lurie, United Artists exploiter, was in for "Moulin Rouge." . . . Mrs. A. Cordon, a 25-year veteran at Columbia, is back following a leave of absence.

Oklahoma City

Jack Hull, Hull Brothers Associated Booking and Buying Agency, attended a national meeting of Cocker Spaniel Kennel Owners in Kansas City. He raises cockers as a hobby. . . . Grady Hightower, Tower, Terral, Okla., is making only two changes per week now. . . . Claud Thorp opened his new Rietta Drive-In, Henrietta, Tex.

Exhibitors in were: Ray Hughes, Tower Drive-In, Poteau, Okla.; Claud Thorp, Gem, Ryan, Okla.; Dorothy Royal, Rietta Drive-In, Henrietta, Tex.; Mrs. L. H. Goerke, Grand, Canton, Okla.; H. B. Lord, Moore, Moore, Okla.; W. T. Kerr, Platt, Starlight Drive-In, Sulphur, Okla., and Kerr, Arbuckle Drive-In, Davis, Okla.

The Variety Club moved from the Black Hotel to its new club and offices in the Biltmore Hotel. The grand opening was held with a Cadillac and a Ford offered by the organization. An Oklahoma City man won the Cadillac, and Tom Lewis, Max, Ritz, Cherokee, Okla., won the Ford.

Mrs. Mae Lankister, V, McAlester, Okla., opened her Skyview Drive-In for the season. . . . Mr. and Mrs. Olin Harris, Jr., Star, Morris, Okla., sold the theatre to J. F. Whitecotton. . . . Mrs. Jess Evans, Ideal, Luther, Okla., sold her theatre to Mrs. Adelaide Loman. . . . Jack Craig purchased the Oklahoma, Norman, Okla., from Jaunita Berry. . . . D. H. Preston, Vogue, Skellytown, Tex., sold his theatre to I. G. Lynn. . . . J. Gates, Elmo, Custer City, Okla., closed this theatre.

Seen were: H. S. McMurry, Evelyn, Star and Prairie Drive-In, Dumas, Tex.; Mr. and Mrs. Earl Rains, Rialto, Fort Cobb, Okla., and O. L. Smith, Alamo, Marlow, Okla.

Omaha

Ed Lurie, United Artists, was in for "Luxury Girls," Town. . . . Constance Smith, 20th-Fox star, came in for the opening day of "Treasure of the Golden Condor," Orpheum. . . . A new drive-in

will be built at Belleville, Kans., by Commonwealth with a capacity of 300 cars.

Al Gardner started his new duties as U-I salesman, replacing Ed Resnick, now with U-I in Kansas City. Gardner formerly was salesman with Warners. . . . Stan Moyle, former manager, Rapids, Rock Rapids, Ia., is managing Gardner's Logan, Logan, Ia. . . . Donna Carpenter, RKO stenographer, was on the sick list.

The Variety Club is sponsoring a new endeavor, the Opportunity Center, for mentally and physically handicapped children, and is well started on a drive for \$40,000 to build a one-story school. The sum does not include such things as plumbing and architectural plans, which are among donations to the cause. Tent 16 proposes to take care of the cost of operating the physical plant. A big fund-raising project was held at the Admiral and Chief, with four performances of the midwest premiere of "City Beneath the Sea" carrying ticket prices of \$5, and featuring the personal appearance of Julia Adams.

Emma Thomas is now on the 20th-Fox staff as biller, filling the vacancy left by the resignation of Margaret Murphy. . . . Heinie Saggau, Ritz, Denison, Ia., has taken over the Iowa, Denison, from Richard McTague. . . . Lillian Farmer, Pamela Reid, Bobby Thompson, and Pat Reed were in for a personal appearance at the Brandeis in connection with Columbia's "All Ashore." With them was George Ettinger, home office.

Roy Warfield, Gordon Twin Drive-In, Sioux City, Ia., announced that Cliff Shearon, Genca, Neb., exhibitor, had sold his interest in the enterprise. . . . MGM district field man Ivan Fuldauer set up a television campaign for "Jeopardy," State.

Portland

The establishment of a new drive-in near the eastern city limits of Albany, Ore., adjacent to U. S. Highway 20, is planned for completion in mid-April, according to Hal Flora, manager. Accommodations for up to 500 cars will be provided.

St. Louis

In Joplin, Mo., Doyle Mowrey, city manager, Commonwealth Theatres, Inc., announced that the Tri-State Drive-In had opened nearly a month ahead of the originally scheduled date. The firm's other drive-in, the Crest, will not open until shortly before Easter.

New officers and committee members of Locals B-1 and F-1 are as follows: Film Exchange Employees Local B-1: President, Richard Klages; 20th-Fox; vice-president, Leona Klages, 20th-Fox; financial secretary, Abe Engel, retired, formerly with National Screen Service; recording secretary, Mollie Corry, NSS; business agent and delegate to Central Trades and Labor Union, Betty Wendt, and members of executive board: Roy Stockglausner, Warners; Frank Wagner,

Columbia; Johnny Joyce, Paramount, and Alberta Carey, Warners, and trustees: Helen Stillenkoter, Warners; Helen Todd, RKO, and Gene Hirsh, Republic; Film Exchange Employees Local F-1: Business agent, Jimmie Gately; president, Bill Thomas, 20th-Fox; vice-president, Al Coco, MGM; recording secretary, Jane Smoller, Paramount; financial secretary, Mable Godwin, MGM; corresponding secretary, Marcella DeVinney, Republic; treasurer, Catherine Foy, Harry Kahan Film Delivery Service; members, executive board: Marylu Seurnahan, 20th-Fox; Wilbur Jenkins, Paramount, and Ann Kurz, 20th-Fox; board of trustees: Ruth Bauchens, UA, Ruth O'Leary, Republic, and Rita Brusselbach, RKO; guard, Helen Guion, 20th-Fox, and guide, Joyce Ortman, U-I.

Charles Weeks, Jr., Dexter, Mo., exhibitor, has been elected president, Stoddard County Country Club. . . . Funeral services were conducted for Thomas E. Jones, son of Mrs. Eunice Stanfield, employed as an inspectress for 20th-Fox. Jones died from the results of injuries suffered in military service during World War II.

Thomas E. Bailey, former assistant branch manager, MGM, Charlotte, has been promoted to succeed Herbert J. Bennin, branch manager, transferred to Washington, D. C., to serve the company in the same capacity. Bailey, son of the late Eugene Bailey, Cleveland film man, was educated in that city, where he joined MGM early in 1930 as a booker. He was transferred to Cincinnati, serving there two years before being taken into the New York home office for training in 1932. Promoted to head booker at Charlotte in June, 1932, he became a salesman in 1938, and was promoted to assistant branch manager late in 1951. He and Mrs. Bailey are the parents of two daughters, Patricia, 17, and Michele, nine.

The Amusement Employees Welfare Fund is now ready to function for the benefit of those persons within the amusement fields of St. Louis and St. Louis County who are temporarily in serious need for financial assistance. A meeting was held to decide on a major fund raising project. Edward L. Butler, Local 774, amusement treasurers and ticket sellers union, chairman, briefly outlined the aims of the organization. Chairman Butler stressed that while the business agents of the various industry union organizations would be asked to "clear" applicants for assistance from within their own labor unions and perhaps others in their particular trade, membership in a union shall not be a requirement for financial assistance. The other officers are: C. D. Hill, manager, Columbia, treasurer, and Marcella DeVinney, Republic, secretary. Members of the executive committee are: Charles Goldman, St. Louis, and Tom Bloomer, Belleville, Ill., president, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, representing exhibitors; Mike Lee, manager, United Artists, for branch managers; Tony Blust, president, Local 143; LeRoy

Upton, president, Theatrical Brotherhood Local 6; Betty Wendt, business agent, Film Exchange Employees Local B-1; Jimmie B. Gately, business agent, Film Exchange Employees Local F-1; Clara Laubersheimer, Wardrobe Women Local 805; Harry Yeager, Cameramen Local 663; Arch Hosier, St. Louis Theatre Supply Company, representing theatrical supplies companies; George Ware, assistant secretary, St. Louis lodge, Colosseum; Louis Lovatom, business agent, Ticket Taker, Ushers, and Service Help, Local B-2; Edward L. Butler, business agent, Treasurers and Ticket Sellers, Local 774, and Meyer Kahan, Harry Kahan Film Delivery Service, representing the film delivery companies and their drivers. David F. Barrett handles publicity.

Loren Cluster, Salem, Ill., and Mrs. Cluster were on a trip to Florida. . . . Out-of-town exhibitors seen included: Charles Weeks, Jr., Dexter, Mo.; Forrest Pirtle, Jerseyville, Ill.; Tom Bloomer, Belleville, Ill.; Joe Goldfarb, Alton, Ill.; Charles Beninati, Carlyle, Ill.; Bill Williams, Union, Mo.; Earl Vandiver, Kennett, Mo.; Howard Bates, Illmo, Mo., and Judge Frank X. Reller, Wentzville, Mo.

An armed man robbed the Tivoli. . . . Postmaster Bernard F. Dickmann, campaign chairman, reported that St. Louis and St. Louis County had the most successful "March of Dimes" drive in local history, raising \$435,000.

The Variety Club, Edward B. Arthur, Chief Barker, opened its new club quarters on the third floor east of the Sheraton Hotel. The club quarters include a large lounge, card room, and a cocktail room. Chief Barker Arthur reported at a general meeting and luncheon, and advised the meeting, that the general contract for the South Side Day Nursery Building has been awarded.

In Belleville, Ill., George M. Peterson, Cleveland, submitted to the Bloomer Amusement Company the first set of plans for the proposed 800-car and 600-seat twin-screen \$150,000 plus drive-in to be erected adjacent to the eastern city limits.

In Springfield, Ill., the Frisina Amusement Company contemplates reopening the Springfield Drive-In on March 20 and the nine other drive-ins of the circuit probably on April 5.

In Kane, Ill., the Nu had a rather brief experience under the management of Ethel Greenwood. She arranged with W. P. Witt, Jerseyville, Ill., banker, to take the house off her hands in the middle of February, and soon closed.

In Farina, Ill., Fay and Art Madden reopened the Lyric. . . . In Altamont, Ill., A. T. Wohlert, contractor and builder announced plans for the reopening of his Main on April 4. The house has been closed since July 20, 1952.

In Edinburgh, Ill., Albert Vettters, Springfield, Ill., reopened his Rio. . . . The Capitol closed temporarily.

In Jefferson City, Mo., the Secretary of State's office issued a certificate of incorporation to Waynesville Drive-In Theatre Corporation, Kansas City. Incorporators were R. M. Shelton, F. L. Moore, and R. P. Lyons. The company will be an affiliate of the Commonwealth Amusement Corporation, building a drive-in near Waynesville, Mo.

In Effingham, Ill., a new marquee is being installed at the Effingham by the Frisina Amusement Company, Springfield, Ill., which also operates the Heart.

In Springfield, Ill., Bill Ford, owner-manager, Bland, Blandinsville, Ill., is to manage the 66 Drive-In for the Kerasotes Brothers, Springfield, Ill.

In Belleville, Ill., the first night of the "donate as you leave" policy of the Bloomer Amusement Company's Rex actually grossed more than if the regular admission rates had been paid prior to entering the theatre, according to an announcement by Wesley Bloomer. Regular programs of two feature pictures, plus shorts, are being shown on the nights that the donation system is being used at the theatre on Tuesday, Wednesday, and Thursday.

Joan Hill, daughter of Jimmy Hill, southern Illinois salesman for Warners, died on her 14th birthday after being ill for some months. . . . Mike Lee, manager, United Artists, motored to Casper, Wyo., to see his mother, who suffered a stroke. . . . Ruby S'Rence's Art is the first trade screening room in the country to be fully equipped for the screening of 3-D pictures.

Howard F. Busey, one of the owners of the 67 Drive-In, near Jacksonville, Ill., is recovering from the flu. . . . Frank Grier, Lyric, Greenfield, Ill., was ill in a hospital at Carlinville, Ill. . . . George Pliakos, Regal, returned after being a patient at the Jewish Hospital.

Hughie Nesbitt, U-I salesman, returned to the job after being confined because of a flareup of ulcers. . . . Out-of-town exhibitors seen included: Loren Cluster, Salem, Ill.; Jimmy Frisina, Frisina Amusement Company, Springfield, Ill.; Forrest Pirtle, Jerseyville, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Dick Fisher, Houston, Mo., and Willow Springs, Mo.

Bill Griffin, booker-buyer, Rodgers Theatres, Cario, Ill., is back after being hospitalized by the flu. . . . Mrs. Mary Pasalacqua, Rockne, Palmyra, Ill., suffered from an attack of influenza.

Realart has taken over the territorial distribution of Astor and Favorite formerly handled by Flo-Mar.

Damage to the concessions building, etc., at Lake Edwards' Starlight Drive-In, Paducah, Ky., has been entirely repaired. . . . It was reported at Murphysboro, Ill., that Robert Earl Brewer, 25, arrested after a pistol duel with a deputy sheriff, later confessed that he held up and secured \$127 from the Rodgers, Carbondale, Ill.

Frank Parker is the new Manley, Inc., manager for the territory. He has been in Kansas City as part of his indoctrination course.

In East St. Louis, Ill., the Majestic, Great States Publix Circuit, celebrated its 25th anniversary with many special events for the customers under the direction of manager Vincent O'Leary. On Feb. 25, the price scale was rolled back to the admission rates that prevailed on the grand opening night under the management of the late Harry Redmon and the late Fred Leber, Feb. 25, 1928, 25 cents and 40 cents for adults and 10 cents for children.

San Antonio

Thieves got \$50 at the Alamo Drive-In from a cigarette machine. . . . Earl Weaver, south Texas representative for Columbia, and Dallas' former Irene Bryant, Republic, were married, and are now here. . . . The Woodlawn was the scene of a special kiddie show sponsored by Gladiola Flour. One box top from a package of Gladiola White Cake Mix was the admission to the double feature.

Sylvan K. Barry, manager, El Capitan and Fiesta Drive-Ins, is on vacation. . . . Luis Cuellar, formerly with Interstate Circuit as assistant manager, Aztec, joined the staff of Clasa-Mohme. . . . Beulah Greene, assistant manager, State, is recovering from a slight case of laryngitis. . . . Kenneth Danie has been named manager, Laurel, neighborhood house, operated by Tom Sumners.

Among the out-of-town exhibitors in were: Samuel Gonzales, American, Bishop, Tex.; Elias Abraham, Bronco Drive-In, El Paso, Tex., and Don Miguel Galvan, Pena, New Braunfels, Tex. . . . Charles Albert, San Pedro Drive-In, is making a trip to the west coast.

Alvie Smith has been promoted from assistant manager, Palace, San Saba, Tex., to manager, Rialto, Crowell, Tex. He succeeds Abe Willis, named manager, Palace. Wayne Horton, former manager, Palace, has been transferred to Slaton, Tex., by Theatre Enterprises, Inc. . . . Earl DeVane, manager, Winkler, Houston, Tex., is the father of a baby girl.

A bill passed by the Texas House by vote of 131 to 12, introduced by Representative Joe Kilgore, McAllen, Tex., would exempt admissions up to 80 cents from a state tax. The exemption now applies on tickets costing up to 50 cents. Kilgore's bill would levy a state tax of three cents on theatre tickets costing 81 to 90 cents, five cents on 91 cents to \$1, and an extra penny on each 10 cents or fraction thereof above \$1.

Eddie Joseph, Delwood Drive-In, Austin, Tex., announced a new policy, double features.

A protest from a Houston, Tex., American Legion organization caused withdrawal of "Limelight." Al Lever is city manager for Interstate Circuit. According to a spokesman for the Legion, it does not object to the showing but

opposes Chaplin for his alleged activities in certain organizations.

San Francisco

Ed Williams, planning technician, San Jose, Cal., argued against the proposed construction of a trailer park within the Alum Rock Drive-In property. Michael Guerra, representing the theatre owners, requested permission to establish the park, saying the theatre company sought revenue for the six months during the year when the drive-in is not open.

At the Variety Club, Sophie Tucker, during the testimonial luncheon given in her honor, announced she would include Tent 32 and the Blind Babies Foundation as one of her charities. She will contribute \$100 a month to the care of blind babies.

Graham Kislingbury, district manager, North Coast Theatres, has been given the Merit of Award "for advancing health and welfare activities of our community life" by the First United Crusade Drive of San Francisco. . . . Helen Chandler has taken over the typist desk in Sally Martin's department at Blumenfeld Theatres.

Joseph Blumenfeld, president, Blumenfeld Theatres, accompanied by his wife, will leave on March 27 to spend Easter at Palm Springs, Cal. They will leave later on a three-month European trip. . . . Douglas Graham, on leave of absence from Fox West Coast, returned, and is now manager, Peninsula, Burlingame, Cal., replacing Edward Sullivan, transferred to the company's Vallejo district. . . . Albert Feldman, formerly at the California, Pittsburgh, Cal., recently took over management of the Paramount here, replacing Stanley Luce. . . . Frank E. Barranté took over the Rio, Morgan Hill, Cal., closed for some time. . . . New at U-I is Eleanor Beegan. . . . Stella Mirades, formerly at Loew's Warfield, married Robert H. Lambert, and retired from the industry. . . . Janet Cohen took over the biller's desk at Paramount exchange.

The wife of Paramount salesman Jim French is recuperating at her home following surgery. . . . Roy Cheverton has taken back the Marabel, Weott, Cal., from Fred Fisher. . . . State visitors were Bill Wagner, Antioch; Chris Peters, Manteca; Frank Anea, Pittsburg; Ray Thompson, Fresno, and Edward Coffey, San Carlos.

Esta Biggerstaff replaced Jeannine Walls at Republic, and Angela Oates replaced Janis Welch as biller. . . . Max Bercutt, Warner field man, has been conducting a one-man advance campaign for "House of Wax."

"Don't get the 3-D jitters," Rotus Harvey cautioned exhibitors in the latest issue of The Exhibitors Digest, as he reminded them of their experience with "The Jazz Singer" some years ago.

The board of North California Theatre Owners passed a resolution causing petitions to be sent to heads of all producing companies asking that they do

all in their power to standardize 3-D processes.

Seattle

Zollie Volchok and Jack J. Engerman, Northwest Releasing Corporation, returned from a trip up into the Wenatchee and Okanogan Valleys. Their Film Row offices have just been enlarged and renovated. . . . Tommy Moyer is progressing with his new 1,000-car Powell Boulevard Drive-In, Portland. Complete LX Simplex equipment is from National Theatre Supply.

Another drive-in nearing completion is the new Lowell Spiess drive-in, Dayton, Wash., which is also using Simplex equipment. . . . Harry and Mildred Wall purchased the Orchard's Drive-In, Lewiston, Mont., and the Clarkston Auto Theatre, Clarkston, Wash., from Metzger. . . . The disk jockies helped promote "The Stars Are Singing," Coliseum, with a special Rosemary Clooney Day. . . . United Artists exploitation man Earl Keate was working on "Bwana Devil." . . . Ed Dorfman, Walt Disney exploiteer, was in town working on "Peter Pan," Paramount. . . . Zoelli Volchok entertained members of Film Row at a dinner. . . . A visitor was Martin Foster, owner, Guild and Century News, Portland.

Heaton Rendall, manager, San Francisco branch, NTS, was in. . . . Jack Engerman reports that "The Great White Hunter" and "Captain Kidd" are doing well. . . . Film Row visitors included Ted Reymont, new owner, Diamond, Black Diamond, Wash.; Earle Stierwalt, McClary, Wash.; Al Fernandez, Clallam Bay, Neah Bay, and Pacific Beach, Wash.; Allen Seeley, Pomeroy, Wash.; Mrs. Norman Clyde, Langley, Wash.; Joe Rosenfield, Spokane, Wash., and Henry Mullendore, Auburn, Wash.

Carl Garner, national sales manager, Hallmark Productions, Inc., arrived to open four route of "Mom and Dad" and four routes of "She Shoulda Said No."

The newest addition to Stevens County's entertainment facilities will be the construction of the Chief Drive-In, one and one-quarter miles south of Chewelah, Wash., on Highway 395. Max Hadfield, owner, and manager Levi N. Tilton said the spot will hold 400 cars. Tilton also manages the Avalon, Chewelah, also owned by Hadfield, who also owns the Alpine, Colville, Wash., and the Auto-View Drive-In and the Chief.

Plans for a new drive-in located between Cashmere, Wash., and Dryden, Wash., were announced by Ben Slowe, owner, Vale, Cashmere. The new spot will be known as the Vale Drive-In. Total cost will be around \$50,000, and it will have a 400-car capacity.

The first drive-in to open in Spokane, Wash., for the season was to be the East Sprague Drive-In, according to Robert Fiebigler, manager, two weeks earlier than last year. Serving as assistant manager is Robert Hamilton, at the Liberty this winter. The drive-in accommodates 850 cars.

Lippert's Dudelson Located in Cincinnati

CINCINNATI — Harris Dudelson, midwest division manager, Lippert, moved his headquarters from Chicago to 1632 Central Parkway. The division includes Chicago, Milwaukee, Detroit, Cleveland, Indianapolis, and this city.

NEWS OF THE

Territory

BRANCHES Cincinnati

On business trips were William A. Meier, Paramount branch manager, to Philadelphia; Jay Goldberg, Realart branch manager, to Dayton, O.; Philip Fox, Columbia branch manager, and Milton Gurian, Allied Artists branch manager, to Springfield, O.; R. A. Guettler, Manley, Inc., district manager, to northern Ohio points, and Edward Salzberg, Screen Classics, to Mount Vernon, Ky.

In were Alex Harrison, 20th-Fox home office, and T. O. McCleaster, division manager, and John Lair, Renfro Valley director, and Mike Zala, RV publicity, both of New York City.

P. K. "Bud" Wessel, State Film Service treasurer, is the father of twins, boy and girl. . . . Myrtle Babbitt, head, MGM billing department, mothered a baby boy. . . . Howard Roudebush, U-I office manager for many years, resigned. . . . Hayward Mitchenson was promoted to second booker at U-I, and Mike Klein, at one time U-I auditor, has been named Kentucky and West Virginia salesman.

Jack Finberg, UA branch manager, ill with a heart condition for some time, returned to the office. . . . Floyd Price, Newark, O., exhibitor, returned from a Florida vacation. . . . Betty Turner and Nadine McCracken, Paramount clerks, vacationed at St. Petersburg, Fla.

Exhibitors in were: Bill Settos, Springfield, O.; Frank Nolan, Athens, O.; Fred Krimm, Roy Wells, Lou Wetzel and Allan Warth, Dayton, O.; James Stallings, Blanchester, O.; John R. Poe, Jr., Aderdeen, O.; John Carey, Wheelersburg, O.; Fred Donahue, New Boston, O.; Joseph Goldstein, Cleveland; C. A. Metro, Portsmouth, O.; Harry Wheeler, Gallipolis, O.; Nelson Ward, Somerset, Ky.; Kenneth Williams, Paintsville, Ky.; James B. Howe, Carrollton, Ky.; Walter



Herb Gillis was recently appointed Cincinnati branch manager for Paramount. He was formerly sales manager at the Philadelphia exchange.

B. Hannah and Raymond Young, South Shore, Ky.; John Patton, Whitley City, Ky.; Charles Scott, Vevay, Ind.; Joe Joseph, Salem W. Va.; Julian Silberman, Huntington, W. Va.; Harold Moore and E. R. Custer, Charleston, W. Va.; Frank Mandros, Cabin Creek, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va.; Silvan Banks, Williamson, W. Va., and Jack Custer, Dunbar, W. Va.

Edyth Tieman, secretary to Robert McNab, 20th-Fox branch manager, was elected president, Fox Family Club, and Virginia Meyer, assistant cashier, was named treasurer.

The recent Friday the 13th "horror" picture promotion of the Chakeres Circuit was successful. . . . The Plaza, Miamisburg, O., has been sold by Harry Weaver to Mid-State Theatres.

Warm weather and car heaters enabled many drive-ins in this area to remain open all winter, while the others, including numerous new ones, are now readying for openings on or before April 4.



This window display in suburban Detroit, a promotion for children's dresses, tied in with the recent premiere of RKO's "Peter Pan" at the Madison.

National Theatre Supply furnished 3-D equipment for the Virginia, Somerset, Ky., Somerset Theatres Corporation, owner; the Martin, Martin, Ky., Lawrence Keathley, owner, and the Victory, Dayton, O. . . . Midwest Theatre Supply furnished RCA 3-D equipment for the Mayflower, Troy, O., Carl Pfister, owner; the Wayne, Greenfield, O., Sante Macci, owner, and the Regent, Springfield, Chakeres Circuit, owner.

Cleveland

"Peter Pan" rang up an all-time triple record in its opening week at the RKO Palace where, according to manager Max Mink, the picture played to over 73,000 people, grossed \$48,500 and turned in an \$8,500 concession take.

Abe Kramer, one of the Associated Circuit executives, and Mrs. Kramer announced the recent marriage in Miami Beach, Fla., of their daughter, Hope to Edward Gropper, New York City, where they will reside after a honeymoon in the West Indies.

Florence Friedman, formerly with Realart and for the past year a lady of leisure, joined Mark Goldman's IFE as office manager-booker. She succeeds Annette Cohn, who resigned.

Mori Krushen, on his second tour of the area playing or about to play a pre-release engagement of "Moulin Rouge," was in. The director of United Artists' publicity conferred with Howard Pearl, UA field exploitation representative, and Loew's Theatres publicity director Ted Barker to see that the picture got off to a big start at Loew's State. The campaign included four radio contests, several TV contests, a newspaper contest, Paris displays in eight windows with "Moulin Rouge" posters as background as well as tieups with the Cleveland Art Museum, the Cleveland Public Library, the schools, and the Flower Show. Admissions were boosted to \$1.25 top for the engagement, which



Dick Barkman, manager, Gladmer, Lansing, Mich., was host recently to U-I's star Suzan Ball in connection with "City Beneath The Sea."

Lorraine carbons

PRODUCE MORE LIGHT — THAT IS WHITER,
BRIGHTER, STEADIER AND PROVED
MORE ECONOMICAL.

CARBONS, INC., BOONTON, N. J.

is one of only six pre-releases, with the exception of New York and Los Angeles.

Horace Shock was booking pictures to open his three drive-ins in Lima, O., on March 13, first outdoor openings announced in this area. The theatres are the Lima, Gloria, and Warren.

John P. Curtain, Republic eastern division manager, was in on one of his routine visits. . . . Tony Laurie resigned from the Warner booking department to join Co-operative Theatres of Ohio, where he takes over booking for the theatres serviced by the late Fred Scheuerman. . . . Jerry Steel, Oberlin, O., theatre owner, is booking the Star-view Drive-In, Norwalk, O.

Carl W. Schwyn, theatre circuit owner, has been named head of the newly formed Mary Manse Foundation, which is to receive, invest, and administer funds for the Mary Manse College, Toledo, O. Schwyn is president, Cygnet, O., Savings Bank, a director of a Louisville, Ky., band, and a trustee of Bowling Green State University. His theatres, under the general management of Jack Armstrong, are the State, Paramount, and Lyric, Toledo; Cla-Zel and Lyric, Bowling Green, O.; Maumee, Maumee, O.; State and World, Napoleon, O.; Palace, Perrysburg, O., and five drive-ins, namely the Springbrook Drive-In, Lima, O.; Van Del Drive-In, Delphos, O.; Slylit Drive-In, Portage, O., and the Wayne and Sunset, Fort Wayne, Ind.

Bob Wile, secretary, Independent Theatre Owners of Ohio, has a complete list of all pictures released to television, available on request. . . . ITOO president Chris Pfister registered his opposition to RKO's sales policies for "Peter Pan" and "Hans Christian Andersen" in a letter to Cincinnati branch manager Stanley Jacques.

Charles Chaplin's "Limelight" has a definite April 4 opening date at the Lower Mall. . . . Henry Barden, former operator, Superior, is back from a vacation trip. . . . The new Wick Drive-In Motel, Youngstown, O., built by Meyer Fine of Associated Circuit and associates, opened. This downtown hostelry features air-conditioning and free con-



Suzan Ball, starring in U-I's "City Beneath the Sea," recently aided in the promotion of the picture through the Butterfield Circuit in Michigan. Here, she is seen with Walter Norris and, right, Henry Capogna, Butterfield executives.

Penna. Measures Would Affect Trade

HARRISBURG, PA. — Two bills were introduced into the legislature that might affect the industry. Representative Earl E. Hewitt, Republican, Indiana, proposed a "sales and service tax" of two per cent on 98 per cent of gross receipts in the Commonwealth. The bill would levy on all business receipts involving personal property transactions, except doctors, prescriptions, and food. In addition to taxing sales, the measure would levy on personal services such as nursing, barbering, shoeshining, and manicuring.

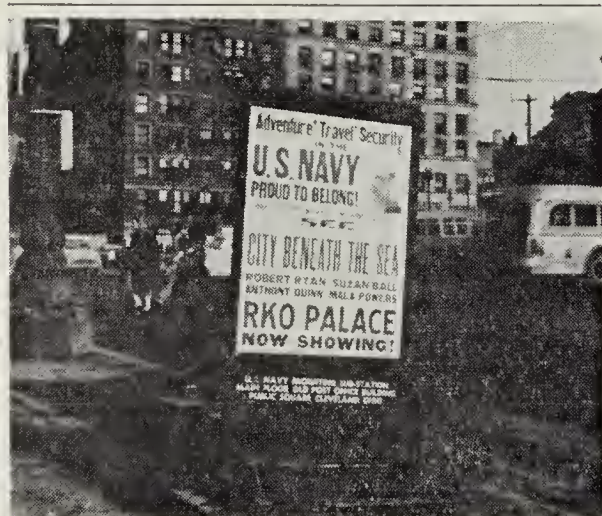
Another House tax measure, this one proposed by Representative J. V. Vaughan, Republican, Allegheny, would place a 10 per cent tax on gross income for fees "collected from persons for the privilege of playing their music." This tax would apply to all associations of music publishers and printers, publishers, and owners of copyrighted music who make such collections.

tinental breakfast. It also has a large auditorium suitable for business conventions.

Twelve Shea Circuit theatres in Ohio, New Hampshire, and Massachusetts will participate in a pre-release contest on U-I's "Ma and Pa Kettle On Vacation." Three substantial monetary prizes are being offered, and the awards will be made on the basis of comparative increases in gross in each situation over past pictures of the "Ma and Pa Kettle" series, which played these theatres. The new "Kettle" picture will open between March 20-22 in each house. Extensive campaigns have been planned.

Detroit

Civic leaders were to honor Earl J. Hudson at the Sheraton-Cadillac Hotel on March 16. Spearheading the testimonial celebration was the Variety Club, with James Sharkey, general manager, Co-Operative Theatres of Michigan, chairman. Hudson has just been appointed executive vice-president, western division, American Broadcasting Company, including the large television and radio studios



Max Mink, manager, RKO Palace, Cleveland, aided by U-I exploitation representative Duke Hickey, recently developed a series of 75 navy recruiting boards, placed all around town in connection with U-I's "City Beneath the Sea."

Ochs Circuit Holds Convention

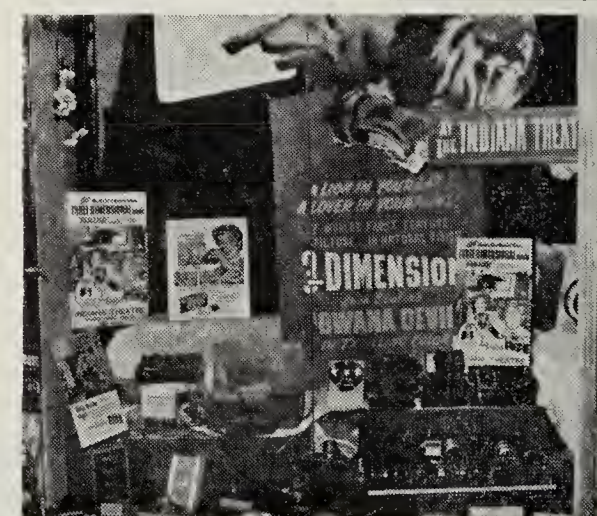
CLEVELAND—Herbert Ochs, head, Ochs Management Company, which owns and operates a large circuit of drive-ins in Canada and this country, attributed the 20 per cent increase of his 1952 business over the previous year to the goodwill and enthusiasm engendered by a meeting of all of his managers and their wives held last year at Niagara Falls, N. Y., so this year he followed the same plan, holding a four-day meeting in the Hollenden Hotel.

General circuit and individual theatre policies were discussed, and a round table exchange of ideas was one of the features. Among the general circuit policies was the extended exploitation of special events such as theatre anniversaries, dawn-to-dusk programs, "spook" shows, and a welcome to all newcomers in the area of the theatre.

New families always receive a letter of welcome with a car pass enclosed and an invitation to come to the theatre, and get acquainted. New babies receive passes to take their parents to the drive-in. The babies' birthdays are commemorated each year with a car pass. New automobile owners, with names supplied by dealers, are also invited to be guests of the management. This year, all Ochs-operated theatres will serve only the 25 cents buttered popcorn and also barbecue hot dogs made on the Glenray hot dog machine, for which Ochs has the Canadian franchise.

Attending the meeting, in addition to Mr. and Mrs. Herbert Ochs and Mr. and Mrs. Jack Ochs, were: Ken Jones, sales manager, Glenray hot dog machine; Larry Buck, Randy LaLennan, John Brown, Earl Taylor, Len Larmour, William MacDonald, Emil Maenck, and Earl Scherffius. The managers' wives, all of whom are part of the organization either as cashiers or operating concession stands, were also present.

in Los Angeles, and the ABC wholly-owned television and radio stations in that city and in San Francisco. Prior to this new appointment, Hudson has served for many years as president, United Detroit Theatres, a group of 17 theatres



Ralph Kettering, United Artists fieldman, under the direction of Lige Brien, special coordinator, recently arranged this window display at Block's Department Store, largest in Indianapolis, for UA's "Bwana Devil," Indiana.

in Greater Detroit affiliated with American Broadcasting - Paramount Theatres, Inc. His association with United Detroit Theatres started in 1934, when he joined the organization as an executive assistant. Hudson will leave Detroit next month to take up his new post on the west coast.

Owen Blough, owner, Telenews, was vacationing in Florida, leaving Norman Wheaton in complete charge. . . . The Grand Riviera has been purchased by the Nederlander interests, which operate the Shubert, for approximately \$350,000. The 2,777-seat theatre will be converted into legitimate after the expiration of a lease held by the United Detroit Theatres Corporation. The lease has until 1954 to run. The Grand Riviera Company, headed by E. R. Holtz, also president, LaSalle Garden Theatre Company, sold the house.

Benjamin Robbins, U-I exchange manager, is back from California, where he vacationed. He and his wife spent most of their time in a hospital after being injured in an automobile accident several weeks ago.

Allan Treuhaft, formerly associated with Loew's, is now in the steel manufacturing business. . . . Calvin Bruss, salesman, MGM, is the father of a baby girl. . . . Jacob Schreiber, one-time owner, Schreiber Theatres, is now living in Miami, Fla. . . . Ernest T. Conlon, executive secretary, Allied Theatres of Michigan, has been appointed to speak at various civic functions around Michigan. . . . M. F. Gowthorpe, Butterfield Theatres, was in Washington in connection with the tax repeal program. . . . J. J. Lee, manager, MGM, is back from a short vacation.

William Lescaze, the architect who created the designs for the installation of Cinerama in New York, spoke on his 30 years of architecture, with special references to Cinerama installations, before the Michigan Society of Architects in the Statler Hotel. He predicted a fine future for the medium.

Indianapolis

Salesman Kenneth Dotterer, 20th-Fox, had an accident when a car in front of him stopped suddenly. Fortunately, he was not injured. Phylis Snody joined the 20th-Fox force as cashier's clerk. . . . Lloyse Cooper is the new contract clerk at 20th-Fox. . . . T. O. McCleaster, division manager, 20th-Fox, Cleveland, was in with Alex Harrison, special representative, New York City. . . . The Y and W Management Corporation acquired the Cascade Drive-In, Bloomington, Ind.

Warners reports by manager Claude McKean, announced the 3-D "House of Wax" booked as follows: April 30, Louisville, Ky.; May 1, here; May 7, Fort Wayne, Ind., and May 7, Evansville, Ind. . . . Herman Morgan, Republic salesman, spoke to the Greensburg, Ind., Rotary Club on "The Theatre, an Asset to the Community."



Carl Ferrazza, manager, Keith's Cincinnati, plays host to Ruth Hampton, U-I featured player, who helped promote the recent premiere of "The Mississippi Gambler." Groverman Blake, left, The Cincinnati Times-Star motion picture editor, was one of the many newspaper representatives attending the premiere.

Mrs. Miriam Hultquist succeeds Mrs. Ann Kraft as secretary, Allied Theatre Owners of Indiana, Inc. Mrs. Kraft will assume household duties. . . . Carl Miller, U-I auditor, was checking the exchange. . . . Mrs. Elmer Donnelly, wife of the United Artists salesman, was a patient at the Methodist Hospital after a major operation.

Jesse Hancock, father of Laddie Hancock, died at the age of 84. . . . United Artists will show the Marciano-Walcott 3-D fight picture at the Indiana on April 18. . . . Tom Goodman, former Allied Artists salesman, joined Columbia as city salesman for Louisville, Ky., and here. . . . Mr. and Mrs. Christy Kalafat reported the arrival of a baby boy in the Sacred Hospital, Garrett, Ind., weighing eight pounds two ounces. The father operates the Tri-Hi Drive-In, Garrett.

Robert Jones, Dallas, replaces Roy Brandenburg, as manager, Affiliated Theatres. . . . Howard Rutherford, manager, Loew's, and wife were vacationing in Miami, Fla.

Visitors included: Matt Scheidler, Hartford, Hartford City, Ind.; J. Hein-



Rock Hudson, U-I star, recently elected mayor of Universal City, Cal., in Toledo, O., to help spark the opening of "The Lawless Breed," Rivoli, presented the key to his city to Toledo Mayor Roy Roulet, who, in turn, gave Hudson the key to his city. Looking on were Howard Feigley, manager, Rivoli, right, and Jack Diamond, U-I studio representative, left.



Cecil B. DeMille, left, and Harry Buxbaum, Paramount branch manager, Cleveland, are seen as they recently admired the engraved trophy presented to DeMille at an industry luncheon in the Statler Hotel from the Cleveland Critics Circle for "The Greatest Show On Earth" as the best picture of 1952.

lin, Arcade, Gas City, Ind.; R. L. Hudson, Sr., Hudson Circuit, Richmond, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind., and William Handley, Rembusch Circuit, Franklin, Ind.

Pittsburgh

Cleo Moore, blonde star of "One Girl's Confession," arrives to aid in the promotion of the mass territorial break of the Columbia feature. She spent a week in exploitation activities covering the city and the adjacent area in which more than 20 theatres participated in day-and-date openings on Thursday (12). Following her stay in Pittsburgh, the star launched a tour of midwest cities.

Allied Motion Picture Theatre Owners of Western Pennsylvania completed plans for a series of regional meetings in Altoona, Clearfield, Kane, Erie, New Castle, and Uniontown. The meetings have a two-fold purpose, to acquaint non-members with the benefits and services of the organization, and bring back into the fold old members who have dropped out; to discuss with all exhibitors on an individual level the many problems confronting them today, and try, through the pooled mentality of committees, to give them some real help. The only cost to those attending is a "dutch treat" luncheon held prior to the forums. The meetings will consist of open discussions. Bud Allison and T. J. Hickes will chairman the Altoona meet today (March 18); A. P. Way and the Lipsie brothers, the Clearfield meeting on March 19; C. S. Brown the Kane meeting on March 20; Jake Blatt the Erie meeting on March 24; Speer Marousis and Ed Shaffer the New Castle meeting on March 25, and Charles Blatt and Ted Manos the Uniontown meeting on March 31.

President Beedle, Allied Motion Picture Theatre Owners of Western Pennsylvania, appointed Ted Manos representative on the general convention committee for the national convention in Boston. He has also appointed Morris Finkel and Charlie Blatt to the national attendance committee.

Jack Kahn, ex-head, Stanley-Warner Theatres' publicity, advertising, and exploitation departments, was gifted with a two suiter at a farewell party, coincident with his resignation to join the Dubin-Feldman Agency. Henry Burger took over in Kahn's spot.

Lee Conrad and the Park, Meadville, Pa., were victims of a fraternity pledge hazing. Two pledges were told to enter the theatre with a foul smelling chemical on their hands. It had the same effect as a stench bomb. The fraternity and college apologized, and now all is well.

The increase in downtown parking fees adds to the many other deterrents that do not encourage patrons to attend downtown houses. . . . Wally Anderson, who heads a circuit of houses in Upstate Pennsylvania and New York, is the proud father of a Kane High School "Snow Queen." . . . Richard Crosby, Jr., was named manager, Star, Monessen, Pa.

John Harris booked a rodeo headed by Jack Mahoney, better known as "The Range Rider," for a May engagement in the Gardens. . . . Frank Westmore, of the famous make-up Westmores, was in to do some plugging for "City Beneath The Sea," Harris. . . . Max and Martha Shulgold, Crown, celebrated their seventeenth wedding anniversary.

Carl Dozer, Chief Barker, Variety Club, Tent 1, and advertising manager, WCAE, was in New York on business. He ran into Bob Hope, and had a chance to personally thank him for his \$500 donation to the club's Heart Fund.

Jules Lapidus, Warners' eastern and Canadian division sales manager was in on the first stop of a tour of the company's central district.

Sid Jacobs, Stanley-Warner Theatres' office executive, collapsed at his desk. Reports were that he is coming along okeh, and should be back to work soon. . . . Veteran press agent Charlie Washburn was back in town. . . . Debbie Reynolds, MGM, was due to come to Pittsburgh to make the promotional rounds for "I Love Melvin."

Bill Elder, manager, Loew's Penn, booked "Come Back, Little Sheba" to open the same day the Academy Awards are announced, with the hope that Shirley Booth will win an Oscar and then he can cash in on the national publicity.

Burtis Bishop, Jr., MGM's divisional boss in Chicago, and one-time manager of the local branch, was married in Milwaukee to Dolores Heling. . . . The daughter of The Pittsburgh Press movie editor, Kap Monohan, took off to New

York to try her luck in joining the legitimate theatre. . . . M. A. Silver was back from New York after attending the first board meeting of Stanley Warner Theatres. . . . Harry McMahon, manager, Kenyon, was in St. Joseph's Hospital for observation. . . . The Harris Circuit gang was host at the regular Variety Club "Family Night." The previous week saw members of the press acting as hosts. . . . Saul Bragin and Ben Steerman, both Stanley-Warner Theatres' zone office executives, have deep Florida tans that are the envy of everyone.

Ralph Pew, manager, Plaza, is back on the job after a tussle with old man flu just as manager Regis McCall, Rowland, Wilkinsburg, Pa., went down with the same illness. Both are managers for Warner Circuit neighborhood houses.

Karl Krug, The Sun Telegraph, reported recently that all Phonevision needs to get going in Pittsburgh is a nod from the Federal Communication Commission. He stated further that an early survey by the backers of the video gadget indicate that 250,000 of the county's 565,000 set owners were ready to tap in on the service.

On April 12, at LaSalle College, Philadelphia, Variety Clubs International Big Boss John Harris will be awarded the Signum Fidei Medal for his outstanding contributions to the achievement of charity.

The board of directors of Allied Motion Picture Theatre Owners of Western Pennsylvania held a special meeting to consider a report from Charles R. Blatt, legislative committee chairman, regarding the campaign currently being conducted by that organization to exempt theatres from the operation of the Enabling Act under which many municipalities and school districts impose upon theatres an additional admission tax of from five per cent to 10 per cent. Blatt emphasized to the board that there must be no letdown in this campaign or the COMPO fight if theatres are to receive the needed relief from oppressive and discriminating taxation.

The board of directors of Allied Motion Picture Theatre Owners of Western Pennsylvania appointed executive secretary Richard P. Morgan general chairman of the annual convention at the William Penn Hotel on May 4 and 5. Fred J. Herrington, consulting secretary, has been named honorary chairman. Morgan has appointed an advisory and planning committee composed of Ted Manos, Bill Finkel, Morgan Mervis, and Bud Rosenberg to assist him in naming the other committees and planning for the convention.

Ohio Bridgeport

Richard P. Morgan, executive secretary, Allied Motion Picture Theatre Owners of Western Pennsylvania, addressed the Rotary Club at the regular luncheon meeting.

Columbus

Debbie Reynolds, starred with Donald O'Connor in MGM's "I Love Melvin," was a visitor for the 25th anniversary of Loew's Ohio. . . . First drive-in to open for the season is the Eastside, open each weekend. . . . Clarence Lanthorn, on the staff of Loew's Ohio several years ago, returned recently as student assistant. He was in the air force for four years.

A gunman who threatened to shoot held up Charles Fisher, manager, Markham, and escaped with \$700. . . . Whitehall officials refused to grant a drive-in permit to Lou Holleb, manager, Uptown.

Bob Wile, secretary, Independent Theatre Owners of Ohio, is urging Ohio valley theatremen who have friends in West Virginia to support a bill for repeal of daylight saving time in that state. The bill was introduced recently in the West Virginia legislature by Dayton R. Stemple, Barbour County.

The annual banquet of the forthcoming convention of the Independent Theatre Owners of Ohio will be held on April 8. The meeting will cover two days, April 7 and 8, with a highlight finding leaders in the equipment field talking on 3-D and other technical developments.

Lima

Walter Van Courtland has been employed by Hallmark Productions, Inc., Hollywood. Van Courtland was formerly connected with an Ohio circuit before spending four years in the armed services.

Pennsylvania Rochester

Mr. and Mrs. Leonard Winograd cradled their first born, a boy. Dad is a nephew of Mike Winograd, well-known pioneer showman, and manages the Oriental and Family.

Zelionople

William Thomas, Jr., son of the owner of the only theatre here, was married to Ann Despotopolous, Springfield, Mass.

West Virginia Wheeling

The Ohio Valley Drive-In Theatre Association, made up of owners of 12 drive-ins in the Wheeling area, urged their state lawmakers to keep West Virginia on standard time throughout the summer. John Gardner, president, said "with daylight time, most of the drive-ins can not start their shows until 9:30 p.m., making it too late for parents to take small children to the show, and with the second show ending so late it is too late for 'teen-agers to be out."

White Sulphur Springs

Ralph Ballard and his son, Ralph, Jr., plan to build a drive-in on the west end of the Greenbrier Airport if the project clears with the Civil Aeronautics Association. The planned spot will accommodate 200 cars.



1953 RED CROSS FUND

NEWS OF THE

Territory

Boston
Crosstown

The Italian "Leonardo Da Vinci" has been booked into the Kenmore for Easter presentation. A Pictura release, it was made in Italy and France, and is in color. The New England distribution is handled through Regal Pictures Corporation. George Kraska, well-known foreign film showman, has been engaged to handle the publicity and exploitation for the Boston run, and has arranged important contacts with local museums and art groups.

A new drive-in in Maine is under construction at Pride's Corner, Westbrook, a suburb of Portland. It will hold 400 cars. A. Tervernian, Portland, is building it.

Maurice Sidman, former manager, Morse and Rothenberg Circuit for 22 years, is manager, Weymouth, Weymouth, Mass., for the new operator, Harry Shindler. . . . The Snider Circuit ordered new three-dimensional equipment for the Empire, Portland, Me., in readiness for "Bwana Devil." Capitol Theatre Supply is making the installation.

Debbie Reynolds, Metro star, is set to arrive on March 24 for a series of radio, TV, and press interviews in connection with "I Love Melvin." Karl Fasick and Floyd Fitzsimmons are arranging her schedule. . . . Charles Waldron, associated with Sam Bischoff, Warners, was in.

The eight original Dean Cornwell oil paintings reproduced in the Lloyd C. Douglas best-selling novel, "The Robe," will be on exhibition at Jordan Marsh Company for five days in the Art Gallery auditorium starting on April 26. The exhibition, through the courtesy of 20th-Fox, has the personal stamp of approval of Edward Mitton, president of the department store. Boston is the sixth city to have the Dean Cornwell paintings, and from here they go to Providence, R. I., for exhibition at the Sheppard



Suzan Ball and Frank Westmore recently visited Boston on behalf of U-I's "City Beneath The Sea," and seen, left to right, are E. Myer Feltman, U-I Boston branch manager; Westmore, U-I studio makeup expert; Henry Schwartzberg, general manager, American Theatre Corporation; Miss Ball; Thomas Fermoile, head film buyer, ATC; and Abner Pinanski, city manager, ATC.

Stores, then to Fall River, Mass., for presentation at Cherry Webb's, and finally to Hartford, Conn., at the Fox Store. The Boston tie-in was made through Phil Engel, 20th-Fox publicist, and Walter Krysto, display manager, Jordan's.

The Maplewood, in a section of Malden, Mass., has been sold by the Middlesex Amusement Company to business interests, who will convert the property into a bank. The theatre has been closed. Middlesex ordered the new three-dimensional equipment for the Granada, also in Malden, flagship of the circuit. National Theatre Supply will install the 3-D equipment for a showing of "Bwana Devil."

Harold Davidson, head, Sound Engineering Service, was stricken with a heart attack while servicing the equipment at the Soldiers' Home, Chelsea, Mass., and was rushed to the Chelsea Hospital, where he was placed in an oxygen tent. When Lon Hacking, head, Image and Sound Service, heard the sad news, he immediately sent word to Mrs. Davidson that he would be glad to service all of her husband's accounts for him during his illness, and would see that all payments were forwarded to her.

Joseph Levine and Joseph Wolf, Embassy, are distributing Turhan Bey's



Lieutenant Harry E. Rieseberg, second from left, who recently visited Gloucester, Mass., in connection with the New England territorial opening of U-I's "City Beneath The Sea," is seen in the lobby of the Strand with, left to right, Roy Parsons, editor, The Gloucester Times; John B. O'Connell, acting mayor, City of Gloucester; J. H. Farrer, Strand manager, and Bill Cafasso, WESX.

production, "Stolen Identity," for the New England territory. . . . Natalie Thornton, secretary to Bill Koster, Variety Club of New England, resigned to take a prolonged vacation. . . . Recovering from a serious cold, Samuel Pinanski, president American Theatres Corporation, was resting in Miami Beach, Fla., where Mrs. Pinanski joined him.

James Stoneman and his wife returned from a West Indies cruise. He is the son of the late E. Harold Stoneman, and is head of Relston, Inc. . . . Eva Worshofsky, who has been in the contract department of 20th-Fox for several years, has been promoted to booking secretary to Sam Berg, head booker. . . . Marguerite Gill, secretary to Sam Horenstein, Manley, is vacationing in Florida.

Some of the braver drive-in owners are hopeful of further cooperation from the weather man, and are opening their theatres several weeks earlier than usual this season. Joseph Levine took a big step, and opened the gates of his Round Hill Drive-In, Springfield, Mass., on March 6 to lead the field in this state. His was the last open-airer to succumb to the elements when he finally closed the Round Hill on Dec 29, although his New Year's eve show had already been booked. A blizzard decided this move. Redstone Drive-In

(Continued on page NT-3)



This American Express Travel Service window was recently promoted by the Pilgrim, Boston, in connection with the territorial premiere of U-I's "City Beneath The Sea."



John Haven, manager, State, Pittsfield, Mass., recently showed Suzan Ball, starred in U-I's "City Beneath The Sea," the aquarium he used in his lobby to help promote the picture.



Raymond T. McNamara, Allyn, Hartford, Conn., second from right, recently greeted Dr. Louis Spekter, left; Dr. Henry V. Bice and Lester Greene, at a Connecticut cerebral palsy meeting.

Injunction Ordered In Booth Dispute

BOSTON—On March 6, an injunction was ordered in Suffolk Superior Court by Judge Francis Donahue obtaining the continuance of the provisions of the decree in which he declared that certain regulations of the Commissioner of Public Safety were invalid, void, and unenforceable.

This means that as of the date of March 6, the judge's decree is in full force and effect, pending the outcome of the appeal to the State Supreme Court entered by the Commissioner on March 4.

On Feb. 12, Judge Donahue handed down the decision in an action brought by three members of the Independent Exhibitors of New England, who had protested the Commissioner of Public Safety's regulation calling for two men in projection booths. The judge's ruling found that theatre operators are free from license suspension for failure to have one or more licensed men attending a booth.

The decision was appealed to the Supreme Court by Daniel F. Murphy, Commissioner of Public Safety, and Judge Donahue's injunction stipulates that his decision will remain in force until the high court rules. The court further restrained the Commissioner from revoking a license because of failure to observe rules concerning combustible film, and declared that cellulose acetate film does not constitute combustible film.

The action was brought by Flint Theatres, Fall River, Mass.; Community Playhouse, Wellesley, Mass., and Telepix, Inc., Boston.

A bulletin sent by Independent Exhibitors, Inc., to its members declared:

"After considering every objection of the Commissioner of Public Safety, Judge Francis Donahue, Superior Court, handed down a decision which may revolutionize the practices of that department.

"The case was originally brought by three members of Independent Exhibitors, Inc., of New England.

"The decree confirms the findings of the Master—'If a motion picture operator is cautious, there is little, if any, danger from the burning of motion picture film while the machine is in operation

... In the event that film ignites ... the position which the operators occupy in the booth ... cannot materially affect the amount of film which will or will not be consumed ... Cellulose acetate has been treated by the Department ... as non-combustible rather than combustible film ... One operator is capable of performing every function ... The presence of the second operator adds nothing to the safety of operation. The requirements of ... the regulations ... paragraph 2 have no reasonable or rational relation to safe use ... and it is unreasonable and arbitrary to require ... two licensed operators in attendance ... and that the operator shall not leave the operating side of the machine while it is in motion ...'

"The court's final decree declares that under the Massachusetts law—'Cellulose acetate ... likewise known as 'safety film' ... does not constitute "combustible film" ...'

"The final decree also found that the Commissioner's attempt to regulate safety film the same as combustible film was beyond his authority except in two specific cases which do not apply to theatres using the ordinary projectors in a booth.

"The court also declared that subparagraph 2 of Section 48 is 'invalid, void, and unenforceable.' This subparagraph reads:— 'When more than one cinematograph or similar apparatus involving the use of a combustible film more than 10 inches in length is used for the continuous exhibition of motion pictures, there shall be two licensed operators in attendance in the booth or enclosure. When only one licensed operator is in attendance, it will be necessary to 'black out' during the process of changing over. While exhibiting motion pictures, the operator shall devote his entire time and attention to that work, and shall not leave the operating side of the machine while it is in motion.'

"The court further declared that the Commissioner was without authority to include in any licenses issued by him to operators of theatres the condition that '... When motion pictures are exhibited ... there shall be two licensed operators in attendance in the booth ... or any equivalent provision of the same substance.'



Evelyn Keyes recently arrived at New York's Idlewild Airport en route from Europe to Hollywood to appear in "Crosstown," which Edward Small will produce for UA. She recently finished a co-starring role in "Rough Shoot," English-made film, which will also be released by UA.



Frank Westmore, left, U-I studio make-up expert, toured New England recently on behalf of territorial openings on U-I's "City Beneath The Sea," and is seen here at the Port, Newburyport, Mass., with manager Robert Howell.

"The Commissioner and his inspectors were furthermore perpetually restrained and enjoined from suspending or revoking licenses issued to theatres of the complainants for failing '... to have one or more licensed operator in attendance.' and further restrained them from interference with their employees for failing to observe the requirements of sub-paragraph two.

"In a lengthy trial, evidence was produced showing the excellent record of film fires throughout the nation, the attitude of insurance rating bodies, and the opinions of experts from Eastman Kodak and other institutions. When a study made by a committee of Independent Exhibitors, Inc., of New England showed that the requirements contributed nothing to safety, they sought relief from the Department. As a result of their endeavors, it was agreed with the Commissioner to seek a clarification through court proceedings. Since the suit was started, the transition to safety film has practically eliminated the use of a consequential amount of nitrate film so that it also became necessary to determine whether or not the Commissioner had the power to regulate the safety film as he maintained.

"The decision is a sweeping one, free from any doubt as to the authority of the Commissioner, and it is expected that any new regulations which will come forth will be strictly limited to nitrate film except as to portable projectors and in the 16mm. field.

"The Department has filed an appeal to the Supreme Court. This appeal can only cover the questions of law, and in no way can affect the findings of fact of the Master. The only question of law to be decided by the Supreme Court is whether or not Judge Donahue's interpretation of the word 'combustible' under Massachusetts laws is correct. We have been advised that it is much better than an even chance that the Supreme Court will uphold Judge Donahue's decision."

IE advised its members that since the Superior Court permanently enjoined the Commissioner and his inspectors from enforcing subparagraph 2 of rules and regulations (section 48), no inspector can force an exhibitor to have two licensed projectionists in attendance whether a house is showing nitrate or safety film.

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New England Bowling

Theatrical Bowling League

Results Sixth Week's Bowling (Second Half)

	STANDINGS	Won	Lost
All Stars	14	10	
Affiliated	14	10	
Harry's Snack Bar	13	11	
United Artists	12	12	
MGM	12	12	
Independents	7	17	

Harry's Snack Bar . 3	Affiliated	1
All Stars	Independents	3
MGM	United Artists	1
High single: J. Freeman—131. High team single: MGM—523 (season's high). High three single: J. Freeman—334 (season's high). High team three: MGM—1450 (season's high).		

INDIVIDUAL AVERAGES

J. Freeman	103.7	Asdot	90.6
Jennings	99.2	Rahilly	89.7
Smith	96.0	Clements	89.7
Bradley	95.1	Feinstein	88.0
Prager	94.6	Kirchick	87.0
J. Young	94.0	Hy Young	86.8
Field	93.3	Glazier	85.9
Farrington	93.2	Larson	85.2
Owens	92.6	Pugh	84.8
Hill	92.0	Lynde	83.6
Sandler	91.9	McCarthy	81.2
Gates	91.8	L. Freeman	79.0
Berlone	91.0	Cohan	78.6
Segal	91.0	McSorley	75.3
Serra	90.3	Rowe	74.9

Alternates

Morton	103.6	Kapitt	103.0
Hochberg	84.6	Twig	80.0

Boston

(Continued from page NT-1)

Theatres, operating three theatres in New York State and three in New England, opened its Sunrise Drive-In, Valley Stream, L. I., on March 5, and the White-stone Bridge Drive-In, Bronx, N. Y., on March 12. March 11 was the opening date for the Neponset Drive-In, Boston proper's only outdoor theatre, with Hal O'Day as manager. The circuit's Revere, Mass., and Dedham, Mass., Drive-Ins are booked for openings a week later. The film district in Boston has been buzzing with drive-in owners and operators who have been visiting. Some of the out-of-town owners are Eugene Boragine, Saco, Me., Drive-In; Allen Sharby, Berkshire Drive-In, Pittsfield, Mass.; Jim Sherran and Jim Forward, Pinehurst Drive-In, Billerica, Mass.; Joe Stanzler, Boro Drive-In, North Attleboro, Mass.; Donald Sweeney, West Acton, Mass., Drive-In, and Ted Rosenblatt, Somerset, Mass., Drive-In.

Jack Markle, well-known to theatre-men in New England, has been assigned to the Boston office of Columbia for exploitation and promotion duties in the area, replacing Bob Weiner, given the Chicago territory. . . . Mrs. Michael Bruno, wife of the owner, Tilton, Tilton, N. H., was in the Franklin Hospital for surgery.

Twelve Shea Circuit theatres in New Hampshire, Massachusetts, and Ohio will participate in a pre-release contest on U-I's "Ma and Pa Kettle On Vacation." Three substantial monetary prizes are being offered, and the awards will be made on the basis of comparative increases in grosses in each situation over past pictures of the "Ma and Pa Kettle" series which played these theatres. The new "Kettle" picture will open between March 20-22 in each house. Extensive campaigns have been planned.

Irving A. Isaacs, president, Independent Exhibitors, Inc., and Ted Rosenblatt, president, Drive-In Theatres Associa-



Parents magazine's first award to an individual recently went to Adolph Zukor, Paramount board chairman, in recognition of his 50 years of service in the industry, and here Philip Willcox, magazine director of motion picture relations, is seen presenting the award to Zukor in the latter's office in the Paramount building, New York City.

tion, both New England units of National Allied, called a special membership meeting.

The Colony, Dorchester, Mass., which Meyer Rubin took over six months ago, has been closed for lack of business. . . . American Theatres Corporation closed the Esquire after a run of "Limelight."

Eliminations announced by the Bureau of Sunday Censorship included the following: "Come Back, Little Sheba," parts 1 to 10. (Deletions: Dialogue: "How about tonight, baby?"; dialogue, "Tonight?", in part 6. The word "Slut" appearing three times, in part 9). Paramount; "One Girl's Confession," parts 1 to 8. (Deletions: Dialogue: "Still working on the first, huh?", in part 3). Columbia.

New Haven Crosstown

Irving Hillman, Roger Sherman, bowed in with "Bwana Devil." . . . Frank Westmore, director of makeup, U-I, stopped off. A luncheon was given with publicity for U-I's "City Beneath the Sea," Paramount. Carl Reardon, U-I branch manager, was present with newspapermen and others.

One of the most enthusiastic contests in some months was the "Peter Pan" coloring contest, sponsored by the Food



Jack Cohn, Columbia executive vice-president, in New York, looks with pride at the citation presented to the company recently for its Technicolor production, "Salome," by Phil Willcox, motion picture director of Parents' magazine.

Redstone Drive-Ins Using New Register

BOSTON—Redstone Drive-In Theatres has placed a new type of cash register in all drive-ins operated by the circuit for use in the concession stands.

Following a series of tests and trials for the best system at the Neponset, here and the Bay Shore, L. I., the Redstones and officials of the National Cash Register Company came up with a compact register unit with the desired results. The new type stamps the amounts of each itemized article of food on the register in full view of the customer.

The new register differs only slightly from the kind used by chain stores. There are no paper receipts of purchases handed out to the customer. Instead, the receipt paper remains within the register for the company's checking at the close of business. As each item is stamped and separately totaled as it comes along on the tray, the customer can easily see how much he is spending by watching the amounts through a lighted glass panel in the machine as the cashier rings them up. In this method, the cashier does not have to depend on her own addition. Thus, she can total the sales faster, process the customers with greater speed, and the delay in the concession line is minimized.

Edward Redstone, vice-president, Redstone drive-ins, said: "We believe that this system helps the service. In the old method, there was a tendency for the customer to stand around while the cashier counted the tray to herself, and then announced the total. Also, there is less chance for error on the part of the cashier in the new system. We have placed these new National Cash registers in all our drive-ins in an effort to expedite the intermission rush, a problem peculiar to drive-ins."

Basket with publicity given for the Roger Sherman. A total of 150 prizes each week for three weeks was the incentive.

Condolences were in order to the family of Mrs. Jennie A. DeLucia, part owner, Dreamland, who died. The theatre was closed for some time after her death. . . . Harry Browning was in from Boston at the Paramount. . . . George Perlroth, assistant manager, Loew's Poli, planned leaving to work at the post office. . . . Matt Kennedy, Paramount projectionist and a member of the executive board of Local 273, was operated on in the Meriden General Hospital. . . . John Grinold, Paramount, returned from Florida. . . . Manager Morris Rosenthal, Loew's Poli, made a tieup with a camera shop for a cover girl photographic contest in conjunction with "I Love Melvin."

Meadow Street

The Pike Drive-In, Newington, opened. . . . The Waterford Drive-In had its first opening weekend show. Other drive-ins were preparing to open. . . . The Middlesex, Middletown, has been run-



Cecil B. DeMille and his granddaughter, Cecelia Harper, recently arrived back in Hollywood after a trip to the east during which the Paramount producer-director received awards naming his "The Greatest Show On Earth" the top money picture of 1952 by many groups.

ning Sunday foreign shows. . . . John McGrail, U-I publicity, Boston, was in for the Frank Westmore press luncheon in conjunction with "City Beneath the Sea." . . . Joe Mansfield, United Artists, Boston, was in Bridgeport, New Haven, and Hartford for "Moulin Rouge." . . . Donald Malcarne, son of Mr. and Mrs. L. J. Malcarne, Essex, has been named to the dean's list at the University of Connecticut. . . . Carolyn Marra, Republic, was one of the winners in the Connecticut bowling contest. . . . The full page cooperative ad for "Thunderbirds," Palace, Danbury, received attention. Sponsored by banks and other institutions, a good portion of the ad was about the National Guard, a proclamation by the mayor, and also a large display.

A screening of "Call Me Madam" by 20th-Fox had a good turnout. "The President's Lady" was also screened by Ben Simon's exchange.

Circuits Loew Poli

A press luncheon for Debbie Reynolds in conjunction with "I Love Melvin" was scheduled for March 23 with MGM's Arthur Canton and Floyd Fitzsimmons due in from Boston. . . . Sophie Kokoska, "Queen of Hearts," was crowned at ceremonies on the stage of Loew Poli Palace, Meriden. . . . The Majestic, Bridgeport, received a good co-op ad with an auto dealer, with copy reading "We Don't Have a BAD Car on Our lot—Each is a BEAUTIFUL Buy." This publicized "The Bad and The Beautiful." . . . Publicity director Lou Brown was in Meriden, Hartford, and Bridgeport. . . . George Freeman, Poli, Springfield, Mass., was sick. . . . Norm Levinson, assistant, Poli, Hartford, was on a cruise to the Caribbean.

Variety Club New Haven, Tent 31

The April monthly meeting will revert back to the usual first Monday night of the month.

Connecticut Hartford

Manchester Drive-In Theatre Corporation filed a certificate of incorporation with the Secretary of State's office, list-

ing \$60,000 capitalization. President is Bernard Menschell; vice-president and treasurer, John Calvocoressi; secretary, Mrs. Frances Calvocoressi, and directors, same as the officers. The corporation is building a drive-in at suburban Manchester. Menschell and Calvocoressi are officers of the Community Amusement Corporation, operating theatres in Hartford and Plainfield. . . . The Pike Drive-In Theatre Corporation resumed operations at the Pike Drive-In, Newington, with general manager Paul W. Amadeo planning to operate on a temporary Thursday through Sunday night basis until spring.

D. O. Coleman, 85, founder of Southington's only film theatre, the Colonial, died at his Southington home. . . . Through a Columbia Records tieup, Ray McNamara, Allyn, promoted 50 Rosemary Clooney records as prizes in radio station contests for "The Stars Are Singing." He also distributed 2,000 photos of Miss Clooney.

Harry Post, owner, Astor, East Hartford, has been elected to the board of directors, East Hartford Chamber of Commerce. . . . John D'Amato, Palace, New Britain, distributed jet plane models in conjunction with "Mars Attacks the World."

Sam Cornish, manager - partner, Niantic, Niantic, is marking his 41st year in the industry. . . . Bus cards were used for "Peter Pan," Loew-Poli, by manager Lou Cohen. His assistant, Norm Levinson, left with Irv Richland, Hartford Amusements, on a South America cruise. . . . Jim McCarthy, Strand, promoted a theatre party by 900 members of the Travelers Insurance Girls' Club for "Hans Christian Andersen."

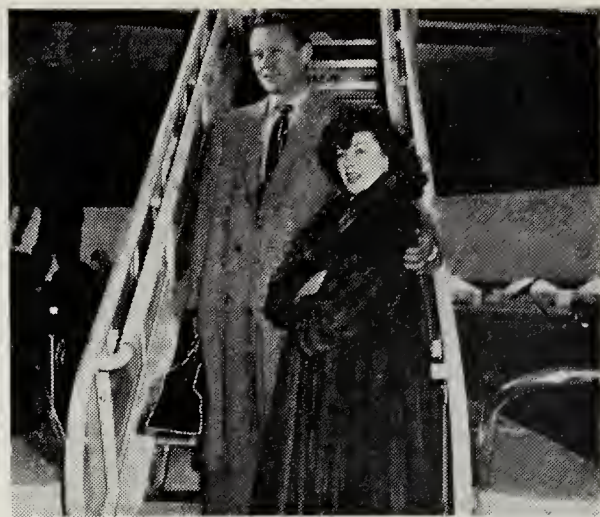
Marjorie Harris joined the Strand, Winsted.

Southington

Dorr Orgilvia Coleman, 85, realtor and founder of the first theatre here, died. He established the Coleman about 40 years ago, which he sold, and which now is the Colonial.



The short subject citation of merit awarded by the 1952 International Film Festival of India to the Grantland Rice Sportlight, "The Jumping Off Place," released by Paramount, was recently presented in New York to Oscar Morgan, center, Paramount short subjects sales manager, by Arthur S. Lall, right, Indian Consul General. Witnessing the ceremony at the Paramount home office is J. William Piper, assistant secretary, Paramount International.



Susan Hayward and her actor-husband, Jess Barker, are seen recently at New York's Idlewild Airport, en route to Europe for a vacation. Miss Hayward recently completed "The President's Lady" for 20th-Fox.

Massachusetts Lynn

George Grande, formerly with the St. George, Springfield, Mass., is the new manager, Waldorf, running weekends. . . . Manager Royce Beckman, Warner, was ill, and his new assistant, Frank Moore, formerly with Henry J. Chapman at the Peabody, Mass., Strand, was in charge. Moore succeeded Bill Leonard.

William Riley, delivery man for films at the Capitol for many years, was remembered on his 71st birthday with a cake and other presents from the staff. Sam Levy, projectionist, was the committee chairman.

George Lougee, former manager, Olympia, leaves for Milford, Conn., to open Loew's Open-Air.

Salem

Joe Morency, new Salem, was ill. Mrs. Morency is organist at the Hawthorne Hotel. . . . The Empire has been open weekends, and the Peabody, Mass., Strand has been open evenings with weekend matinees.

Springfield

The Round Hill Drive-In opened.

Worcester

Elmer R. Daniels, 70, retired manager, Capitol, died after a long illness. He retired in 1946 after serving 20 years as manager, Capitol, which he built at a cost of \$1,000,000 in 1926 in a partnership with three others. He had managed and owned theatres in Lynn, Mass., and Worcester for 35 years.

New Hampshire Littleton

A National Guard company paraded before attending a showing of "Thunderbirds" at the Jax, Jr. After the film, it presented a machine gun crew drill and a 75mm. gun crew drill. The management donated part of the proceeds of the show to the Guard.

Manchester

A cooking school was conducted at the Palace.

Leff Circuit Files Suit In New York

NEW YORK—Leff Theatres, Inc., operator, Freeman, Bronx, filed an anti-trust complaint in federal district court seeking trebled damages of \$2,500,000 from the eight major distributors, United Paramount Theatres, Skouras Theatres, and Metropolitan Playhouses.

The complaint charges that the Freeman, a former Loew's house, played day-and-date with other Loew's houses in the area. When Leff sought the same run, it is claimed, Loew's forced the circuit to take over the Boston Road under alleged illegal terms and conditions. The action asks the same run for the Freeman as Loew's Elmsmere and other Loew's and Skouras houses in the area.

NEWS OF THE

Territory

New York City Crosstown

Casino, owner of the distribution rights to the Austrian post-war production, "Singing Angels," concluded a deal for Canada with Astral Films Limited, Toronto.

A. A. Schubart, manager of exchange operations, RKO, returned from Jacksonville, where he attended the official opening of the company's new branch office. . . . Arthur Good, head, RKO's 16mm. division, became the father of a baby girl.

G. L. Carrington, Altec president, was in from the coast for sessions with Spyros Skouras and other 20th-Fox executives, and engineering conferences with Warners, Paramount, and General Precision Equipment.

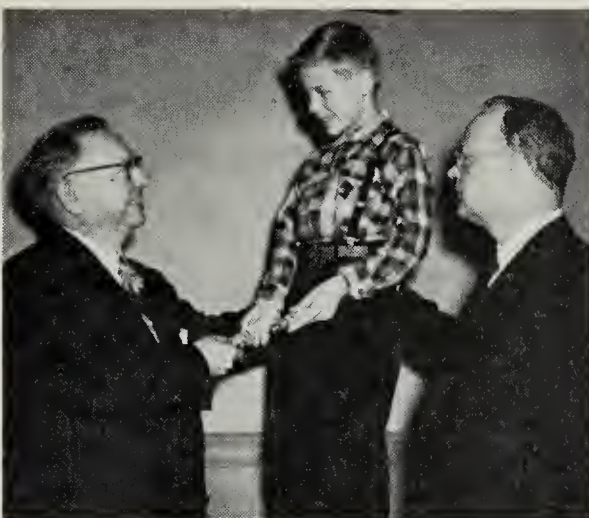
The Plaza, Brooklyn, is now being booked by Island Theatre Circuit.

Morris Davis, managing director, MGM of South Africa, arrived for conferences with home office executives of Loew's International.

MGM's "Lili" opened at the Trans Lux 52nd Street, at a benefit premiere for the North Shore Hospital, and was selected as the "Go-See" picture for March by New York Subways. . . . Morgan Hudgins, MGM studio publicist, arrived from London by plane after several months as unit man for "Mogambo."

Harry Thomas, Souvaine Selective vice-president in charge of sales, left for the west coast on a business trip.

Federal Judge Edward Weinfeld, U. S. District Court, set April 2 for hearing on a motion for an injunction in the action brought against Skouras Theatres by J. J. Theatres and the Luxor group in what is believed to be



William J. German, left, board chairman, New York Variety Club Foundation to Combat Epilepsy, recently bought specially-wrapped Life Savers as part of the Foundation's campaign for funds. The salesman is "Charlie," poster boy, Tent 35 Foundation, and the first patient treated at the Tent's Clinic for Epileptic Children at the Columbia-Presbyterian Medical Center. Watching is Dr. H. Houston Merritt, director, Neurological Institute, Medical Center.

the first time a judge has agreed to hear argument on an anti-trust point not covered in a jury finding. A jury recently found against damages in the case, but rendered no decision on the injunction phase. Monroe E. Stein, attorney for J. J., announced that the judge has agreed to hear argument on the injunction, based on evidence presented during the trial.

William Brumberg, head, Warners' field exploitation staff, was hospitalized for injuries sustained in an accident.

The Variety Club inaugurated a series of "Preview Nights" in its new Piccadilly Hotel club rooms.

Edward Feldman, 20th-Fox publicity department, announced his engagement to Lorraine Kain.

The general executive board, Local B-51, Film Exchange Employees Union, IATSE, AFL, adopted a resolution requesting strike permission from the IATSE, and stating it would file an unfair labor practice charge with appropriate authorities based on the refusal to bargain by the major film distributors on a new contract unless a first meeting for the purpose of col-



Cecil B. DeMille, right, in New York recently accepted the Independent Theatre Owners Association's first annual boxoffice citation from Harry Brandt, president, for Paramount's "The Greatest Show on Earth."

Local 306 Files Action On Overtime

NEW YORK—Local 306 filed suit in State Supreme Court against the Marcus Loew Booking Agency, RKO Service Corporation, and Radio City Music Hall for \$1,000,000 each on charges that defendants breached their contracts with the union.

The plaintiff claims that for the past six years, defendants have failed to pay projectionists overtime for the time spent in preparing a show.

The action affects 700 union members and approximately 100 theatres operated by the defendants. Herman E. Cooper, union counsel, stated that the local plans similar suits against other major Broadway houses.

lective bargaining was scheduled on or before March 16. The old contract expired on Nov. 30, 1952. Employees of U-I, Bonded, Warners, Paramount, MGM, Monogram, Columbia, 20th-Fox, RKO, and National Screen Service are involved.

In an early morning holdup, a bandit wearing a woman's stocking over his head and face and carrying a sawed-off shotgun obtained \$4,300 from Eugene Lesser and Jose Cuadra, Cinema Circuit Corporation employees, who were carrying the night's receipts from the Anco, Harris, and New Amsterdam to deposit at Manufacturers Trust Company branch.

Steve Davis, MGM's home office exploitation department, married Harriet Fein at the Hampshire House, with Rabbi Dr. Gershon Shertoff performing the ceremony. . . . Oliver Brughton, maintenance supervisor, MGM, arrived from the coast for a home office visit before starting out on another cross-country exchange tour.

James R. Grainger, president, RKO, returned following a four-week visit to Hollywood for conferences with Howard Hughes, chairman of the board; C. J. Tevlin, in charge of studio operations, and other studio executives. . . . Leo J. Samuels, world-wide sales supervisor,



Fresh from the Ceylon jungles comes Vivien Leigh, star of Paramount's "Elephant Walk," seen here recently arriving at New York's Idlewild Airport, en route to Hollywood, where the film will be completed.

Newark, N. J., House Files Anti-Trust Suit

NEW YORK—A triple damage anti-trust suit for \$1,800,000 damages was filed in U. S. District Court against the eight major companies and their subsidiaries by Mira Theatres Corporation, Cinema Theatres Corporation, Howard Theatres, Inc., and H-J-G Realty Corporation, owners-operators, Essex, Newark, N. J. The suit charges conspiracy in restraint of trade and an attempt to drive the Essex out of business.

Walt Disney Productions, returned from Toronto where he met with RKO home office and Canadian sales executives.

Benjamin Lorer, head, U-I insurance department, was honored by the Congregation Beth Mordecai in Perth Amboy, N. J., for his two years of service to the congregation as its president.

Once again churches in the areas where Walter Reade drive-ins are located will turn to the circuit's outdoor theatres as the sites for their community Easter dawn services. For the third consecutive year, churches in Trenton, N. J., will hold their services at the Lawrence Drive-In, and mainland churches near Atlantic City, N. J., will hold their services at the Atlantic Drive-In. Churches in the Perth Amboy-Woodbridge, N. J., area will have their services for the second consecutive year at the Woodbridge Drive-In, and, in Kingston, churches for the first time will shift their services from the Municipal Stadium to the 9W Drive-In. The Reade organization will donate the drive-in facilities including in-car speaker setup, and assist in the promotion activities for the services. In Trenton, Atlantic City, and Kingston, where there are radio stations, the stations will either broadcast the services as they occur or take tapes for later re-broadcast at no cost to the theatres. The drive-in efforts were coordinated by Paul Petersen, drive-in supervisor.

Russell V. Downing, president, Radio City Music Hall, accepted the chairmanship of the entertainment group for the Greater New York Fund's 1953 campaign. Downing will be responsible for the solicitation of funds from private firms and partnerships in the entertainment field. The campaign, designed to help 423 voluntary hospitals and health and welfare services in New York City will begin on April 27.

A spring series of "Curtain at 8:40," which the Walter Reade Theatres started in two theatres a year ago in an effort to bring art films to communities which normally could not support such film fare, will start on April 15 in eight of its communities. The spring series will consist of four films, shown on consecutive Wednesday evenings. The theatre's regular screen shows will be cancelled for the single showing of the special feature and a selected short. Free coffee



Attending a recent preview for the press of RKO's "Operation A-Bomb" at the Johnny Victor, New York, were, left to right, Orvil E. Dryfoos, assistant to Arthur Hays Sulzberger, publisher, The New York Times; Sulzberger; Brigadier General Edward S. Greenbaum, attorney, and Arthur Ochs Sulzberger, son of the publisher and associated with The Milwaukee Journal.

is served in the theatre lounges, and an art exhibit or a brief musical program will be presented to supplement the motion picture attractions. The spring series is the last of three series held this season, having been preceded by a fall series of four films and a winter series of similar length. Theatres participating in the spring series are the Community, Toms River, N. J.; Morristown, N. J., and Saratoga Springs; Paramount, Plainfield, N. J., and Long Branch, N. J.; Majestic, Perth Amboy, N. J.; Carlton, Red Bank, N. J., and Kingston, Kingston.

Berk and Krumgold, theatre realty specialists, announced the sale of the Empire, Brooklyn, owned and operated by Brandt Theatre interests for the past 20 years. The purchaser contemplates an immediate conversion of the premises for a super market.

Leo Israel, 20th-Fox, was richer by an estimated \$9,000 in gifts won on the "What's Your Bid?" TV show. Included in the booty was a complete house trailer, a puppy, a car, a watch, fowl, and assorted merchandise.

Urging every individual, every circuit, producers, and distributors to play



Seen with co-hostesses Mrs. Louis Schine, left, and Mrs. J. M. Schine, right, Gloria Swanson, starring in the legitimate presentation of "20th Century" at nearby Hollywood, Fla., was recently given a luncheon at the Boca Raton Hotel and Club, Boca Raton, Fla., owned by J. M. Schine.

a full role, Spyros P. Skouras, president, 20th Century-Fox, formally opened the industry's 1953 Red Cross fund raising campaign at a luncheon at the Metropolitan Club. Speaking before a gathering of top executives representing all phases of the business, Skouras pointed up the major role being played by the Red Cross in Korea and other areas of the world. Seated at the head table with Skouras were Albert C. Simmonds, Jr., chairman, New York chapter, 1953 Fund; Ned E. Depinet; actress Vanessa Brown; E. Roland Harriman, president, American National Red Cross; Marine Sergeant Louis A. Capone; Corporal William S. Brady, and Corporal Thomas J. McNamero.

Manny Reiner, foreign sales manager, Samuel Goldwyn Productions, returned following a trip to Cuba, Mexico, and Venezuela regarding distribution of "Hans Christian Andersen." . . . Leon Brandt, director of exploitation, Samuel Goldwyn Productions, left for Detroit, Cleveland, and Cincinnati to set opening campaigns for "Hans Christian Andersen."

Police and Fire Department squads were investigating the setting off of several stench bombs in several Broadway houses during the past fortnight and the exploding of a bomb fashioned from a four-inch pipe in the orchestra section of Radio City Music Hall with no injuries, property damage, or interruption of the program.

New Jersey Jersey City

The Paramus Drive-In, Paramus, N. J., opened for its seventh season. Robert J. W. Huff, manager, announced that the entire staff of last year is again on hand.

Newark

Mickey Demscak, manager, DeWitt, Bayonne, N. J., rented the theatre to a food store in honor of the 25th anniversary. Through a tie-in with the Colgate Company, Peter Pan soap was sold for tickets which were given free. Clara-bell performed on the stage, toys were distributed, and 3,000 doughnuts were given away through the courtesy of a baking company.

J. Daniels, manager, Cranford, Cranford, N. J., has been transferred to the Hollywood, East Orange, N. J., replacing Tom Cantillo, who will continue as relief manager.

Frank Costa, manager, Warner, Ridgewood, N. J., is at the Valley Hospital, Ridgewood, N. J., having undergone surgery. . . . The S-3 Drive-In, Rutherford, N. J., reopened.

Alfred Barrillo, manager, Union, Union, N. J., tied in with a shoe store for an eight-week period. Each week, a new number is posted in the window of the store. Patrons keep their theatre stubs, and, if the number on the stub corresponds with the one in the shop, the person holding it is entitled to a free pair of shoes.

Censorship Bill Introduced In N. J.

TRENTON, N. J.—Assemblyman Neil G. Duffy, Essex County, introduced a bill in the first session of state legislature which would invest New Jersey municipalities with greater power to censor objectionable or salacious movies.

The proposed bill empowers municipalities to "make ordinances necessary and proper for the protection of public morals."

New York State Albany

The familiar figure of Alex Sayles, manager, Fabian's Palace, for two decades, previously press agent, manager, and general manager for the late Christopher Buckley, and prior to that a crack all-around newspaperman on The Albany Evening Journal, disappeared from the scene when death took the 68-year-old Albanian at Albany Hospital on March 4. He had been under the care of a doctor for the past year, and had not been in the best of health for several years, but courageously continued at his theatre post until less than 24 hours of his demise. Sufferer from a heart condition, Sayles was at the Palace, complained of not feeling well, was taken to the hospital, and died the next morning. The Times-Union editorialized on Sayles' passing while the paper's city editor, Con Heffernan, voiced a tribute to him on its "Headlines and Bylines" via WPTR. The deceased was generally considered to be one of the best copy writers and solidest promoters in local theatre history. From the Empire, which was torn down to make way for the present Albany City and County Savings Bank, Sayles went to the Leland. The latter had been purchased by Christopher H. Buckley. Oscar J. Perrin, now Madison manager, was appointed manager, and Sayles was press director. After Perrin became general manager of Buckley operations in Albany and Glens Falls, Sayles was named manager, old Clinton Square, now the site of a White Tower restaurant. He also did publicity for Harmanus Bleecker Hall before becoming general manager for Buckley. On the merger of Buckley and Fabian theatres, he moved to the Palace, of which he subsequently was appointed manager. With The Journal, Sayles served in virtually every editorial capacity. A wife, brother, sister, and cousin survive. Heart-felt tributes were voiced by Simon H. Fabian and other long-time associates in the Fabian organization as well as by other local industry figures. Fabian and his son, Edward L., flew here for the final services. The senior Fabian, who left a beautiful In Memoriam book of Mass cards, said that he could not let the occasion pass without a comment on the deceased's "invaluable services to Fabian Theatres over a long period." He added: "We admired Alex's ability, respected his judgment, and loved his unassuming personality. May God bless and protect his widow." Division manager Saul J. Ullman, booker Joseph



In West Orange, N. J., recently, producer-distributor Jules Levey, left, seen with Admiral Harold G. Bowen, right, executive director, Thomas Alva Edison Foundation, signed his name to a contract to produce a film tentatively titled "The Life Of Thomas Alva Edison." Charles Edison, son of the famous inventor and a former governor of New

Jersey, looked on.

Saperstein, Palace assistant managers William With and Eugene Ganott, and others joined in praise and condolence. Women in the theatre's employ were in tears. The Knickerbocker News in an editorial captioned "Alex Sayles," said: "Eulogies that come from the heart are indeed most sadly penned, for they speak of loss that cannot be regained. . . . He possessed that quality that urges one to give more and by this margin he stands above the crowd. Alex will be deeply missed, and many times and places will be strange without him."

Upstate New York radio stations went on a Rosemary Clooney record-playing spree in anticipation of openings of "The Stars Are Singing." In the Albany area, including Troy and Schenectady, disc jockeys on all seven stations were spinning Clooney records at the maximum rate. The Technicolor musical opened at the local Strand, and the Plaza, Schenectady, and opens at the Troy, Troy, on April 2. The Strand opening was marked by a lobby broadcast. WWSC, Glens Falls, where the picture played the Rialto, also was filling the air waves. In Syracuse, where the picture will open on March 24 at the Paramount, and in Buffalo, at the Paramount, the radio disc jockeys also have been having a field day. Likewise in Rochester, where the Paramount will



William Goetz, in charge of production for U-I and winner of Look magazine's industry award for 1952, recently received his plaque in Hollywood from Gardner Cowles, editor of the magazine.

open the film on March 26 and in Ithaca, where the State will have a March 25 opening, the playing of Clooney recordings and plugs has been "all out."

American Broadcasting-Paramount Theatres, Inc., filed a certificate of consolidation of American Broadcasting Company, Inc., and United Paramount Theatres, Inc.

Grand advertised a "Second Big Week" for "Bwana Devil," but held the 3-D picture for only three days on a moveover from the nine-day run at the Palace. "Bwana Devil," strongly and persuasively ballyhooed by producer-writer Arch Oboler in press and radio interviews, opened well, and attracted good weekend trade. Otherwise, business was not big, according to reports from various sources.

Fabian's Palace, equipped with three projectors, had only one intermission during the screening of "Bwana Devil," and will observe a similar timeout with other 3-D films. Experience at the Palace was that patrons who picked up Polaroid glasses from a table in the inner lobby, rather than at doorman's stand in outer lobby, did not make purchases at the concession stand until intermission. The Palace displayed, on a large easel in the inner lobby, an announcement about the special glasses.

A statement by S. H. Fabian, president, Stanley-Warner Corporation, on the outlook for 3-D, big screen, and theatre television was released to local papers during a brief visit which the veteran, dynamic showman made. He said they "hold a promise of rewards as great or greater than those our industry have received in the past." The Knickerbocker News and The Times-Union gave prominence to Fabian's statement.

Warners' Strand is among the theatres which ordered a Walker screen for 3-D pictures. Circuit's Troy, Troy, managed by Sid Summers, also installed a new screen. . . . Charles A. Smakwitz, Stanley-Warner Theatres' zone manager, attended the first meeting of regional chiefs in New York addressed by S. H. Fabian and Sam Rosen.

Delay by the Court of Appeals in announcing a decision on "La Ronde," French-made film refused a license by the Board of Regents on the ground that it was "immoral and tends to corrupt morals," was believed to be one of the reasons that no bill proposing a repeal of motion picture censorship in New York State had been introduced up to 10 days of the legislature's adjournment. There had been an expectation the state's highest court might decide "La Ronde" on March 5 or 6. However, the case went over to the April term. No decision before April 8 is now possible.

Buffalo

Harry Berkson, Allied Artists, and his partner, Nate Dickman, leased the Delaware Drive-In, operated for several seasons by Louis Drew.



Roberta Peters, Metropolitan Opera star now appearing in 20th Century-Fox's "Tonight We Sing," recently serenaded these life-like busts of great composers which were exhibited at the ninth annual National Antiques Show in New York City.

Theatres in Erie County are cooperating in the Easter Seal Drive by using trailers. . . . Sara Weil, Bill Cuddy, and the RKO staff are handling the physical distribution of trailers for the 30th Catholic Charities Appeal, March 22-29. All theatres are urged to lend cooperation.

Ed Frank, Shea chief engineer, celebrated his birthday on March 4. . . . Ed Meade, Shea publicity director, was without voice due to laryngitis.

Lou Lieser, Lieser Releasing Corporation, passed another milestone. . . . Nina Lux, wife of Elmer Lux, general manager, Elmart Theatres, and president, City Council, was recuperating from a tonsillectomy. . . . The Womens' League of Variety held its first card party of the season in the club rooms with approximately 100 in attendance. Mrs. John Sitterly donated the two door prizes.

Felicitations go to Carl Rindcen, Shea Buffalo manager, who added another candle to the cake. . . . Ed Meade, Shea publicity director, held a screening of "Battle Circus" for President Lawrence J. Bell and members of his staff of Bell Aircraft Corporation, officials of the Red Cross, and the press. Bell helicopters are used throughout the picture for the evacuation of wounded in Korea. Arrangements were made for the posting of special cards advertising the picture on bulletin boards throughout the five Bell plants in Western New York. The Bell News, weekly house organ, carried the special story and art. Red Cross officials, enthused over the part that the organization plays in "Battle Circus," tied in with the current drive, and received theatre permission to set up a booth and display in the lobby, where patrons could sign up as blood donors. The film opened at the Buffalo.

As part of his "Brotherhood Week" endeavors, Bert Lapetina, manager, Sheas' Teck, promoted a check from the musicians union.

—M. G.

Gloversville

A comprehensive service and parts contract covering the 116 theatres of the



Seen at a recent special screening of 20th-Fox's "Call Me Madam" in New York were, left to right, Mrs. Spyros Skouras, Irving Berlin, Ethel Merman, and Skouras, 20th-Fox president, all of whom were obviously enjoying the affair.

EYEING THE

Exchanges

NEW YORK — The Fox Family Club got together for an election, Thomas Feeney capturing the presidency. George Blenderman is vice-president; Richard Miller, treasurer; Harriet Coen, secretary, and Pat Wynne, sergeant-at-arms.

PARAMOUNT — Sinus trouble was behind secretary Carol Hoagland's absence. . . . Ledger clerk Bill Monahan will exchange marriage vows on April 11 with Mary McGuire.

20TH-FOX — Division sales manager Martin Moscovitz was in the Buffalo area. . . . The film room's Herman Bernstein was recovering from an operation. . . . Booker's clerk Mae Stabile was back from a respite. . . . Patricia Connely, cashier department, was recuperating from an operation. . . . Switchboard operator Ruth Bechtold celebrated her granddaughter's fifth birthday. . . . The girls in the film room wished floorlady Josie McGrath a happy birthday.

MGM — New around the office is contract clerk Blanche Schwartz. . . . Booker's assistant Dick Feinstein was ill. . . . Office assistant Marvin Rochelle and booker's assistant Betty Hoffman were on the sick list. . . . Inspector Mae Burks was operated on. . . . Shipper Bernard Mannion returned to the hospital for a rest. . . . Inspector Kitty Schwartz was still ill.

U-I — Harvey Reinstein, booker, was practicing his golf at Rivervale, N. J. in preparation for the B'nai B'rith

Schine Circuit, Inc., was announced by the RCA Service Company, Inc. Under the new pact, scheduled sound equipment service, emergency service, and sound parts coverage will be furnished to all Schine theatres. The contract was negotiated for the Schine organization by J. D. Lederer, supervisor of purchases and maintenance. Theatres involved are located in Delaware, Kentucky, Maryland, New York, and Ohio.

tournament. . . . Bookers assistant Hal Makovka resigned.

REPUBLIC — Biller Maria Lopez is making preparations for her wedding on March 21. . . . Back after illness was bookkeeping machine operator Rene Goldstein. . . . Assistant branch manager Bob Fannon was back after being ill.

ALLIED ARTISTS — Looking for an apartment to prepare for her May 3 wedding, secretary Sina Piscitelli is anxious to find three rooms in Long Island or the Bronx. . . . A plaque commemorating a November win in the "Razz Goldstein Drive" now adorns the office of branch manager Nat Furst. . . . The bookers received free tickets for the Motion Picture Booker's Club party with compliments of the company.

COLUMBIA — Norman Rubin, new office assistant, discovered that his cousin, Kitty Bernstein, is among his office colleagues. . . . Accounting clerk Camille Patti had a sad face because her Joe was going overseas with the army. . . . The Y dance group is having a beautiful child contest. See Frances Taylor. . . . Lorraine Staton has a long face because the army is taking her husband. . . . Booker's assistant Monty Raphaelson had his first taste of actual booking.

RKO — Birthday greetings went to Benjamin Rosen, film room. . . . Phil Heydeck and Sonia Robbins, boxoffice department, are going for a weekend at the Triple Lake Dude Ranch. . . . Cashier clerk Nettie Kanasy was ill. . . . Branch manager Phil Hodes was ill. . . . The four tickets sent over by the home office for the Motion Picture Booker's theatre party were awarded.

UNITED ARTISTS — Booker Ben De Augusta, leaving, will be sorely missed. . . . Booker Tony Agoglia was back from his Florida vacation.

WARNERS — The film room set up a special rewind table for the new 3-D films. . . . Contract clerk Julia Rodrigues was back after her honeymoon.

RAMBLIN' 'ROUND — Ben Levine, booker Realart, joined in the fete for his in-laws' 51st wedding anniversary. . . . The Motion Picture Booker's Club theatre party for "Hazel Flagg" was a sell-out. . . . Sam Blasky, former owner of a booking organization, paid Realart a visit. . . . Laurie Fischer, Realart print department, was ill. . . . Composer Dr. Leo Kopf, conductor, Jewish People's Philharmonic Chorus, and father of Ruth Kopf, Realart bookkeeper, died at 64. . . . Hornstein's is busy trying to keep up with the exhibitor demand for 3-D equipment. . . . Screencraft's shipping department moved to the Film Center building. . . . Jack Hoffberg, president, Hoffberg, announced that "Horror Maniacs" and "Strangler's Morgue" are soon to be seen by Broadway audiences. . . . Harold Schwartz, Realart franchise holder for Dallas, dropped in. . . . Larry Moss, B. S. Moss Theatres, has been in the Florida area.

—J. A. D.

NEWS OF THE

Territory

Philadelphia

Crosstown

Stanley-Warner Theatres is protesting some 1953 assessments. Appeals from the action of the Board of Revision of Taxes were filed in Common Pleas Court. The theatres and the 1953 assessments set by the tax board are: Palace, \$606,000; Mastbaum, \$1,203,200, and Broadway, \$265,000, and theatres where the board on appeal had reduced the protested assessments: Centre, \$153,100, reduced to \$148,600; Northeastern, \$66,700, reduced to \$52,800; Cross Keys, \$192,800, reduced to \$159,700; Aldine, \$456,900, reduced to \$440,600; Stanton, \$370,100, reduced to \$359,000, and Logan, \$285,500, reduced to \$268,400.

Mrs. Fanny Rosinsky has sold the Eureka to a David Rosen, not the Vine Street independent film distributor.

Franklin O. Pease is now managing the S-W Diamond.

On April 12 at LaSalle College, Variety Clubs International Big Boss John Harris will be awarded the Signum Fidei Medal for his outstanding contributions to the advancement of charity.

Albert Francicetto has taken the New Ritz, and will reopen the house on April 4.

The Carman, the town's only remaining vaude-film house, announced the slashing of admission of balcony seats to 25 cents including tax on Monday through Thursday evenings. Ben Zimmerman, manager, also runs household giveaways in a tieup with a furniture show one night a week, and has the Hanover amateur talent hour as an added feature on Mondays and Fridays.

The S-W Mastbaum will play Warners' 3-D "House Of Wax" late next month, with the equipment moved from the Aldine for the occasion.

Vine Street

Some of the boys, who have been to Miami, Fla., have been coming back raving about the cooking of Herb Elliott, veteran exhibitor, who lives

Philly AJA Meetings
Set For March 23, 24

PHILADELPHIA — Two trade meetings have been set for the Allied Jewish Appeal.

On March 23, at 11 a.m., all exchange employees and employees of theatres will attend a meeting at the Broadwood Hotel for one hour. Exchanges will be closed to allow the employees to attend.

On March 24, exhibitors will attend the annual dinner kicking off the drive at the Variety Club headquarters in the Bellevue-Stratford. David Supowitz, Leo Posel, and Melvin Fox are co-chairmen.

there permanently. Elliott is really an expert in the culinary department, they aver.

Leon Cohen, 20th-Fox projectionist, and Mickey Lewis, NTS, are set for portable projection business. The two purchased modern equipment and are prepared to serve institutions, clubs, organizations, and any others who want to show 35mm. prints on a single or regular basis. Their terms are reasonable, and they are now taking bookings.

John Filemyr, U-I head shipper, fell on the ice, suffered a compound fracture of the ankle, and was attended at Hahnemann Hospital. . . . Johnny Sloane, Columbia shipper, was out with an injury, and Joe Flood, Columbia booker, was on the sick list. . . . Sam Diamond, 20th-Fox branch manager, made the upstate trip.

Herman Hirschorn, 20th-Fox sales manager, came through the Melrose Apartments fire unscathed. . . . Max Bronow, MGM booker, is now handling Northern Pennsylvania and Harrisburg, Pa., accounts while Charles Baines, still on the recuperation list, is devoting his time to newsreels and special work.

Joseph Russell, assistant cashier, Warners, resigned, and was replaced by Mrs. Betty Belles. . . . Dorothy O'Neill, Warners' typist, resigned.

Bob Weiner, son of Columbia division manager Harry Weiner, is now handling exploitation for the company in Chicago instead of Boston.

Circuits
Stanley-Warner

This column reported a short time ago that Al Plough, Stanton manager, came to work one day with mismated shoes. It looks like he has started a new fad as another man of stature was wearing mismated shoes, Attorney General Herbert Brownell, Jr.!!! . . . All the managers are geared for a big kiddies show on Easter Saturday, with extra cartoon shorts and chocolate Easter eggs.

Mickey Greenwald and Mary Vare, both of the booking department, are planning a weekend in New York. . . . Friday the 13th doesn't come too often, but the following managers took advantage of it with midnight spook shows: Roy Robbins, Terminal; Abe Zayon, Grove; Howard Keummerle, Ambler;

Theatre Managers

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Censorship Bill

Introduced In N. J.

TRENTON, N. J.—Assemblyman Neil G. Duffy, Essex County, introduced a bill in the first session of state legislature which would invest New Jersey municipalities with greater power to censor objectionable or salacious movies.

The proposed bill empowers municipalities to "make ordinances necessary and proper for the protection of public morals."

Bill Morgan, State, Chester, and Ray Powell, Warner, West Chester, Pa. . . . Helene Carp, contact department, is back after illness.

Harry Kaplowitz, out-of-town booker, is now sporting a long cigarette holder. It looks like he's trying to stay away from cigarettes. . . . Herman Comer, former manager, Earle, transferred to the Strand, and William Ryder went to the Lindley. Lee Balsly. returned to the Sedgwick.

Johnny Roach, manager, Boyd, is still doing a phenomenal business with his Peter Pan bazaar, one of the big attractions at the theatre.

District of Columbia Washington

Jerome Adams, branch manager, MGM, who resigned to enter another industry, is succeeded by Herbert J. Bennin, former branch manager at St. Louis. Bennin, with MGM since 1928, has worked in Chicago, Milwaukee, and St. Louis, where he has been branch manager since 1946. He served 18 months in the Army Air Force in World War II as a war training service pilot. A graduate of Northwestern University, he has been married to Patricia Schrader since 1938.

Frank Westmore, of the make-up Westmores, was in, and was taken in tow by Jerry Baker, RKO Keith, mak-

Herb Gillis Feted At Philly Luncheon

PHILADELPHIA — Herb Gillis, recently promoted to Paramount branch manager in Cincinnati, will be tendered a luncheon under the auspices of the Motion Picture Associates on March 23 at the Ritz Carlton Hotel.

William G. Humphries heads the committee in charge of the MPA affair, and it is expected that there will be a banner turnout because of Gillis' popularity.

ing a number of TV and radio appearances as well as meeting the press. . . . Sidney Lust told the press that "seat slashing, wall 'art' and other forms of vandalism have become a real problem in neighborhood theatres, and we don't know what to do to stop it." He called a meeting of school and juvenile officers to discuss the matter at the Allen on March 20.

Frank LaFalce, Stanley-Warner Theatres, and his staff were in the midst of planning the world premiere of "Off Limits." Meeting with LaFalce, were Phil Isaac and Mike Weiss, exploitation man, and others. The date for the premiere is March 26.

Margaret Cole is director, Sam Roth's Plaza art gallery. . . . Sidney Lust's Drive-In, Beltsville, Md., reopened on March 13 for its seventh season. . . . The international premiere of "Angels One Five" is set for the MacArthur on March 19. The U. S. Air Force Drum and Bugle Corps and the Washington Scottish Bagpipers will participate.

A symposium on motion picture public relations was held at a luncheon meeting of the American Public Relations Association. Among the theatre men participating were A. Julian Brylawski, Nathan D. Golden, and Roger Albright.

The Palace, in connection with "Battle Circus," set up a signal corps message center in the theatre through which radio messages could be sent to servicemen or servicewomen in Korea.

Philadelphia Honors VCI's Jack Beresin

PHILADELPHIA — Friends and associates of Jack Beresin will tender him a testimonial dinner on April 20 in recognition of his years of devoted service to humanitarian causes and as a tribute to his splendid leadership to the Variety Clubs International, of which he is Chief Barker.

The dinner ticket admitting two guests will include a tax-deductible contribution to the Heart Fund of the Variety Club, Tent 13, Camp for Underprivileged Children, and a distinguished group of civic leaders and business has been enlisted to sponsor the event.

William A. Schnader is the chairman.

Harrington Heads Drive-In Group

HARRINGTON, DEL. — Announcement was made last week of the organization in Dover, Del., of the Movi-Park Company, headed by Reese B. Harrington, Harrington; Harry Keith, Saratoga, N. Y., vice-president, and Harrison Scarth, Atlantic City, secretary and treasurer.

The company will build six drive-ins in this state, Maryland, and Virginia.

One will be located near here and another in Sussex County. Two plots, one near Salisbury, Md., and the other near Cambridge, Md., have been acquired, and a third open-airer is set for the Norfolk, Va., vicinity.

Harrington is a veteran in the business, having operated in this area for 39 years. At the age of 10, he was called the youngest manager in the business. He is also vice-president, in charge of public relations of AN-GELS. Keith has been with Harrington in Circus-Ways of Delaware, operating rolling equipment for various circus organizations. Scarth is well-known in the outdoor show world as a concession operator.

It is expected that Movi-Parks will include circus acts and a rotating zoo in its drive-in operations.

MGM had a swell party for Edith Hislop, secretary to the branch manager. . . . MGM exploitation man Tom Baldrige said thanks for his birthday cards. . . . The new salesman at 20th-Fox is Harry Valentine, handling the Clinch Valley. He's been around the territory for a number of years. . . . Birthdays at MGM were: Dorothy Wright, March 12, and Katherine Krouse, March 13. . . . MGM's Doris Wazeka was leaving to join her husband in Jacksonville, coming home from Korea. . . . Art Shaftell's secretary, Dorothy Hawkins, left MGM.

RKO gave Tom Halligan, Williamsburg, Williamsburg, a big "hello" when he came through. . . . RKO bookkeeper Esther Bornstin went to New York for a wedding. . . . RKO head booker Jesse Smith's father-in-law passed away. . . . Birthdays at RKO found Dolores Smith, sales manager's secretary, celebrating.

Theatre Enterprises, Inc., owner, Crest, Baltimore, Md., appealed to the U. S. Supreme Court a ruling of the U. S. Fourth Circuit Court of Appeals that the distributors had not violated the anti-trust laws by refusing to grant first-run product to the theatre. All eight major distributors are named as defendants. The Crest suit, seeking injunctive relief and monetary damages, was brought in March, 1950.

At Loew's Theatres, Orville Crouch, eastern division manager, Jack Foxe and staff were getting busy on "Julius Caesar." Foxe wasn't forgotten for the job that he did public-relations wise for Dagmar in Washington. The gal presented him with a car radio.

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At Stanley-Warner Theatres, Andy Becon, artist, left to go with Lanham Engraving. . . . The Warner Club had its annual party at Coral Hall. Harry Lohmeyer was in charge of the entertainment. . . . At National Screen Service, Harry Low, Detroit, is the new Baltimore, Md., salesman.

—RICK LAFALCE

Delaware

Dover

The threat of censorship has once again reared its ugly head in Delaware's General Assembly. A three-member board of censors, to pass judgment on the decency of motion pictures and stereopticon slides shown in public places in Delaware, would be created by a bill introduced in the State Senate by Senator John M. Longbotham, Republican, Milford. The proposed law would authorize approval of "films, reels, or views which are moral and proper," but would bar those that are considered "sacrilegious, obscene, indecent, or immoral, or such as tend, in the judgment of the board, to debase or corrupt morals." The board, to be appointed by the governor for terms of three years, would consist of two men and one woman. Newsreels would be excluded from the bill's provisions. The bill would require that films be certified by the board before their showing. The certificate would be shown on the screen "to the extent of four feet." The certificate would cost the applicant \$1 per copy.

Wilmington

The Pike, Claymont, Del., long closed, has been sold for \$30,000 by John R. Taylor to the congregation of the Bible Baptist Tabernacle Church to be used as a church and parsonage. Taylor has been residing in Florida. . . . Mel Geller and Sam Taustin, Brandywine Drive-In and Wilmington Speedway, returned from Florida. . . . Hamel Fields, manager, S-W Grand, resigned, and Earle G. Finney, manager, S-W Ritz, was again supervising both theatres.

Samuel Ferrara, projectionist, Arcadia, played a hero's role recently in his spare-time job as a taxicab driver. Complying with Yellow Cab Company regulations, Ferrara telephoned from Chester, Pa., to his dispatcher here for permission to continue to Philadelphia. The dispatcher told Ferrara his fare was wanted for burglary. Ferrara wanted to take his fare back here, but the dispatcher said it might be too dangerous. Ferrara returned to his cab, where his passenger was waiting for him, and drove to Philadelphia. The cab was spotted by detectives James Boggs, Emil Muller, and Clarence Harold, who had gotten a description of it over their police radio. They trailed the cab, halted it, and arrested the surprised passenger much to the relief of the driver.

(The Wilmington Sunday Star, founded on March 6, 1881, is, of course, now in its 73rd year, not the 72nd, as was indicated in a recent issue.—Ed.)

—H. L. S.

Maryland Federalsburg

Another effort is being made to secure Sunday movies for Caroline County. If two bills before the Maryland legislature are approved, one providing a liquor dispensary system for the county and the other providing county-wide Sunday movies, they will be presented to county citizens in a referendum for final action. The bill providing for movies on Sunday permits it, whether for admission charge or not, anytime after 2 p.m., except between 6 and 8 p.m. Citing "conflicting expressions of feeling in the matter of local option with respect to the distribution and sale of alcoholic beverages and of the question of the display of motion pictures on Sunday," the Caroline County legislative delegation said the decision should be made by "a democratic and constitutional process." The bills provide that the referendum shall be held on May 19. The delegation said that petitions from groups and individuals and "numerous basic changes" in the way of thinking in "our social and economic life" led to introduction of the bills. Either or both bills would become law immediately upon approval of the citizens in the referendum. Previous efforts to pass such legislation in other sessions have been unsuccessful following public hearings.

Baltimore

If a small license fee can aid Baltimore County exhibitors to fight television, then help may be at hand. A bill reducing the annual license fee from as much as \$200 a year to a flat \$1 a year, has been approved by the Maryland State Senate, cleared the House, and passed to Governor McKeldin. Senator John Turnbull, sponsor of the bill, said, "Movie people in the county are going broke, and it's mainly because of TV." He said he thought his bill might be of some minor assistance to exhibitors and of no consequence to the county treasury, because the fees total less than \$3,000 a year.

Ted Routson, Playhouse managing director, was down with the virus. . . . Dave Polland, U-I advance man, was in for "City Beneath The Sea." . . . Herman Gimbel, MGM Records representative, is about to enter the exhibition field by taking over a closed neighborhood theatre.

Allied holds its annual election of directors tomorrow (March 19). They, in turn, will name officers from the newly-chosen board. Incidentally, Leon Back, association president, leaves next week to attend the Allied convention in Milwaukee.

The bill to permit Sunday movies in Kent County, but not earlier than 2 p.m., passed the State Senate, and was expected to get Governor McKeldin's signature. . . . Christopher LaMartini joined the Stanley projectionists' staff.

Jack Sydney, Loew's Century head, is talking with exhibitors to have them sponsor a move, while the state legislature is in session, to permit midnight shows on Saturday nights, when the present law demands a 12 o'clock closing.

Al Pratt, Stanley-Warner sound chief, was in to check the Stanley equipment.
—G. B.

Elkton

The Elkton Drive-In set its reopening for March 20.

Leonardtown

Nat Hodgdon, manager, announced that the Town Drive-In, California, Md., will open late in April.

Raymond Trumbule became the father of a baby daughter born on March 6 at a Washington, D. C., hospital. . . . George Parks resigned from the Plaza, Lexington Park, Md.

Pennsylvania Harrisburg

Bern Bispeck, manager, Senate, recently arranged for Pete Wambach, WCMB, and Dick Wolfe, The Evening News, to talk on a direct call to Hollywood from the theatre, and get a "personal interview" for MGM's "Jeopardy." A blowup was made of a photo of the stunt, and placed prominently in the lobby.

Lancaster

Bert Leighton, manager, Grand, underwent an emergency appendectomy at Lancaster General Hospital.

The Grand received editorial mention along with Columbia's "Invasion U.S.A." in the local newspaper, which pointed

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out that the film has the endorsement of the Lancaster County Civil Defense Council.

Lebanon

George T. Spang, lawyer and theatrical manager, died. He headed the family partnership owning the Fisher Academy of Music, now a large theatre, and was president for 40 years or more of the Outdoor Advertising Company.

Linden

Tri-State Buying and Booking Service, Philadelphia, is no longer handling S. W. Royer's Harvest Moon Drive-In. William Elliott is performing these services.

Muncy

Co-operative Theatre Service, Pittsburgh, will no longer buy and book for the Starlite Drive-In. The owners, R. Brehm and C. Derrin, will handle the buying and booking.

New Egypt

The New Egypt closed.

Reading

The Mount Penn Fire Company, owner, Majestic, Mount Penn, Pa., was notified that it will have to pay \$352 taxes this year, the first year the company's realty was taxed. However, the county tax board notified the company that a part of the tax, the county levy, may be exempted next year. Application may then be made for exemption from borough and school taxes, also.

The Strand, Paul H. Esterly, manager, is all set for 3-D. . . . Loew's, Larry R. Levy, manager, booked Slater, the hypnotist, for a full week, three times daily, excepting Saturday, when he will appear four times.

The Astor, J. Lester Stallman manager, scheduled a series of midnight Friday "chiller shows." . . . LeRoy J. Keeney, formerly employed by his father, Cornelius G. Keeney, veteran manager, was graduated at the head of his class in air turret system mechanics in the Lowry Air Force Base School, Denver. Young Keeney has been assigned to Langley Field, Va.

Harry Friedland, Majestic, Mount Penn, Pa., is holding "talent night" shows on Wednesdays.

Tamaqua

J. W. McLaughlin, manager, Majestic, formerly operated by the late J. V. Schreck, now has the house on lease, and is doing the buying and booking himself.

Virginia Richmond

Equipment was installed in the Colonial for the 3-D feature, "Bwana Devil." . . . Arlie Brooks, NTI sound engineer, was supervising the installation of 3-D equipment in the Byrd, State, and Capitol, with the first feature to be shown in May. It will be Columbia's "Fort Ti." Equipment has also been

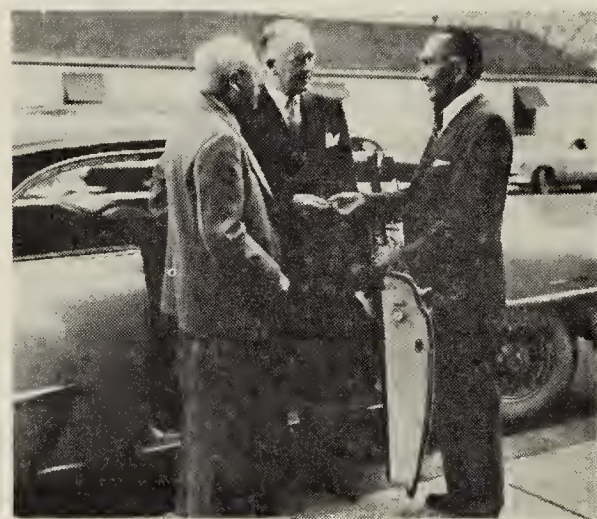


Herbert J. Bennis, former MGM branch manager in St. Louis, recently succeeded Jerome Adams as Washington, D. C., branch manager.

bought from National Theatre Supply for other NTI out-of-town installations.

John Kase, Charlottesville city manager, NTI, was in town with Bill Crummett, manager, Ridge Drive-In, and Walter Crawford, concession manager, Ridge. . . . Joe Brecheen, RKO branch manager, was here for conferences with Sam Bendheim, Jr., general manager, NTI. . . . The Pitts Drive-In, Fredericksburg, was scheduled for reopening. . . . Our old friend, John C. Caldwell, Appomattox, brought his wife in for treatments. . . . Joe Rosen, 20th Fox-manager, was a visitor. . . . Earl Taylor, Highway Express representative, Fredericksburg, was in on an emergency delivery of a print of "The Mississippi Gambler" for the State. . . . Olmstead Knox, RKO salesman, was in. . . . Joe Oulihan, owner, Wardley, Callao, leased the Warsaw. Oulihan also operates a house in Mathews.

Bill Flannagan, just out of the army via Camp Pickett, is now manager, Ashton, Arlington. He worked at the Grand on weekends while stationed at Camp Pickett. Good luck. . . . Grayson Gosney, South Boston manager and photographer, was a visitor. Just recovered from the flu, he said that Carrington Waddell was still sick abed. . . . Philip Gerard, U-I, New York, dropped in on his way back to the big city after



During the recent "March of Dimes" in Washington, D. C., the theatres gave away a car, and in charge for the showmen was A. Julian Brylawski, Warner Theatres, and head District of Columbia Motion Picture Theatre Owners. Seen, left to right, are, Brylawski, Commissioner F. Joseph Donohue, polio drive chairman, and Harry Davidow, The Hecht Company department store.

TRADE SCREENINGS

PHILADELPHIA

RKO — (250 North 13th) March 19, 10:30, "The Big Frame" (Mark Stevens, Jean Kent) (Made in England); 2:30, "Split Second" (Stephen McNally, Jan Sterling, Alexis Smith).

WARNERS — (230 North 13th) March 25, 2, "By The Light Of The Silvery Moon" (Doris Day, Gordon MacRae, Rosemary DeCamp) (Technicolor).

MGM—(1233 Summer) March 31, 2, "The Story Of Three Loves" (Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas) (Technicolor).

vacationing. . . . Carmel Lively is an addition to Sam Pulliam's staff at the Grand.

Judson Williams, former manager for Coulter and Somma, now a patient at the Kecoughtan Government Hospital, was in calling on all his old friends. . . . Mrs. Gertrude Peace, assistant manager, Venus, was vacationing down in South Carolina, with Margaret Terrell filling in for her. . . . We were sorry to hear of the serious illness of the mother of Mrs. Eva Garrett, Capitol. . . . All theatres cooperated with the Red Cross in running trailers, and displaying flags and posters. . . . Horace Woodburn, former assistant manager, Grand, now in the army, was home on leave before going overseas to Germany. . . . Sam Pulliam, Grand manager, has been presenting WRNL's Bob Williams on his Saturday midnight shows. . . . Jack Stone erected a new marquee sign at the WRVA Theatre. . . . Joe Vogel and Orville Crouch, Loew's Theatres officials, were in just ahead of the first 3-D presentation at Loew's.

Morton G. Thalhimer, Jr., announced the winners in the recent popcorn sales contest among the NTI theatres. Receiving first prize was Ober Boyd, manager, Capitol. Mrs. Edith Crowder, attendant, also received a prize. Second prize went to the Jefferson, Charlottesville, Henry Hall, manager, and Gertrude Failes, assistant. Attendants Mrs. Florence Dunn and Miss Juanita Angell also shared in a prize. Third place prize went to Tom Connell, manager, Westhampton, with his attendants, Mrs. Clara Keeton and Sam Glenn, also receiving prizes. Fourth prize went to the State, Stewart Tucker manager, and Gordon Culley, assistant manager. Mrs. Julia Elliott and Mrs. Alma Pettus, attendants, also received prizes.

—S. T.

Variety Club Tent 13, Philadelphia

The tent will hold a "hard times" night at the clubrooms on March 21. Everyone is asked to come dressed in their "oldest," with prizes to be awarded for the best "hard times" costumes. A good time is guaranteed. . . . "Come Back, Little Sheba" was screened through the courtesy of Paramount.

Allied Artists (Monogram)

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half 61m.—see Sept. 10 issue—(5216)—(Monogram).

BATTLE ZONE—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).

DEAD MAN'S TRAIL—W—Johnny Mack Brown, Jimmy Ellison, Barbara Allen—Series average—54m.—see Aug. 27 issue—(5243)—(Monogram).

FANGS OF THE ARCTIC—MD—Kirby Grant, Chinook, Lorna Hansen—Okeh programmer for the duallers—63m.—see Feb. 25 issue—(522)—(Monogram).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).

KANSAS PACIFIC—ACD—Sterling Hayden, Eve Miller, Barton McLane—Outdoor action show has the angles—74m.—see Mar. 11 issue—(Color)—(5302).

MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322).

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).

ROSE BOWL STORY, THE—CD—Marshall Thompson, Vera Miles, James Dobson—Pleasing football yarn has plenty of angles—73m.—see Aug. 27 issue—(Cinecolor)—(5204)—(Monogram).

STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Rice—Okeh western—67m.—see Jan. 28 issue—(5332).

TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).

TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).

WHITE LIGHTNING—ACD—Stanley Clements, Steve Brodie, Gloria Blondell—Okeh for the duallers—61m.—see Mar. 25 issue—(5326).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Lee Genn—(Technicolor)—(English-made)—(5307).

BIG WILDERNESS—Kirby Grant, Chinook.

COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggie Castle—(5310).

CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys.

FORT VENGEANCE—James Craig, Reginald Denny, Rita Moreno—(Cinecolor)—(5303).

HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry—(5323).

JALOPY—Bowery Boys, Jane Easton, Mona Knox—(5318)—62m.

LOOSE IN LONDON—Leo Gorcey, Huntz Hall, Angela Greene, Bowery Boys—(5319).

MARKSMAN, THE—Wayne Morris, Elena Verdugo, Stanford Jolley—(5333).

REBEL CITY—Bill Elliott, Marjorie Lord—(5324).

ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color)—(5311).

SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor)—(5309).

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Karen Morley—For the lower half—77m.—see Feb. 11 issue—(Trucolor).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue.

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barrard, Carmilla Horn—(English-made).

THIEF IN SILK—Philip Reed, Jean Bradley.

Columbia

(1951-52 releases from 401

1952-53 releases from 501)

AFFAIR IN TRINIDAD—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 20

MARCH 18, 1953

ALL ASHORE—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor)—(534).

ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).

BANDIT OF SHERWOOD FOREST, THE—COSMD—Cornel Wilde, Anita Louise, Jill Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue—(544).

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).

CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).

CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).

EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).

FIVE ANGLES ON MURDER—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mvstery import—88m.—see Feb. 11 issue—Leg.: B—(English-made)—(543).

FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).

GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).

HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

HAPPY TIME, THE—C—Charles Boyer, Louis Jourdan, Marsha Hunt, Bobby Driscoll—Delightful comedy—94m.—see Sept. 10 issue—(506).

INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).

LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).

LAST OF THE COMANCHES, THE—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).

MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).

MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).

ON TOP OF OLD SMOKY—W—Gene Autry, Smiley Burnette, Gail Davis—Routine series entry—59m.—see Mar. 11 issue—(572).

ONE GIRL'S CONFESSION—MD—Cleo Moore, Hugo Haas, Glenn Langan—Okeh for the lower half—74m.—see Mar. 11 issue—Leg.: B—(528).

PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).

PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).

RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SFD—Science fiction drama
ED—Educational feature	SCD—Sex-comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Farce musical	WCMU—Western comedy musical
HISD—Historical drama	WD—Western drama
MDMU—Melodrama musical	WMD—Western melodrama
MD—Melodrama	WMDMU—Western melodrama musical
MUC—Musical comedy	WMU—Western musical

HONEST OPINION



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STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).
TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).
WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marshal—(Mexican-made).
AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor)—Leg.: B.
BIG HEAT, THE—Glenn Ford, Gloria Grahame.
BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
FORT TI—George Montgomery, Joan Vohns, Ben-Estar—(Technicolor)—(3-D).
FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.
49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalbert.
GLASS WALL, THE—Vittorio Gassman, Gloria Grahame, Robert Raymond.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.
HELL BELOW ZERO—Alan Ladd, Barry Jones—(Made in England).
JACK McCALL, DESPERADO—George Montgomery, Angela Stevens, Douglas Kennedy—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(Made in Israel)—(520).
KILLER APE, THE—Johnny Weissmuller, Carol Thurston, Bert Wenland.
LAST OF THE PONY EXPRESS—Gene Autry, Smiley Burnette.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MAN WHO LIVED TWICE, THE—Edmond O'Brien, Audrey Totter—(3-D).
MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor).
MISSION OVER KOREA—John Hodiak, John Derek, Audrey Totter.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).
PROBLEM GIRLS—Ross Elliott, Susan Morrow, Helen Walker—Leg.: B.
SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.
SALOME—Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson—(Technicolor)—(545)—Leg.: B.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Luez—(Technicolor).
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
STRONGARM—Broderick Crawford, Roberta Haynes—(3-D).
VALLEY OF THE HEADHUNTERS—Johnny Weissmuller, Christine Larson, Nelson Leigh.
WILD ONE, THE—Marlon Brando, Mary Murphy, Lee Marvin.

Lippert

(1951-52 releases from 5101)

GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
HELLGATE—MD—Sterling Hayden, Joan Leslie, Ward Bond—Exploitable prison film has the angles for the selling—87m.—see Aug. 27 issue—Leg.: B—(5113).
I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Deon—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
TROMBA, THE TIGER MAN—MD—Rene Delgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
WOMEN OF TWILIGHT—MD—Freda Jackson, Rene Roy, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213).
BAD BLONDE—Barbara Payton, Tony Wright—(English-made)—(5211).
CAIRO—George Raft, Maria Canale—(Made in Italy).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).
SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207)—84m.

Metro

(1951-52 releases from 201)

1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—Leg.: B—(321).
BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).
CODE TWO—MD—Ralph Meeker, Sally Forrest, Keenan Wynn—Okeh programmer for the duallers—69m.—see Mar. 11 issue—(329).
CONFIDENTIALLY CONNIE—C—Von Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers 71m.—see Jan. 28 issue—(322).
CRY OF THE HUNTED—MD—Vittorio Gassman, Barry Sullivan, Polly Bergen—Chase melodrama will fit into the duallers—80m.—see Mar. 25 issue.
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DEVIL MAKES THREE, THE—MD—Gene Kelly, Pier Angeli, Richard Rober—Names should help interesting melodrama of post-war Germany—90m.—see Sept. 10 issue—(Made in Europe)—(302).
DREAM WIFE—C—Cory Grant, Deborah Kerr, Wolter Pidgeon, Betta St. John—Name draw should help—99m.—see Mar. 11 issue.
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
GIRL WHO HAD EVERYTHING, THE—D—Elizabeth Taylor, Fernando Lamas, William Powell—Names may help programmer—69m.—see Mar. 11 issue—(328).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).
I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made in England)—(Technicolor)—(307).
JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).
MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waltz into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—110m.—see Nov. 19 issue—(Technicolor)—(312).
MY MAN AND I—MD—Shelley Winters, Ricardo Montalban, Wendell Corey—Slow moving meller will need benefit of name strength—99m.—see Sept. 10 issue—(303).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
SMALL TOWN GIRL—CMU—Jane Powell, Farley Granger, Ann Miller—Pleasing comedy with music—93m.—see Mar. 11 issue—(Technicolor)—(325).
SOMBRERO—ROMD—Ricardo Montalban, Pier Angeli, Vittorio Gassman, Yvonne DeCarlo, Cyd Charisse, Rick Jason—Will need plenty of push—103m.—see Mar. 11 issue—(Technicolor)—(324).

STORY OF THREE LOVES, THE—D—Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer—Artistic dramatic entry has names to help—121m.—see Mar. 11 issue—(Technicolor)—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Ann Blyth—(Technicolor).
ARENA—Gig Young, Polly Bergen, Robert Horton—(Anasco Color)—(3-D).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.
BIG MIKE—Gig Young, Jane Greer, Robert Harton.
BRIGHT ROAD—Dorothy Dandridge, Robert Horton, Harry Belafonte—(326).
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).
FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KISS ME KATE—Kathryn Grayson, Ann Miller—(Technicolor).
KNIGHTS OF THE ROUND TABLE—Robert Taylor, George Sanders—(Technicolor).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LILI—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—(Technicolor)—81m.
LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa and England)—(Technicolor).
NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England)—(327).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
RHAPSODY—Vittorio Gassman, Elizabeth Taylor.
RIDE, VAQUERO—Robert Taylor, Ava Garden, Howard Keel—(Anasco Color).
ROPE'S END—William Holden, Eleanor Parker, John Forsythe—(Anasco Color)—(3-D)—(MetroVision).
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(Anasco Color).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(Made in England).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101)

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
GIRLS OF PLEASURE ISLAND, THE—CD—Leo Genn, Don Taylor, Elsa Lanchester—Pleasant program—95m.—see Feb. 25 issue—(Technicolor)—(5215).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).
OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).
PONY EXPRESS—OMD—Charlton Heston, Rhonda Fleming, Jan Sterling—Colorful outdoor melodrama should appeal best to action trade, small towns and neighborhoods—101m.—see Mar. 11 issue—(Technicolor)—(5217).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
SOMEBODY LOVES ME—CDMU—Betty Hutton, Ralph Meeker, Robert Keith—Star value and production numbers should make the difference—97m.—see Sept. 10 issue—(Technicolor)—(5203).

STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).

STOOGE, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).

THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).

TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).

TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

WAR OF THE WORLDS, THE—SFD—Gene Barry, Ann Robinson, Les Tremayne—Headed for the better money—84m.—see Mar. 11 issue—(Technicolor)—(5218).

TO BE REVIEWED OR IN PRODUCTION

AIRPORT TANGIER—Jack Palance, Joon Fontaine—(Technicolor).

ALASKA SEAS—Van Heflin, Robert Ryan, Jan Sterling.

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).

BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).

BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).

CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.

ELEPHANT WALK—Vivien Leigh, Dana Andrews—(Technicolor)—(Partly made in Ceylon).

FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.

HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).

JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).

LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey—(Partly made in France).

MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday—(3-D).

RED GARTERS—Rosemary Clooney, Anna Maria Alberghetti, Joanne Gilbert—(Color)—(3-D by Paravision).

ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).

SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional).

SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.

SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).

STALAG 17—William Holden, Don Taylor, Otto Preminger.

THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Color)—(3-D by Paravision).

VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).

WHITE CHRISTMAS—Bing Crosby, Donald O'Connor, Rosemary Clooney.

RKO

(1951-52 releases from 201

1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).

ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).

ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).

ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).

BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).

BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).

BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).

BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).

BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).

BLOOD ON THE MOON—W—Robert Mitchum, Barbara Bel Geddes, Robert Preston—Names should help reissue—87m.—see Mar. 25 issue.

CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).

COUNT THE HOURS—MD—Teresa Wright, MacDonald Carey, Dolores Moran—Fair melodrama—74m.—see Feb. 25 issue.

FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).

FAITHFUL CITY—D—Jamie Smilh, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).

FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Reissue has the names and angles—127m.—see Mar. 25 issue.

HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).

HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).

LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).

LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).

MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).

NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).

NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).

PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hons Conreid as "Captin Hook"—High rating Disney—76½m.—see Jan. 28 issue—(Technicolor)—(392).

PORT SINISTER—MD—James Warren, Lynne Roberts, Paul Cavanagh—For the lower half—65m.—see Feb. 25 issue.

SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).

SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).

SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).

TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).

UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTPOST—Dale Robertson, Arthur Hunnicutt.

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.

BIG FRAME, THE—Mark Stevens, Jean Kent—(Made in England).

BREAK-UP—Victor Mature, Jean Simmons, James Gleason, Mary Jo Tarola.

GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.

HEAVY WATER—Documentary on World War II—(Norwegian-made).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).

MAUD—Robert Preston, Marjorie Steele.

MERRY MIRTHQUAKES—Liberace.

MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Walt Disney cartoons of the past 25 years (Technicolor).

NIGHT WITHOUT STARS—David Farrar, Nadia Gray.

SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).

SECOND CHANCE—Linda Darnell, Robert Mitchum.

SPLIT SECOND—Stephen McNally, Jan Sterling, Alexis Smith.

SON OF SINBAD—Ursula Thiess, Vincent Price, Keith Andes—(Technicolor).

SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).

TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

3-D FOLLIES—Lili St. Cyr, Gussie Moran, Pat McCormick—(Eastman Color).

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).

FLYING SQUADRON, THE—D—Massimo Serato, Dina Sassoli, Umberto Sperodo—Mediocre import for the spots that can play it—60m.—see Mar. 11 issue—(Italian-made)—(Dubbed in English).

MARSHAL OF CEDAR ROCK—W—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—Routine series entry—54m.—see Feb. 25 issue—(5241).

OLD OKLAHOMA PLAINS—W—Rex Allen, Slim Pickens, Elaine Edwards—Okeh Allen—60m.—see Aug. 27 issue—(5144).

OLD OVERLAND TRAIL—W—Rex Allen, Koko, Slim Pickens, Virginia Hall—Routine series entry—60m.—see Mar. 11 issue—(5146).

RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).

SOUTH PACIFIC TRAIL—WMU—Rex Allen, Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).

SAN ANTONIO—OMD—Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado—Okeh outdoor offering—90m.—see Mar. 11 issue—(5203).

THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).

TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).

TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).

WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FROM BROOKLYN, THE—Alex Nicol, Charles Winninger, Audrey Totter.

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.

FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).

IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.

LADY WANTS MINK, THE—Ruth Hussey, Dennis O'Keefe, Eve Arden, William Demarest—(Trucolor)—92m.—(5205).

LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).

PERILOUS JOURNEY, A—Vero Rolston, Scott Brady, David David Brian.

SAVAGE FRONTIER—Alan "Rocky" Lane, Eddie Waller, Dorothy Patrick.

SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.

SWEETHEARTS ON PARADE—Ray Middleton, Lucille Norman, Eileen Christy—(Trucolor).

WOMAN THEY ALMOST LYNCHED, THE—John Lund, Brian Donlevy, Audrey Totter—(5204).

20th Century-Fox

(1951 releases from 101

1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).

CALL ME MADAM—MUC—Ethel Merman, Donald O'Connor, Vera-Ellen, George Sonders—High rating—114m.—see Mar. 11 issue—(Technicolor)—(311).

CALL OF THE WILD—MD—Clark Gable, Loretta Young, Jack Oakie—Reissue has the names and angles—81m.—see Mar. 25 issue—(350).

DESTINATION GOBI—ACD—Richard Widmark, Don Taylor, Judy Dann—Entertaining off-beat war film—89m.—see Feb. 25 issue—(Technicolor)—(313).

DOWN AMONG THE SHELTERING PALMS—CMU—William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne—Names may help South Pacific type musical—87m.—see Mar. 11 issue—Leg.: B—(Technicolor)—(317).

GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).

I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).

MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).

MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).

MY DARLING CLEMENTINE—WD—Henry Fonda, Linda Darnell, Victor Mature—Names should help reissue—97m.—see Mar. 25 issue—(351).

MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).

MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: B)—(231).

NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(306).

NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).

O. HENRY'S FULL HOUSE—COMP—Jeanne Crain, Farley Granger, Charles Laughton, David Wayne, Richard Widmark, Dale Robertson, Anne Baxter, Jean Peters, Fred Allen, Marilyn Monroe—Entertaining package—118m.—see Aug. 27 issue—(228).

PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).

PRESIDENT'S LADY, THE—BID—Susan Hayward, Charlton Heston, John McIntire—Well-made biographical melodrama has plenty to merchandise—97m.—see Mar. 11 issue—Leg.: B—(313).

RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: B)—(303).

SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).

SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).

SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).

STAR, THE—D—Bette Davis, Sterling Hayden, Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).

STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).

STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).

TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).

THIEF OF VENICE, THE—MD—Marla Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).

TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).

TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).

WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucha days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).

YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BLUEPRINT FOR MURDER—Jean Peters, Joseph Catten, Gory Merrill.

BRADY'S BUNCH—Jeff Chandler, Maureen O'Hara—(Technicolor).

CITY OF BAD MEN—Jeanne Crain, Dale Robertson—(Technicolor).

DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.

DESERT RATS, THE—James Mason, Richard Burton, Chipt Rafferty.

FARMER TAKES A WIFE, THE—Betty Groble, Dole Robertson, Thelma Ritter—(Technicolor)—(307)—81m.

GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor).

GLORY BRIGADE, THE—Victor Mature, Alvy Moore, Greta Mitchell—82m.

HOW TO MARRY A MILLIONAIRE—Betty Groble, Marilyn Monroe, Rory Calhoun—(3-D)—(Color)—(CinemaScope).

INFERNO—Robert Ryan, William Lundigan, Rhonda Fleming—(3-D)—(Technicolor).

INVADERS FROM MARS—Jimmy Hunt, Helene Carter, Arthur Franz—(Cinecolor)—(314)—78m.

KID FROM LEFT FIELD, THE—Dan Dailey, Anne Bancroft.

MABEL AND ME—Dan Dailey, Corinne Calvet.

MAN ON A TIGHTROPE—Fredric March, Terry Moore, Cameron Mitchell, Gloria Grahame—(Made in Germany)—(315)—105m.

PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter—80m.

POWDER RIVER—Rory Calhoun, Cameron Mitchell, Carlene Colvet, Penny Edwards—(Technicolor).

ROBE, THE—Richard Burton, Victor Mature, Jean Simmons—(3-D)—(Color)—(CinemaScope).

SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).

TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart—98m.

VICKIE—Jeanne Crain, Jean Peters, Casey Adams.

WATERHOLE—Bill Lundigan, Gloria Grahame.

WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Donziger).

BANDITS OF CORSICA—MD—Richard Greene, Paula Raymond, Raymond Burr—Custume action show will fit into the duallers—81m.—see Mar. 11 issue—(Small).

BREAKING THE SOUND BARRIER—D—Rolph Richardson, Ann Todd, Nigel Patrick—Interesting impart has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).

BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Ansca Color)—(3-D)—(Natural Vision)—(Oboler).

GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help relssue—87m.—see Sept. 10 issue—(Relssue)—(Skirball).

IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Relssue has names to sell—87m.—see Sept. 10 issue—(Skirball).

KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).

LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Relssue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).

LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).

LUXURY GIRLS—D—Susan Stephen, Anna Maria Ferrero, Jacques Sernas—Exploitation impart will fit into the duallers—97m.—see Mar. 11 issue—Leg.: B—(Made in Italy)—(Cines).

MAGNETIC MONSTER, THE—MD—Richard Carlson, King Donovan, Jean Byron—Okeh science fiction thriller for the duallers—76m.—see Feb. 25 issue—(Tors).

MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the art spots—82m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).

MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).

OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).

RING, THE—MD—Gerald Mohr, Rita Moreno, Lalo Rios—Will fit into the duallers—78m.—see Aug. 27 issue—(King).

THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Papkin).

UNTAMED WOMEN—MD—Mikel Canrad, Doris Merrick, Richard Monahan—Dualler has exploitation angles—70m.—see Aug. 27 issue—(Jewell).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok—(Rank).

CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vas-sarotti).

CROSTOWN—John Payne, Evelyn Keyes—(Small).

ESPERENZA—(Argentine-made)—(Ben Ami).

FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).

FORT ALGIERS—Yvonne DeCarlo, Leif Erickson, Carlos Thompson—(Ermoloeff).

GENGHIS KHAN—Manuel Cande, Elvira Reyes, Lau Salvador—(Made in the Philippines)—(Conde).

GOLDEN ARROW—Jean Pierre Aumont, Burgess Meredith—(Renown)—82m.

GUERRILLA GIRL—Helmut Dantlne, Mariana—(Made in Greece)—(Christian)—81m.

MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).

MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).

MRS. JEZEBEL—Gertrude Michaels, Lyle Tolbot, Ross Elliott—(Wisberg-Pollexeen).

PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).

RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Choney—(Technicolor)—(Small).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Maiva, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).

SABRE JET—Robert Stack, Coleen Gray—(Krueger).

SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).

SCARLET SPEAR, THE—John Archer, Martha Hyers—(Technicolor)—(Made in Africa)—(Breakston-Stahl).

SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).

SON OF THE RENEGADE—John Carpenter, Lori Irving, Joan McKellen—(Schwartz)—57m.

SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).

THERE IS NO ESCAPE—Paul Henreid, Lais Maxwell, Kieron Moore—(Paol).

TOMBSTONE EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Technicolor)—(Small).

WAR PAINT—Robert Stack, Joan Taylor, Charles McGraw—(Pathe Color)—(K-B).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).

BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).

BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).

BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79½m.—see Sept. 10 issue—(232).

CITY BENEATH THE SEA—MD—Robert Ryan, Mala Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(308).

DESERT LEGION—ACD—Alan Ladd, Richard Conte, Arlene Dahl—Good Ladd—85m.—see Mar. 11 issue—(Technicolor)—(315).

GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).

GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor show—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).

HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).

IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing impart for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor)—(381).

IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).

LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).

MA AND PA KETTLE ON VACATION—C—Marjorie Main, Percy Kilbride, Ray Collins—Series entry will have the usual appeal—75m.—see Mar. 11 issue—(314).

MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).

MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98½m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).

PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).

RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).

REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).

SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—87m.—see Feb. 25 issue—(Technicolor)—(313).

SON OF ALI BABA—COSMD—Tony Curtis, Piper Laurie, Susan Cabot—Routine Arabian Nights type entertainment—75m.—see Aug. 27 issue—(Technicolor)—(231).

STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Impart is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank)—(383).

STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jan Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).

WILLIE AND JOE IN BACK AT THE FRONT—C—Tam Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO GO TO MARS—Bud Abbott, Lou Costello, Mari Blanchard—(316).

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff, Helen Westcott.

ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.

BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Marcia Henderson—(Technicolor).

CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).

COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).

EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.

GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).

GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).

I BELIEVE IN YOU—Cecil Parker, Celia Johnson—(English-made)—(Rank).

IT CAME FROM OUTER SPACE—Richard Carlson, Barbara Rush—(3-D).

IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.

LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).

LONE HAND, THE—Joel McCrea, Barbara Hale, Alex Nicol—(Technicolor).

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).

PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made)—(382).

QUEEN IS CROWNED, A—Coronation documentary narrated by Sir Laurence Olivier—(Technicolor)—(Rank).

SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).

STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).

TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).

THREE WERE RENEGADES—Audie Murphy, Lori Nelson—(Technicolor).

THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).

VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).

WALKING MY BABY BACK HOME—Donald O'Connor, Janet Leigh, Buddy Hackett—(Technicolor).

WINGS OF THE HAWK—Van Heflin, Julia Adams, Abbe Lane—(Technicolor).

YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).

APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).

BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).

CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).

CRIMSON PIRATE, THE—MD—Burt Lancaster, Nick Cravat, Eva Bartok—Good melodrama—104m.—see Sept. 10 issue—(Made in Europe)—(Technicolor)—(202).

I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).

IRON MISTRESS, THE—BID—Alan Ladd, Virginia Maya, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Technicolor)—(212).

MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).

MIRACLE OF OUR LADY OF FATIMA, THE—D—Gilbert Roland, Angela Clark, Frank Silvera—Well-made religious film—102m.—see Sept. 10 issue—(WarnerColor)—(203).

OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).

SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).

SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Raman—(Made in Mexico).

BLUE GARDENIA, THE—Anne Baxter, Richard Conte, Ann Southern, Not "King" Cole—(215)—90m.

BOY FROM OKLAHOMA—Will Rogers, Jr., Nancy Olson, Lon Chaney, Jr.

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor).

DIAMOND QUEEN, THE—Fernando Lamas, Arlene Dahl, Gilbert Roland—(SuperCinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D)—(218).

ISLAND IN THE SKY—John Wayne, Lloyd Nolan, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MARINES HAD A WORD FOR IT, THE—Burt Lancaster, Virginia Mayo, Hayden Rorke.

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malane.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

SO BIG—Jane Wyman, Sterling Hayden.

SO THIS IS LOVE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

SYSTEM, THE—Frank Lovejoy, Joan Weldon, Dan Seymour—(217)—87m.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

TROUBLE ALONG THE WAY—John Wayne, Donna Reed, Charles Coburn—(216).

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BIG BREAK, THE—D—James Lipton, Gaby Rodgers, Ellie Pine—For the duallers—74m.—see Mar. 11 issue—(Madison).

BLOOD BROTHERS—DOC—Written and narrated by Quentin Reynolds—Documentary has the angles—63m.—see Mar. 25 issue—(Classic).

CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(16 mm.)—(Brandon).

MAHATMA GHANDI—TWENTIETH CENTURY PROPHECY—DOC—Produced by Stanley Neal Productions for the American Academy of Asian Studies and narrated by Quentin Reynolds—Fascinating glimpse of life of Ghandi may appeal to some art spots—80m.—see Feb. 25 issue—(AAAS).

ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

STEREO-TECHNIQUES SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Lesser).

STRIP TEASE HOLD-UP—BUR—Sammy Birch, Gung Hai, Sue Travis—Routine burlesque entry—74m.—see Mar. 25 issue—(Union).

TRIORAMA—COMP—Compilation of three dimensional subjects should have novelty value in some situations—36m.—see Mar. 11 issue—(Color)—(3-D)—(Mage).

Foreign-Made

(Distributors' addresses will be furnished on request)

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—English dialogue—(Futter).

ANGEL STREET—MD—Antan Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANGELO IN THE CROWD—CD—Angelo Maggia, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BERLINER, THE—SAT—Gert Frabe, Arlbert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

BRANDY FOR THE PARSON—CD—James Donald, Kenneth More, Jean Lodge—Amusing British offering should please art house audiences—75m.—see Sept. 24 issue—(English-made)—(Mayer Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delial Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CONCERT OF STARS—MU—M. Mikhailov, N. Guselnikova, S. Preobrazhenskaya—High rating Russian musical import—85m.—see Mar. 25 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

COUNTRY DOCTOR—D—T. Mararova, G. Belov, L. Kapustin—Slow moving import—113m.—see Mar. 25 issue—(Russian-made)—(English titles)—(Artkino).

CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—DMU—Bonar Calleana, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famaus).

DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

DEVOTION—MD—Columba Dominguez, Rolando Lupi, Juan Delanda—Melodramatic entry may appeal to Italian houses—84m.—see Feb. 25 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORBIDDEN GAMES—D—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—(French-made)—(English titles)—(Times).

FORCE OF DESTINY, THE—OPD—Nelly Carradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—ROMCMU—Josephine Baker, Michel-line Prella, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicalor)—(Russian-made)—(English titles)—(Artkino).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

JUSTICE IS DONE—COMP—Claude Nollier, Michel Auclair, Balpetre—French import has the angles for the art spots—96m.—see Mar. 25 issue—(French-made)—(English titles)—(Burstyn).

LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCollum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(Landon).

LAST MISSION, THE—MD—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markoovich, Milvoje Zhivanovich, Vera Ilich-Djukie—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MARIKA—MU—Marika Rokk, Fred Liewehr, Harry Fuss—Pleasant musical for the art spots—81m.—see Mar. 25 issue—(Austrian-made)—(English titles)—(Baker-Brill).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OF LOVE AND BANDITS—MD—Amedeo Nazzari, Maria Mauban, Jeon Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).

PAOLO AND FRANCESCA—ROMD—Odile Versois, Andrea Checchi, Armando Francioli—Interesting medieval love yarn—94m.—see Mar. 25 issue—(Italian-made)—(English titles)—(IFE).

PIMPERNEL SVENSSON—C—Edvard Persson, Ivar Wahlgren, Aurora Palmgren—Swedish spoof on Communism may appeal of some art spots—85½m.—see Feb. 25 issue—(Swedish-made)—(English titles)—(Scandia).

ROBINSON CRUSOE—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Unlan).

TARAS SHEVCHENKO—BID—Sergel Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicalor)—(Artkino).

THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Unlan).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewls).

TOPAZE—C—Fernandel, Helene Perdiero, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

UNDERSEA RAIDER—DOC—Interesting documentary on submarine warfare—74m.—see Feb. 25 issue—(English-made)—(Manor).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lavell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16½m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15½m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
5414	(Apr. 4)	Spies And Guys (Besser)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18½m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes	F	20m.	3472
5425	(Mar. 12)	Woo, Woo	F	16m.	
5426	(Apr. 16)	Calling All Fibbers			
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16½m.	3434
5434	(Jan. 17)	One Too Many	F	20m.	3482
5435	(Mar. 19)	Yumpin' Yiminy	F	17m.	3483
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15eb.	3464
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16½m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15½m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16½m.	3472
5405	(Mar. 5)	Booby And The Beast			
5406	(Apr. 2)	Loose Loot			
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10½m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	3473
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10½m.	3404
5552	(Dec. 4)	No. 2	F	10½m.	3435
5553	(Feb. 19)	No. 3	F	10½m.	3473
5554	(Apr. 16)	No. 4			
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7½m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	3473
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	3473
5609	(Mar. 12)	The Make Believe Revue	G	7m.	
5610	(Apr. 9)	King Midas Junior			
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn			
5504	(Apr. 30)	The Emperor's New Clothes			
5999	(.....)	Gerald McBoing Boing's Symphony	E	7½m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Foatsy	G	6½m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
5856	(Mar. 19)	Mickey Rooney—Then And Now		9½m.	
5857	(Apr. 23)	Ha! Ha! From Hollywood			
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10½m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9½m.	3473
5955	(Apr. 30)	Les Elgart and Orch.			
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9½m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9½m.	3473
5805	(Feb. 26)	Trick Shot Artists			
5806	(Mar. 26)	Legion At Bat			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybudy Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumba (T-J)	G	7m.	3458
W-440	(Mar. 14)	Cobs And Robbers	F	6½m.	3448
W-441	(Mar. 21)	Johann Mouse (T-J)	E	7m.	3465
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria Ta Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
T-415	(.....)	Beautiful Bavaria			
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6½m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
W-464	(Mar. 28)	Quiet, Please	G	8m.	
PROPHECIES OF NOSTRADAMUS (4)					
R-421	(Jan. 21)	Nostradamus Says So	E	10m.	3465
R-422	(.....)	Let's Ask Nostradamus			
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
S-455	(Feb. 7)	The Mosconi Story	G	9m.	3473
S-456	(Feb. 14)	Aquatic Kids	G	8m.	3473
(.....)		Good Buy Now			
(.....)		The Postman			
Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
B12-2	(Feb. 13)	Frightday The 13th	F	7m.	3483
B12-3	(Mar. 13)	Spook No Evil	F	7m.	
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets	F	9m.	3483
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	3473
HERMAN AND KATNIP (4) (Technicolor)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic	F	7m.	
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History	G	7m.	
X12-3	(Apr. 3)	Philharmoniacs	F	7m.	
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cackeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch	G	7m.	3483
P12-4	(Apr. 17)	Winner By A Hare			
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks	G	10m.	3483
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology			
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	3472
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woa At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	9m.	3426

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days....			
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO					
Two Reel					
EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radia Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter.....	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath.....	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two.....	F	17m.	3472
33604	(Mar. 13)	Pardon My Wrench	F	16m.	3483
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony.....	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy.....	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor ...	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2)					
(Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty.....	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner....	F	15m.	3472
PEOPLE AND PLACES					
(.....)		The Alaskan Eskima	E	27m.	3482
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead...	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435
33105	(Jan. 2)	Conquest Of Ungava.....	G	15m.	3458
33106	(Jan. 30)	Canadian Mounties	G	15m.	3472
SPORT SPECIALS (2)					
(Sept. 24)		Walcott-Marciano Fight....	G	21m.	3392
33901	(Dec. 12)	Football Highlights Of 1952	G	16½m.	3441
33801	(Apr. 17)	Basketball Highlights			
TECHNICOLOR SPECIALS (1)					
33001	(Jan. 16)	Operation A-Bomb	E	16m.	3434
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
33301	(June 26)	Water Birds	E	31m.	3387
32901	(Feb.)	Bear Country		33m.	3458
(.....)		Prowlers Of The Everglades			
One Reel					
SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty.....	E	9m.	3380
34202	(July 25)	Male Vanity	G	8m.	3380
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412
34206	(Oct. 17)	Log Jam	F	9m.	3412
34207	(Nov. 7)	College Circus	G	8m.	3435
34208	(Nov. 28)	Johnny Gets His Route ...	F	9m.	3435
34209	(Dec. 19)	Way Back When	G	8m.	3435
34210	(Jan. 9)	Molly Bee Sings.....	F	9m.	3448
34211	(Jan. 30)	New York's Sea Going Smoke Eaters	G	8m.	3473
34212	(Feb. 20)	The Mountain Mavericks ...	F	10m.	
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m.	3380
34302	((Aug. 10)	Let's Go Fishing	G	8m.	3380
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396
34304	(Sept. 12)	The Roaring Game	F	10m.	3396
34305	(Oct. 3)	Spatsmen's Playground ...	F	8m.	3412
34306	(Oct. 24)	Husky Dog	F	8m.	3418
34307	(Nov. 14)	King Of Clubs	G	8m.	3435
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435
34309	(Dec. 26)	All Joking Astride.....	F	9m.	3459
34310	(Jan. 16)	Wild Boar Hunt	F	8m.	3459
34311	(Feb. 6)	Fighting Fins	G	8m.	3483
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluta's Party (M-P)	F	6m.	3388
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392
34103	(Oct. 31)	Twa Weeks Vacation (G)..	F	6m.	3410
34104	(Nov. 21)	Pluta's Christmas Tree (M)	F	7m.	3379
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379
34106	(Mar. 28)	Father's Day Off (G)			
34107	(Apr. 18)	The Simple Things (M-P)..			
34108	(May 9)	Father's Week End (G)....			
34109	(May 30)	Fountain Of Youth			
34110	(June 10)	How To Dance			
34111	(July 11)	Football (Now And Then)			
34112	(Aug. 7)	The New Neighbor			
Republic					
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3344

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5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	15ep. 3392		5309	(Apr.)	Dinky In Featherweight Champ	G	7m. 3472		9308	(Apr. 11)	Little Dutch Plate	G	7m. 3472	
5283	(Jan. 21)	Jungle Drums Of Africa	F	12ep. 3483		5310	(Apr.)	Little Roquefort In Playful Puss	E	7m. 3473		9309	(May 2)	Ain't That Ducky	G	7m.	
5284	(.....)	Return Of Captain Marvel (Reissue)				5311	(.....)	Terry Bears In Plumber's Helpers	F	7m.		BUGS BUNNY SPECIALS (8) (Technicolor)					
One Reel THIS WORLD OF OURS (6) (Trucolor)						5312	(.....)	Mighty Mause In Hot Rads	F	7m.		9723	(Sept. 20)	Rabbit Seasoning	F	7m. 3392	
5185	(Apr. 15)	Israel	G	10m. 3287		(Re-releases) (4)						9724	(Nov. 15)	Rabbit's Kin	G	7m. 3425	
5186	(July 1)	India	G	9m. 3327		5327	(Jan.)	The Owl And The Pussy Cat	G	7m. 3425		9725	(Dec. 20)	Hare Lift	G	7m. 3435	
5187	(Aug. 25)	The Philippines	G	9m. 3357		5328	(Feb.)	Slap Happy Hunters	F	7m. 3425		9726	(Feb. 14)	Forward, March Hare	G	7m. 3465	
5188	(Mar. 1)	Ceylon				5329	(Apr.)	Happy Circus Days	G	7m. 3425		9727	(Mar. 14)	Upswept Hare	F	7m.	
5189	(Apr. 1)	City Of Destiny				Joe McDOAKES COMEDIES (6)						9728	(May 2)	Southern Fried Rabbit			
20th Century-Fox						United Artists						Sa You're Gaing To the Dentist					
One Reel ART FILMS (7) (Technicolor)						Twa Reel MEDAL OF HONOR (4)						So You Want Ta Wear The Pants					
7251	(Sept.)	I Remember The Glary	G	9m. 3301		(.....)	Richard P. Hobson	G	26 1/2m. 3410			Sa You Want To Be A Musician					
7252	(Sept.)	Curtain Call	G	10m. 3289		(.....)	Dr. Mary Walker	G	26m. 3410			So You Want A Television Set					
7253	(Sept.)	Light In The Window	G	10m. 3402		(.....)	Julius Langbein	G	26 1/2m. 3410			So You Want Ta Learn To Dance					
7254	(Oct.)	Birth Of Venus	E	9m. 3435		(.....)	Joseph C. Rodriguez	G	27 1/2m. 3410			So You're Having Neighbor Trouble					
7255	(Oct.)	Joy Of Living	E	10m. 3402		Universal-International						So You Thin kYou Can't Sleep					
7256	(Nov.)	The Young Immortal	G	10m. 3402		Twa Reel MUSICAL FEATURETTES (13)						Sa You Want Ta Be An Heir					
7257	(Dec.)	The Nightwatch				8301	(Nov. 6)	Xavier Cugat and his Orchestra	G	15m. 3418		MELODY MASTER BANDS (6)					
LEW LEHR RE-RELEASES (2)						8302	(Dec. 4)	Don Cornell Sings	G	15m. 3418		9801	(Oct. 11)	Freddie Fisher And Band	G	10m. 3388	
9281	(Feb.)	Fuss And Feathers	G	9m. 3294		8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418		9802	(Nov. 15)	Junior Jive Bangers	E	10m. 3412	
9282	(June)	Jungle Land	G	9m. 3335		8304	(Mar. 12)	Andy Russell And Della In House Party	G	20m. 3472		9803	(Dec. 27)	Circus Band	G	9m. 3425	
SEE IT HAPPEN						MUSICAL FEATURETTES (3-D)						9804	(Apr. 18)	Ozzie Nelsan And Orch.	G	10m. 3473	
6301	(Feb.)	Breath Of Disaster	G	10m.		(.....)	Nat "King" Cole and Russ Margan and Orch.					MERRIE MELODIES (22) (Technicolor)					
SPORTS (6)						8201	(Mar. 22)	Out Of The Earth	G	18m. 3458		9701	(Sept. 8)	Mousewarming	F	7m. 3386	
3201	(Feb.)	The Fighting Cahaes	G	9m. 3311		8203	(Feb. 1)	The World's Mast Beautiful Girls (Tech.)	E	18m. 3448		9702	(Oct. 4)	The Egg-cited Rooster	G	7m. 3392	
3202	(Apr.)	Sails And Blades	G	8m. 3319		THE EARTH AND ITS PEOPLE (13)						9703	(Oct. 18)	Tree Far Two	F	7m. 3410	
3203	(July)	Mel Allen's Football Review	G	10m. 3348		8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417		9704	(Nov. 1)	The Super Snooper	G	7m. 3410	
3204	(Sept.)	U. S. Olympic Champions	G	9m. 3396		8362	(Dec. 1)	Farms And Towns In Slovakia	G	20m. 3458		9705	(Nov. 29)	Terrier Stricken	F	7m. 3425	
3205	(Oct.)	Kalamazoo Klauters	F	9m. 3412		8363	(Dec. 29)	An Industrial Lake Port	G	20m. 3458		9706	(Dec. 13)	Fool Coverage	G	7m. 3435	
3206	(Dec.)	Wind, Ahoy				8364	(Jan. 26)	Ports Of Industrial Scandinavia	G	20m. 3472		9707	(Jan. 3)	Don't Give Up The Sheep	G	7m. 3441	
(Reissues)						8365	(Feb. 23)	The Pa River Valley	G	20m. 3483		9708	(Jan. 17)	Snow Business	G	7m. 3459	
2201	(Nav.)	Conquering The Colarada	E	9m. 3418		8366	(Mar. 23)	Sheep Ranch Country				9709	(Jan. 31)	A Mouse Divided	E	7m. 3465	
TERRYTOONS (26) (Technicolor)						8367	(Apr. 20)	Cross Sections Of Central America				9710	(Feb. 21)	Kiss Me Cat	G	7m. 3459	
5201	(Jan.)	Papa's Little Helpers	G	7m. 3219		8368	(May 18)	Factories, Mines And Waterways				9711	(Feb. 28)	Duck Amuck	E	7m. 3465	
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m. 3195		8369	(June 15)	British Trade And Industry				9712	(Mar. 28)	A Peck Of Trauble	F	7m.	
5203	(Feb.)	The Mechanical Bird	F	7m. 3201		8370	(July 13)	Farmer-Fisherman				9713	(Apr. 4)	Fawl Weather	F	7m. 3483	
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m. 3211		8371	(Aug. 10)	The Lumber States				9714	(Apr. 18)	Muscle Tussle			
5205	(Mar.)	Little Roquefort In City Slicker	G	7m. 3205		8372	(Sept. 3)	Mauntain Farmers				9715	(May 9)	Ant Pasted			
5206	(Mar.)	Mighty Mouse In Prehistoric Perils	G	7m. 3219		8373	(Oct. 5)	Adabe Village				9716	(May 23)	Much Ado About Nutting			
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m. 3243		One Reel COLOR PARADES ()						THE SPORTS PARADE (10) (Technicolor)					
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m. 3251		8381	(.....)	Fiesta Frolics				9501	(Oct. 4)	They Fly Through The Air	E	10m. 3388	
5209	(Apr.)	Time Gallops On	F	7m. 3251		VARIETY VIEWS (8)						9502	(Nov. 1)	Unfamiliar Sparts	F	10m. 3412	
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m. 3266		8341	(Dec. 22)	King Winter	G	9m. 3459		9503	(Dec. 20)	Fiesta For Sports	F	9m. 3426	
5211	(May)	The Happy Cobblers	G	7m. 3279		8342	(Feb. 9)	Get A Horse	G	9m. 3459		9504	(Jan. 31)	Sparting Courage	E	9m. 3465	
5212	(June)	Little Roquefort In Hypnotized	G	7m. 3279		8343	(Mar. 9)	Sky Palice	G	9m. 3483		9505	(Feb. 28)	Birthplace Of Hackey	G	9m. 3465	
5213	(June)	Mighty Mause In Hansel and Gretel	F	7m. 3301		WALTER LANTZ CARTUNES (13) (Reissues) (Technicolor)						9506	(Apr. 4)	Cheyenne Days	F	9m. 3483	
5214	(June)	Flipper Frolics	F	7m. 3318		8321	(Dec. 8)	Termite From Mars	G	6m. 3459		9507	(May 9)	Yo Ha Wander Valley			
5215	(July)	Terry Bears In Little Anglers	F	7m. 3301		8322	(Jan. 19)	What's Sweepin'	F	6m. 3459		VITAPHONE NOVELTIES (7)					
5216	(July)	Dinky In The Foolish Duckling	G	7m. 3326		8323	(.....)	The Dag That Cried Wolf	F	6m. 3483		9601	(Sept. 13)	Ain't Ria Grande	F	9m. 3396	
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m. 3310		Warners						9602	(Apr. 11)	Na Adults Allowed			
5218	(Aug.)	The Mysterious Cowboy	E	7m. 3318		Twa Reel SPECIALS (8) (Technicolor)						9603	(Oct. 18)	Hunting The Devil Cat	G	10m. 3418	
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m. 3326		9001	(Sept. 6)	Killers Of The Swamp	G	17m. 3387		9604	(Jan. 3)	Taa Much Speed	E	10m. 3435	
5220	(Sept.)	Little Raquefort In Good Mousekeeping	G	7m. 3333		9002	(Oct. 25)	Man Without A Cuntry	E	21m. 3387		9605	(Feb. 14)	Here We Ga Again	F	10m. 3465	
5221	(Oct.)	Terry Bears In Nice Daggy	F	7m. 3342		9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425		Miscellaneous					
5222	(Oct.)	Mighty Mause In Happy Halland	F	7m. 3348		9004	(Jan. 24)	Flag Of Humanity	E	19m. 3458		A Is For Atom (GE)	E	10m. 3473			
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348		9005	(Mar. 7)	Thar She Blows	E	18m. 3483		Antarctic Whale Hunt (BIS)	F	18m. 3472			
5224	(Nav.)	Dinky In Sink Or Swim	G	7m. 3387		9006	(Apr. 25)	Under The Little Big Tap				Art Survives The Times (AF)	G	10m. 3435			
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388		9007	(May 30)	America For Me				Championship Race, The (Artkina)	G	20m. 3387			
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402		CLASSICS OF THE SCREEN (6)						Charm Of Life (Pictura)	G	15m. 3387			
(Re-releases) (4)						9101	(Sept. 27)	Mansters Of The Deep	G	20m. 3387		Clear Iran (Marathon Newsreel)	G	14m. 3448			
5227	(Jan.)	Harvest Time	F	7m. 3219		9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410		Coronation Ceremany, The (BIS)	E	26m.			
5228	(Feb.)	Plane Goofy	F	7m. 3219		9103	(Dec. 27)	Are Animals Actors?	E	20m. 3434		Day In The Country, A (Calar) (Lippert) (3-D)	G	14m.			
5229	(Apr.)	The First Robin	F	7m. 3219		9104	(Mar. 21)	Star In The Night	E	20m. 3458		Eva Peran Story, The (Astor)	G	29m. 3387			
5230	(May)	Billy Mause's Awkwacade	G	7m. 3294		9105	(May 16)	Plantatian Meladies	G	20m. 3483		Garden Spider, The (IFE)	E	11m. 3465			
(1952-53) (26)						One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						Gallery Of Modern Sculptors (AF)	G	14m. 3417			
5301	(Jan.)	Mighty Mause In A Saapy Opera	F	7m. 3402		9301	(Sept. 13)	A Feud There Was	G	7m. 3387		Glasgow Orpheus Chair (BIS)	G	14m. 3425			
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m. 3410		9302	(Oct. 11)	Daffy Doodles	G	7m. 3387		Images Medleaves (AF) (Tech.)	E	18m. 3441			
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418		9303	(Nov. 8)	Day At The Zoo	E	7m. 3410		Images From Debussy (AF)	E	18m. 3402			
5304	(Feb.)	Dinky In Wise Quacks	G	7m. 3435		9304	(Nav. 29)	Early Worm Gets The Bird	G	7m. 3410		Jet Power (GE)	G	10m. 3473			
5305	(Mar.)	Little Roquefort In Mouse Meets Bird	F	7m. 3441		9305	(Jan. 10)	Tale Of Two Mice	G	7m. 3425		Kabylia (AF)	F	9m. 3418			
5306	(Mar.)	Terry Bears In Snappy Snapshots	F	7m. 3443		9306	(Feb. 7)	Bashful Buzzard	F	7m. 3458		Legend Of The Pallamid Mountains (Italian Tourist Bureau)	F	10m. 3435			
5307	(Mar.)	Mighty Mause In Hera Far A Day	G	7m. 3448		9307	(Mar. 14)	Country Mause	G	7m. 3472		Leanarda Da Vinci (Italian Consulate)	G	16m. 3464			
5308	(Apr.)	Heckle and Jeckle In Pill Peddlers	F	7m. 3458		One Reel Lifelines Of Defense (Bondy)						Mastery Of The Air (BIS)	G	20m. 3464			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Mephisto Waltz (Times).....G		18m. 3472				Songs Of Labor (Artkino)F		16m. 3448				Travel Royal (Tech.) (BIS) G		20m. 3464	
		Miracle On Skis (Kraska).....E		16m. 3472				Story Of The Violin, The (Hoffberg)G		11m. 3465				21st International Horse Show (Color) (Times)G		9m. 3465	
		Narcotics Dens Of The Orient (Telenews)G		17½m. 3464				Stranger Left No Card, The (Meteor)E		23m. 3410				24 Hours Of Progress (De Rochemont Associates) F		10m. 3465	
		Night Before Christmas, The (MAGICOLOR) (Artkino) G		25m. 3458				Suite Of Berber Dances (AF)G		10m. 3404				U.S.S.R. Today No. 2 (Artkino)F		10m.	
		Prisoners Of The Tower (Baker-Brill)G		17m. 3410				Survival Under Atomic Attack (Civil Defense Force) (Castle)E		9m. 3423				Visit With Picasso, A (Burstyn)E		20m.	
		Queen Of The Border (Tech.) (BIS)G		10m. 3426				Teen Age Menace (Broadway Angels)G		26½m. 3434				Uzbek National Dances (MAGICOLOR) (Artkino)G		18m.	
		Royal Destiny (BIS).....G		20m. 3464										White Continent, The (BIS) G		20m. 3435	
		Sea Harvest (Voyagers Int.)F		9m. 3465										Zanzabelle In Paris (Discina)G		15m. 3392	
		Sea Hunt (AF)G		20m. 3441													

THINGS YOU SHOULD KNOW —about this service— THE CHECK-UP

This every-second-week regular department is NOT just an index as published in many other trade papers.

THE CHECK-UP is an exclusive EXHIBITOR service. Started many years ago, it represents a complete, unmatched . . .

CAPSULE SUMMARY

. . . of ALL Features and of ALL Shorts that have been released and reviewed during the last 8 Months, . . . PLUS information on all that are in production for early release.

WITH THE CHECK-UP AT HAND—

. . . it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor) Tangier Incident G. Brent, M. Aldon Jalopy Bowery Boys	FEBRUARY Last Of The Camanches B. Crawford, B. Hale, (Technicolor) Target Hang Kang R. Denning, N. Gates, R. Loo	FEBRUARY The Tall Texan L. Bridges, M. Windsor, L. J. Cobb Jeopardy B. Stanwyck, B. Sullivan, R. Meeker Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	FEBRUARY The Stage D. Martin, J. Lewis, P. Bergen, E. Mayehoff Came Back, Little Sheba B. Lancaster, S. Booth, T. Moore Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY Niagara M. Monroe, J. Cotten, J. Peters (Technicolor) The Silver Whip R. Calhoun, K. Crowley, D. Robertson Treasure Of The Golden Candar C. Wilde, C. Smith, F. Currie (Technicolor) The Star B. Davis, S. Hayden, N. Wood	FEBRUARY Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates The Flying Squadron M. Serato, D. Sassoli, U. Spadaro (Italian-made) San Antonio R. Cameron, A. Whelan, F. Tucker	FEBRUARY Limeflight C. Chaplin, C. Bloom (Chaplin) The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men) Bandits Of Corsica R. Greene, P. Raymond, (Small)	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) I Confess M. Clift, A. Baxter, K. Malden	
MARCH White Lightning S. Clements, B. Bestar, S. Brodie Fort Vengeance J. Craig, R. Denny, R. Moreno (Cinecolor) The Homesteaders B. Elliott, B. Allen, R. Lowry	MARCH The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek, B. Rush (Technicolor) Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made) On Tap Of Old Smaky G. Autry, M. Rooney (Technicolor) The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)	MARCH Perils of the Jungle C. Beatty Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England) I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Battle Circus H. Bogart, J. Allyson, K. Wynn The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell	MARCH The Stars Are Singing R. Clooney, A. M. Alberghefti, L. Melchior, J. Archer (Technicolor) The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Part Sinister J. Warren, L. Roberts	MARCH The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Part Sinister J. Warren, L. Roberts	MARCH Taxi D. Dailey, C. Smith Destination Gabi R. Widmark, D. Taylor, (Technicolor) Call Of The Wild C. Gable, L. Young, (Re-release) My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	MARCH Old Overland Trail, W R. Allen, V. Hall, S. Pickens The Woman They Almost Lynched J. Lund, B. Donlevy, A. Totter	MARCH Maulin Rouge J. Ferrer, C. Marchand, (Technicolor) (Made in France and England) (Romulus) (Pre-release) Bwana Devil R. Stack, B. Britton, (Partly made in Africa) (Anasco Color) (3-D) Golden Arrow J. P. Aumont, (Foreign-made) (Renown) Son Of The Renegade J. Carpenter, (Schwarz)	MARCH City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminale R. Hudson, B. Hale, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor)	MARCH She's Back an Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color) The Blue Gardenia A. Baxter, R. Conte, A. Sothern	
APRIL The Marksman W. Morris, E. Verdugo, S. Jolley Caw Country E. O'Brien, H. Westcott, P. Castle Trail Blazers A. Hale, Jr.	APRIL The Glass Wall V. Gassman G. Grahame, R. Raymond Jack McCall, Desperado G. Montgomery, A. Stevens, D. Kennedy (Technicolor) One Girl's Confession H. Haas, C. Moore Problem Girls R. Elliott, S. Morrow, J. Seay	APRIL Bad Blonde B. Payton, T. Wright (English-made) Chu Chin Chaw A. M. Wong (English-made) (Re-issue)	APRIL Sambra P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor) Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor) Code Two R. Meeker, S. Forrest, K. Wynn Bright Raad D. Dandridge, R. Horton, H. Belfonte	APRIL Walt Disney's All- Cartoon Festival Compilation of Disney cartoons 3laad On The Maan R. Mitchum, B. Bel Geddes, R. Preston (Reissue) Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue) Caunt The Hairs T. Wright, M. Carey The Sea Around Us Documentary (Technicolor) Merry Mirthquakes Liberace	APRIL The President's Lady S. Hayward, C. Heston, F. Bainter Call Me Madam E. Merman, G. Sanders, D. O'Connor (Technicolor) Man On a Tightrope F. March, T. Moore, C. Mitchell, G. Grahame (Made in Germany) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)	APRIL The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor) Fair Wind To Java F. MacMurray, V. Ralston, V. McLaglen (Trucolor)	APRIL Ma and Pa Kettle On Vacation M. Main, P. Kilbride Abbott and Costella Ga Ta Mars B. Abbott, L. Costello, M. Blanchard Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)	APRIL Trauble Alang The Way J. Wayne, D. Reed, C. Coburn The System F. Lovejoy, J. Weldon, D. Seymour House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)		

OBSERVANCES

Mar. 29—Palm Sunday
Mar. 31-April 1—Passover
April 3—Good Friday
April 5—Easter

ASTOR

March—Love Island—E. Gabor, P. Volentine (Cinecolor)
Born In The Saddle—L. Erickson, D. Woods (Cinecolor)

REALART

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

Morch—Solome, Where She Danced—Y. DeCarlo, R. Cameron
(Reissue)
Abbott and Costello In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

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Colorful Easter Greetings are reflected from this beautiful 30 x 40 Display... a perfect tie-up with your Merchants' Ad campaign... \$1.50 each.



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SPRING ISSUE 1953

	Page
COLOR DATER SERVICE	2
ACADEMY AWARDS	2-3
ST. PATRICK'S DAY	4
MOTHER'S DAY	4-5
WEEKLY CIVIC SALUTE	6
APRIL FOOL'S DAY	6
New PRESENTATION LEADER	7

	Page
New COMING	
ATTRACTIONS LEADER	7
EASTER	8-9
SPRING INSTITUTIONALS	10
SPRING CLEANING	10
COLOR INTERMISSION	
TRAILERS	11

	Page
SPRING HEADERS & TRAILERETTES	12
MEMORIAL DAY	13
COOL TRAILERS	14-15
GO-TO-CHURCH	15
EASTER MERCHANTS' GREETINGS	16

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EXHIBITOR



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Number 21
Sections: Section One

MARCH 25, 1953

ED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

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FROM SIX SECTIONAL EDITIONS

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The nation's largest deliverer of these  now becomes the largest deliverer of these 



THE MOST confident note of the week was sounded by an exhibitor in the midwest who declared that he was closing his house because of bad business, and wouldn't open it until 3-D pictures became available to put it back into the black.

★

AN IDEA NOT likely to be duplicated took place in Alaska, where admission to a theatre matinee was not by money but by a rat. It seemed that a parasitologist discovered that many rats were infected with trichinosis, and are flea carriers. He needed rats for his experiments, so the theatre cooperated.

★

IN more than one spot where Sunday movies are forbidden, exhibitors are wondering how come TV stations can televise motion pictures on Sunday without the law stepping in.

★

A FOREIGN feature was playing a theatre where a patron came to the manager, and said he wanted his money back because he couldn't understand it even though it had English titles. The manager asked whether the patron had been in the theatre long, and the reply was, "Hell, no. Feel my popcorn. It's still warm."

★

A COAST art house now becomes a delicatessen, which should provide food for thought.

—H. M. M.

I N D E X

VOL. 49, No. 21 MARCH 25, 1953

SECTION ONE

EDITORIAL	7
FEATURE ARTICLE—"FIFTY EIGHT YEARS OF COMPANY SERVICE"	9, 10
NEW YORK NEWS LETTER	14
THE INTERNATIONAL SCENE	16
THIS WAS THE WEEK WHEN	18
IN THE NEWSREELS	19
THE SCORE BOARD	19
PEOPLE	21
WHAT'S NEW IN 3-D	20

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Charles J. Feldman, U-I general sales manager, and Alfred E. Daff, executive vice-president, pose before posters highlighting company sales drives in honor of Daff's third-of-a-century service with the company and Feldman's silver anniversary.

EXHIBITOR

VOL. 49, No. 21



MARCH 25, 1953

Two Different Viewpoints

THE spotlight shifted away from 3-D and similar developments a couple of weeks ago in New York City when on successive days Samuel Goldwyn and the TOA made news.

GOLDWYN was direct and quite to the point when he declared that as far as he was concerned, "Hans Christian Andersen," produced by him, would play only at advanced admissions, "and if the exhibitors don't like it, they don't have to play it."

THE THEATRE OWNERS OF AMERICA officially joined the exhibitor protests against higher priced admissions which result from "exorbitant film rentals." Calling the distributor demands "economically unsound, unjust, and unfair," the TOA warned that if this sort of policy were continued, exhibitors would be driven to seek relief from the Department of Justice.

IF THIS has a familiar ring, it must be remembered that Allied in even more direct fashion has served notice that it, too, will appeal to the government if these distributor practices keep up.

THUS, it becomes apparent that the majority of the independent theatres in the country, represented in the membership of Allied and the TOA, are not only at variance with the Goldwyn declaration, but with the policy being pursued by many distributors.

Now, the question becomes: what happens next?

AS IN the case of 3-D, the answer must be "wait and see." And while the future of 3-D will affect every theatre in the country, just as important is whether the protests by exhibitors against distributor tactics will result in any lessening of pressure for what has been termed "unrealistic" film rentals.

WITH the approach of spring and summer, which now has become, on the basis of the past few years, the best consistent business period for many theatres, the exhibitors would like to know where they stand.

WHETHER the TOA or Allied forces the issue is not important. The answer is.

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FOR EASTER!

On Sunday, March 29th, the top-rated TV show ED SULLIVAN'S "TOAST OF THE TOWN" will pre-sell "CALL ME MADAM" for you with a preview of highlight scenes from this great 20th Century-Fox musical. This tremendously popular program is viewed in homes coast-to-coast via CBS-TV network and affiliates.

CASH IN ON THIS GREAT PROMOTION!

Now is the time to plan and purchase spots just before and after "Toast of the Town" when it pre-sells "Call Me Madam" in your city! Put this hour-long TV show to work for you!



AND DON'T FORGET!
Your Lincoln-Mercury dealer
and CBS station or affiliate are
all set to give you complete local
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THERE'LL BE NO EASTER LIKE A **20** CENTURY-FOX EASTER.



ALFRED E. DAFF, U-I EXECUTIVE VICE-PRESIDENT, POSES WITH AUSTRALIAN EXECUTIVES DURING HIS VISIT ON BEHALF OF THE DRIVE IN HIS HONOR.

Fifty Eight Years Of Company Service

In Honoring Al E. Daff And Charles J. Feldman, The U-I World-Wide Sales Force Pays Homage To Two Leaders



Anita Ekberg, U-I starlet, in Chicago for the opening of "The Mississippi Gambler," points out the barrage of hits lined up for the "Charles J. Feldman Silver Anniversary Drive." Seen, left to right, are: Dick Graff, assistant branch manager; Jack Rose, head, Manta and Rose Theatres, and W. Joven, district head, KED Theatre Enterprises.

THIS is the time of the year when distribution drives are to be expected, but, in the case of Universal-International, something extra special is going on.

Currently observing executive vice-president Alfred E. Daff's third of a century with Universal Pictures Company and general sales manager Charles J. Feldman's quarter of a century with simultaneous foreign and domestic sales drives, U-I is asking exhibitors all over the world to pay tribute to the combined 58 years of service of the two by solidly booking U-I product for 25 days during the month of April.

To bring the message of U-I product to the company's world-wide sales organization and to provide the greatest inspiration for all-out effort, Daff personally made two trips during the "Daff Third of a Century Drive", one around the world and the second, accompanied by U-I President Milton R. Rackmil, to Central

and South America. U-I's stars and featured players also helped spark the "Charles J. Feldman Silver Anniversary Drive."

Both the "Charles J. Feldman Silver Anniversary Sales Drive" and the "Daff Third of a Century Drive" were launched with a series of meetings at the U-I studios in December, at which time over-all plans were set. Thereafter, the U-I domestic division and district managers held meetings in each of the company's districts, bringing in branch managers and salesmen.

Since both Daff and Feldman are products of U-I's forward-looking policies of promotion of executives from within the ranks, their combined 58 years of service with the company is really something from which the entire world-wide sales organization can derive justifiable pride, and the boys are going all-out to make the 25-day windup one of the biggest events in the company's sales history.



At a series of meetings at the U-I studios to launch the Daff and Charles J. Feldman drives, executives meet Victor Mature and director Charles Sherman on the set of "The Veils of Bagdad." Seen, left to right, are: Ray Moon, assistant general sales manager; Harry Fellerman, sales head, special films division; Mature; Feldman; James J. Jordan, circuit sales manager; David A. Levy, New York district manager, and Sherman, in jovial mood.



U-I stars, in St. Louis for the world premiere of "The Mississippi Gambler" at the Fox, meet to cut a cake honoring the Feldman drive. Seen, left to right, are: Henry Zack, U-I office manager; Harry Blount, exhibitor, Potosi, Mo.; Hugh Nesbitt, U-I city salesman; Ruth Hampton; Harry Hynes, Sr., branch manager; Piper Laurie, starring in "The Mississippi Gambler"; Norman Paul, exhibitor, Carlinville, Ill.; Jackie Loughery, and Valerie Jackson.



P. T. Dana, eastern sales manager, conducts a meeting of branch managers and sales personnel of John J. Scully's district in Boston as part of the preparation for U-I's full scale sales effort behind the Daff and Feldman drives.



Branch managers and salesmen in James Frew's district meet in Cincinnati under the direction of F. J. A. McCarthy to discuss plans for their participation in the sales push, which has mushroomed into the biggest in U-I history.



Julia Adams, starring in "The Mississippi Gambler," poses with personnel of U-I's Indianapolis exchange during her visit to publicize the picture.



Foster M. Blake conducts a meeting of Mannie M. Gottlieb's sales district in Chicago to formulate plans for participation in the two U-I sales drives.



Rock Hudson, touring on behalf of "The Lawless Breed," meets U-I exchange personnel in Detroit. Seen, left to right, are: Lee Goldsmith, Robert Lamb, Hudson, Ed Heiber, and William Waldholtz, examining some drive material.



Chet Allen, touring on behalf of "Meet Me at the Fair," meets Minneapolis branch personnel and branch manager Roy Miller. The young singing star made appearances in Minneapolis and St. Paul, Minn., to publicize the film.

CinemaScope Gets Impressive Showing

"Movietime, U. S. A." Suspending Operations

NEW YORK—It was announced last week that "Movietime, U.S.A.", under the direction of COMPO, will suspend operations "until such time as the need and demand for its renewal asserts itself."

Lou Smith, executive director, is closing the Hollywood office, and will leave COMPO at the end of the month.

Paramount Shows Tech. Developments

HOLLYWOOD—In a surprise showing last weekend, Paramount unveiled its new screen and projector lenses to several hundred exhibitors and others who came to town for the 20th-Fox CinemaScope showings.

The Paramount system allows any picture to expand by spreading the image over a larger area through the use of a wide-angle lens on standard projectors and the installation of a concave screen. While the curve is not noticeable when the picture fills the screen, it is greater than that of the CinemaScope screen. As in the CinemaScope process, no glasses are needed by the viewer.

The ratio of the Paramount screen is one foot in height to 1.66 feet in width, with a greater vertical area than the CinemaScope screen. In this demonstration, the screen was 33 feet wide by 20 feet high, which measurements are said to correspond to the size of the screen the average 1000-seat theatre could install without going to the expense of construction changes. It was indicated that costs would be nominal, about \$600 up, depending on the individual situation.

Shown were scenes from Paramount's "The War Of The Worlds", "Shane", "Forever Female", and "Here Come The Girls", as well as two reels of Columbia's "Salome." The effect definitely gave a change in appearance and size of the conventional picture.

Y. Frank Freeman, Paramount vice-president, said that theatres desiring the screen and enlarging lens can get both from any established manufacturing companies, and that "Paramount has no pride of authorship in the development. If something better is found, we will be the first to accept it."

Freeman also discussed the economic problems that any radical changeover from the present type of projection and screen would bring, and urged theatre-men to examine all new developments.

He emphasized that the conventional picture should not be discarded too hastily.

He cautioned that any changes should be done by "gradual merger, not by revolution", and took the viewpoint that if "practical" means of enhancing the exhibition value of current inventory of pictures could be found, it would represent greatly increased income for the industry.

Exhibitors, Press, Other Studios Witness Initial Demonstration at 20th-Fox; MGM "Will Move Forward" With New Screen Technique

HOLLYWOOD—CinemaScope, 20th-Fox's new wide screen technique, was unveiled last week, and indications were that it might well make industry history.

The 50-minute screening drew an excited response from audiences, which included more than 600 exhibitors, press representatives, distributors, production executives from all the major companies, and home office personnel.

The demonstrations, which went on almost continuously for interested audiences from all over the country, were held on a sound stage, with the huge 64 by 24 feet screen set about 75 feet from the first row of improvised seats.

According to Darryl Zanuck, CinemaScope screens can be varied in size to fit any theatre. The new stereophonic sound system employed three directional speakers behind the screen. Four additional speakers were suspended overhead in the auditorium, giving an impressive fidelity of sound. The pictures used for the demonstration were in Eastman Color, processed by Technicolor on one-strip color film. Audience reports indicated that little or no distortion exists, regardless of where the viewer is sitting.

Before the screening, Spyros Skouras, 20th-Fox president; Zanuck, and Al Lichtman explained the system. Skouras declared that CinemaScope put the industry in position to recapture the audience lost to television. Some advantages of CinemaScope are that the screen can be used for all three present projection systems, simply regulating its size for flat or stereoscopic pictures, and changing camera and projection lenses.

Skouras said CinemaScope will greatly reduce production costs through reducing the number of camera setups required. Zanuck stressed the fact that closeups are made unnecessary, and that one sequence shown was filmed in half a day instead of four days as would have been required in standard procedure. Lichtman said all leading supply dealers are preparing rapidly to furnish exhibi-

tors with CinemaScope screens, lenses, and stereophonic equipment.

Observers were agreed that no useful purpose was served by attempting to compare CinemaScope effects with true 3-D, as the two are so completely dissimilar.

The complete program included:

Scenes from "The Robe", and "How To Marry A Millionaire", a musical number from "Gentlemen Prefer Blondes", shots of the New York harbor, streets, skyline, etc.; some winter sports at Sun Valley, Idaho, an orchestra rehearsing, automobile racing, and shots at the La Guardia airport, New York.

Among the studio executives who were quoted were:

William Goetz, U-I production chief, who said that "CinemaScope is wonderful, and I think that it will be a great shot in the arm to industry and public."

Stanley Kramer, Columbia producer, who was "very impressed about the possibilities of the new, big screen medium."

Jerry Wald, Columbia executive producer, who declared that it was "the greatest advancement in the history of motion pictures since sound."

In a joint report, Skouras and Nicholas M. Schenck, Loew's president, announced that MGM would "move forward with CinemaScope", and would soon announce plans for its first production.

—PAUL MANNING.

N. Y. Exhibitor Files Suit

NEW YORK—Westway Operating Company, Inc., filed an anti-trust suit in U. S. District Court last week seeking \$1,500,000 treble damages from 20th-Fox and Skouras Theatres on behalf of Westway's Symphony. The action charges that Skouras operated the Symphony prior to 1943, when Westway took it over, but that the Westway could not get the same product after the changeover. The suit also claims that 20th-Fox has refused to permit the Symphony to bid competitively for product against Skouras' Riverside.

Holmden Elevated By IA

LAS VEGAS, NEV.—At the board meeting of the IATSE last fortnight, Harland Holmden, Cleveland, Local 160, was named assistant international president succeeding the late Thomas J. Shea. Holmden had been first vice-president.



The panoramic size of 20th-Fox's CinemaScope screen may be appreciated in this demonstration photo.

Cooper, Booth, "Show" Lead "Oscars"

Ford Gains Direction Award For "Quiet Man"; DeMille Receives Irving Thalberg Award; Coast Fete TV'd

HOLLYWOOD—At the 25th annual presentation of awards by the Motion Picture Academy of Arts and Sciences last week, Shirley Booth, in Paramount's "Come Back, Little Sheba", was named best actress; Gary Cooper, in Stanley Kramer-UA's "High Noon", was named the best actor, and Cecil B. DeMille-Paramount's "The Greatest Show On Earth", was named the best picture.

Gloria Grahame was awarded an "Oscar" as best supporting actress for her performance in MGM's "The Bad And The Beautiful", and Anthony Quinn was named best supporting actor for his role in 20th-Fox's "Viva Zapata!"

A nation-wide TV audience saw the awards made, the first time the show was televised. Bob Hope was master of ceremonies in Hollywood, and Conrad Nagel acted the same role in New York City, where Miss Booth received her coveted "Oscar." Hope was given a special award by the Academy.

Cooper was not present to receive his award, being in Mexico on a picture venture. John Wayne accepted in his behalf. Quinn, also in Mexico with Cooper, had his wife accept on his behalf.

DeMille was also given the Irving G. Thalberg Memorial Award for consistently high production achievement.

Special awards went to Merian C. Cooper, one of the developers of Cinerama, Joseph Schenck, George Marshall, inventor of a camera bearing his name, and Harold Lloyd.

Other awards included: best costume design, black and white, Helen Rose, MGM's "The Bad And The Beautiful", and, color, Marcel Vertes, "Moulin Rouge", Romulus-UA; best documentary short subject, "Neighbors", National Film Board of Canada, Arthur Mayer-Edward Kingsley, Inc.; best documentary feature, "The Sea Around Us", RKO, Irwin Allen,

producer; best film editing, "High Noon", Elmo Williams and Harry Gerstad; best art direction, black and white, "The Bad And The Beautiful", MGM, Cedric Gibbons and Edward Carfagno, and, color, "Moulin Rouge", Romulus-UA, Paul Sheriff, and set direction, black and white, "The Bad And The Beautiful", MGM, Edwin B. Willis and Keogh Gleason, and, color, "Moulin Rouge", Romulus-UA, Marcel Vertes.

Also, best sound recording, "Breaking The Sound Barrier", London Films, UA; best cartoon, "Johann Mouse", MGM, Fred Quimby, producer; best one-reel short subject, "Light In The Window", 20th-Fox-Art Films, Boris Vermont, producer; best two-reel short subject, "Water Birds", Disney-RKO, Walt Disney, producer; best cinematography, black and white, Robert Surtees, "The Bad And The Beautiful", MGM, and, color, Winton C. Hoch and Archie Scott, "The Quiet Man", Republic; best motion picture story, Paramount's "The Greatest Show On Earth" by F. M. Frank, Theodore St. John, and Frank Cavett; best screenplay, MGM's "The Bad And The Beautiful" by Charles Schnee, and best story and screen play, T. E. D. Clarke for "Lavender Hill Mob", J. Arthur Rank-U-I.

John Ford, already winner of three directing awards, won another for "The Quiet Man", Republic.

An honorary award given by the Academy board of governors went to "Forbidden Games", French-made, Times Films, as the best foreign film.

The best scoring of a musical film went to Alfred Newman, for 20th-Fox's "With A Song In My Heart"; best music score of a dramatic or comedy film, Dimitri Tiomkin, for "High Noon", and best song, "Do not Forsake Me, Oh My Darlin'", Tiomkin, with lyrics by Ned Washington, "High Noon."

Technical awards went to Eastman Kodak Company, for introduction of Eastman Color negative and Eastman Color print films; Ansco Division, General Aniline and Film Corporation, for the intro-

"I Confess" Strong In Broadway Bow

NEW YORK—With the exception of the Paramount, which had the only opening of the week, business in the Broadway first-runs was lackadaisical over the weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"I CONFESS" (WB). Paramount, with stage show, opened to a very good \$85,000 on the first session.

"PETER PAN" (RKO-Disney). Roxy, with ice show, reported \$45,000 for Wednesday through Sunday, with the sixth, and last, week expected to do \$55,000.

"THE STORY OF THREE LOVES" (MGM). Radio City Music Hall, with stage show, garnered \$70,000 for Thursday through Sunday, with the third week heading toward \$100,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$12,500 for the 17th week.

"THE STAR" (20th-Fox). Rivoli was down to \$7,000 on the eighth, and last, week.

"ANNA" (IFE). Globe reported that the fifth week would top \$17,000.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated the eighth week at \$14,000.

"THE STARS ARE SINGING" (Para.). Astor claimed \$13,000 for the second week.

"CITY BENEATH THE SEA" (U-I). Loew's State was heading toward a \$17,000 second week.

"MOULIN ROUGE" (UA). Capitol announced that it would do \$42,000 on the sixth week.

"COME BACK, LITTLE SHEBA" (Para.). Helped by the "Oscar" to Shirley Booth, Victoria was sure to hit \$16,000 on the 13th week.

duction of Ansco Color negative and Ansco Color print film; Technicolor Motion Picture Corporation, for improved method of color motion picture photography under incandescent light; MGM projection, research, and still departments, for improved method of projecting photographic backgrounds; John G. Frayne and R. R. Scoville and Westrex Corporation, for a method of measuring distortion in sound reproduction; Photo Research Corporation, for creating the spectra color temperature meter; Gustav Jirouch, for design of the robot automatic film splicer, and Carlos Rivas, MGM, for the development of a sound reproducer for magnetic film.

RKO Theatres Profit Drops

NEW YORK—The consolidated net profit of RKO Theatres Corporation and subsidiary companies for 1952 was \$1,025,913.19, after taxes and all other charges, including a loss of \$145,059.33 on the sale of capital assets. This compares with a consolidated net profit in 1951 of \$1,322,069.23. On Dec. 31, 1951, and Dec. 31, 1952, there were 3,914,913 shares of common stock outstanding.



Ben Kalmenson recently presided in New York over a meeting of Warners' district managers, and seen were, left to right, Robert Smeltzer, mid-Atlantic; Henry Herbel, west coast; Roy Haines, southern division sales manager; Norman Moray, short subjects sales manager; Ed Williamson, southwest; Kalmenson; W. O. Williamson, southeast; Jerry Abrose, central; Hall Walsh, prairie; Jules Lapidus, eastern and Canadian division sales manager; Art Anderson, midwest; John Kirby, southern division sales manager; Haskell Masters, Canada, and Ben Abner, New York branch manager. Seen at far right are Bernard Goodman, supervisor of exchanges, and Robert McGuire, who is the auditor of exchanges.

SPRINGTIME IS
ALWAYS KETTLE TIME!

HOW YOU GONNA KEEP 'EM DOWN ON THE
FARM... AFTER THEY'VE BEEN DOIN'
WHAT THEY'RE DOIN' NOW?

THEY'RE HAVING THE
HAPPIEST TIME
OF THEIR LIVES...



They spin a spy-ring
in circles...



The Can-Can girls can't resist Pa!
A French wolf rhumbas with Ma!

Starring **Marjorie**

MAIN

Percy

KILBRIDE

BRAND
NEW
...GRAND FUN!



with **RAY COLLINS · BODIL MILLER**

DIRECTED BY CHARLES LAMONT · WRITTEN BY JACK HENLEY · PRODUCED BY LEONARD GOLOSTEIN · A UNIVERSAL-INTERNATIONAL PICTURE

U-I makes the Money Makers!

New York News Letter

— By Mel Konecoff —

ONE OF THE most interesting luncheon sessions in some time was held by Associated Motion Picture Advertisers at the Hotel Picadilly at which columnist and



KONECOFF

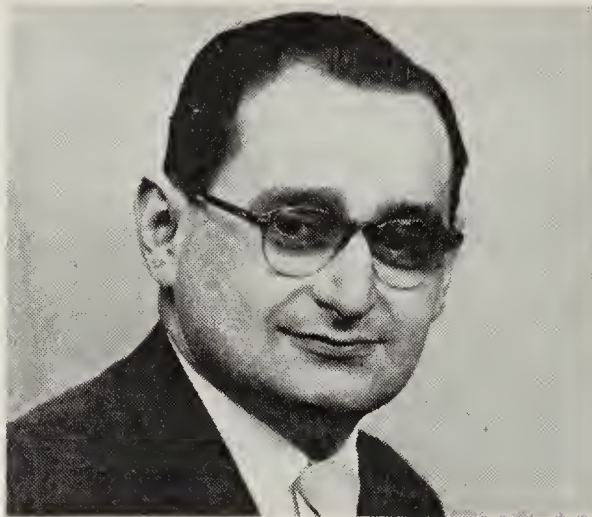
TV personality Ed Sullivan was guest of honor. Paul Lazarus, Jr., paid tribute to Sullivan not alone as a newspaper man, a columnist, and a friend of the industry, but also as an outstanding TV artist, a patriot of the first order, and as a fine citizen. (We hope he gets his car.)

Sullivan was in fine form, too, recalling initial movie tieups with TV and some experiences with personalities and pictures, some of which are printable and others which are not. He reiterated his stand that there is no conflict between TV and the movies, although at the start TV may pull audiences away from films, but in the long run this will equalize, and they will entertain side by side. He also recalled the radio vs. newspaper days as well as the radio vs. movie days, and felt that TV would soon prove that it offered no permanent threat to the movies. He was quite flattered to be honored by AMPA, recalling his initial entrance into show business under the guidance of Bob Weitman at the Paramount some 20 years ago.

President Harry McWilliams presented Sullivan with an honorary membership in the organization, the 12th in 37 years. Columbia radio and TV contact George Ettinger acted as chairman. Aboard the dais were: Edgar Goth, Hubbell Robinson, Lige Brien, Dwight Mills, Howard Dietz, Joe Lewis, Roberta Peters, Vincent Trotta, Ettinger, Sullivan, Lazarus, and McWilliams.

WIDE HORIZONS: We recently had lunch with Peter Riethof, producer of the American language version of the Silvana Mangano hit, "Anna", which IFE is releasing, and he is well-versed in all elements concerning the theatre and films, having a varied background which includes script-writing, directing, camera-work, editing, producing, etc. He was of the opinion that dubbing will play a very important part in the future of American exhibition.

He foresaw that eventually a very substantial number of the films that are brought here for release from abroad will be dubbed into English, and that they will be well received as in the case of "Anna", which is doing very fine box-officewise. The popularity of the dubbed



Fred Goldberg, trade publicist, was recently appointed Italian Film Export publicity manager.

film will receive an assist from the technical improvements evolved by the recent opening of the IFE recording and dubbing studios here, with the latest equipment and the most modern techniques being used.

It has been the custom among a few producers, when filming abroad to make a film in two languages, one in the local tongue and another in English using English-speaking actors. The English version could cost in the neighborhood of \$200,000 with the duplication. Riethof estimated that the original film could be dubbed perfectly for about \$20,000, the latter bringing the new release within range of many who thought costs prohibitive.

IFE will itself dub about 10 of its imports into English in 1953 with an added outside number of productions already on the dubbing studio's schedule. He said that exhibitors themselves are reporting to IFE that dubbing has unquestionably assisted in boosting boxoffice returns of "Anna." Of course, the future will not see every import dubbed as great care has to be exercised in the selection of films to be re-recorded, with some lending themselves better than others.

"Anna" is playing top circuits, and getting "A" playing time in many spots, which it undoubtedly would not have gotten just with titles, and it might have instead wound up strictly on the art and specialty house circuit. The market is there, and Riethof felt sure that public acceptance of dubbing would be widespread.

There is no doubt that films can be dubbed in the country of origin, but, in so doing, it will miss out on local slang, custom, authenticity of accent, etc., and therefore all dubbing should take place in the country where distribution is intended wherever practical, he thought. He felt that the loop system is about the best to use. This requires chopping the film into 10 second pieces. These are run over and over again until the actor can record it properly both technically and emotionally. Too, with this method, the actor is able to watch his screen counterpart emote, whereas, in the running band system, the recorder only pays attention to the dialogue, and tries to match his to what he hears, which has been proven ineffective. He also reported that films sometimes have to be cut, edited, and reconstructed before they are finally suitable for final dubbing, while preparing a dubbing script takes about six weeks.

Riethof opined that the dubbed film

market permits wider distribution and increased revenue for both the exhibitor and the distributor, and this, of course, is assisted by super advertising and publicity campaigns, which result in better returns. Since the opening of the IFE studios a short time ago, Riethof has supervised the dubbing of such films as "The Pope Of Peace", "Love Nest" (tentative title), "Nobody's Children", and "Girls Of The Piazza", with several others being in the works. It looks as though business is fine for putting words in other peoples' mouths.

OPPORTUNITY DEPT.: A couple of enterprising young gents by the name of Ed Rosenfeld and Edgar Van Bloem, co-managers, Trans-Lux 85th Street, seeing that the play, "Wonderful Town", was such a hit, and since it was based on "My Sister Eileen", asked the home office to book the film of the same name which has been on the shelf quite a while, and then proceeded to make with the promotion routine in first-run fashion. They admitted all sister Eileens in for free, with the first getting two ducats to the show; invited the cast to come up and see the film, and got loads of free space in the papers.

P.S. Biz was great, too, for the run.

THE METROPOLITAN SCENE: Producer Irving Asher recently returned from Ceylon, where he shot location scenes on "Elephant Walk", which will be released by Paramount. Upon leaving, he brought back some tea which he sent over for sipping. One lump or two? . . . Samuel Goldwyn advertising and publicity director Dave Golding is sure we'd be interested in reading Frances Goldwyn's article in the April issue of Woman's Home Companion, "I Love Watching Sam Make Movies," which is interesting and informative, and which liberally plugs "Hans Christian Andersen", and is entertaining as well. . . . Fred Goldberg resigned as assistant publicity director at RKO to assume the position of publicity manager at IFE. Good man. . . . Last week's article in the papers out of Berlin on the man escaping from east to west with his carnival parallels the forthcoming 20-Fox "Man On A Tightrope." It looks almost as if a press agent might have been on hand. . . . Danny Kaye is getting Monday nights off at the Palace. . . . Okeh pressbooks are out on "Bwana Devil", "Call Me Madam", and "Tonight We Sing." . . . Jesse Zunker, movie editor, Cue magazine and a great admirer of cold beer (a private joke), had a pretty embracing article on 3-D activities and systems in the March 7 issue. It was interesting and informative.

THE WINNER: Most everyone at 20th Century-Fox is excited about CinemaScope, the big pix coming through, openings scheduled, etc.

However, Leo Israel, 20th-Fox advertising department, has other things to think about additionally, such as what to do with all the prizes he's won on recent TV shows.

For instance, recently on "What's Your Bid", he received \$9,000 in prizes, and, if the Treasury reads this, we're only kidding.

Last week, on "Here Comes Mr. Jordan", he walked off with some clothes and steak dinners.

U-I makes the Money Makers!

IT'S PLANETARY PANDEMONIUM!!
WHEN BUD AND LOU GO ON A
SPACESHIP SPREE!

They get manhandled by
the sexiest sirens in
outer space..the manless
vixens of Venus!

SO NEW!
SO HILARIOUS!
They'll rock you
right out of this
world with
laughter!

UNIVERSAL-INTERNATIONAL presents
BUD ABBOTT and LOU COSTELLO
GO TO MARS

WITH
MARI BLANCHARD

ROBERT PAIGE HORACE McMAHON and the MISS UNIVERSE CONTEST BEAUTIES

Directed by CHARLES LAMONT • Screenplay by D. D. BEAUCHAMP and JOHN GRANT • Produced by HOWARD CHRISTIE



A CHARLES J. FELDMAN 25th Silver Anniversary Picture

The International Scene

Canada

D-I Construction Keeps At Merry Pace

TORONTO—Construction of drive-ins highlights an optimistic theatre picture in Canada, as the pace quickens with the release of steel controls and the general economic boom in the country, it was learned last week. A number of drive-ins are planned, and more are being constructed, while among the conventional-type of theatres, more are being renovated than constructed.

According to the best figures available, nearly 19 drive-ins are being constructed, and 21 are projected. Planned is a 250-ozoner for the Weyburn, Sask., area under the aegis of Phil Bodnoff and Sam Karby. A permit for the erection of a drive-in in Richmond Hill, on the outskirts of Toronto, has been applied for by Lisha Sarick, veteran Ontario exhibitor. Don Falkner is planning the first ozoner for Tisdale, Sask. Falkner also operates the community's only theatre, the 425-seat Falcon.

Others planned include a 300-car drive-in at the junction of the Nelson-Castlegar and Slocan Highways, British Columbia. It will be built in affiliation with a dance hall, and will incorporate tourist cabins and catering facilities. Part of the Bayside speedway track near Trenton, Ont., has been purchased by Douglas Wark for a drive-in.

Others under way include one near Trail, British Columbia; Port Elmsley, Niagara Falls, St. Catharines, Windsor, and London in Ontario.

On the conventional theatre side, Laurent Poire has opened his 300-seat Elysee, the first in St. Basile in Portneuf County, Quebec. Albert Levesque and Roland Tremblay, who recently opened the Lido, Sturgeon Falls, Ont., have obtained a site in Rockland, Ont., and are starting work on the community's first theatre. It will contain 400 seats, and is named the Cartier.

In the renovation department are the Barnes and Davidson 440-seat Plaza, Tilbury, Ont.; Jack Okert's 350-seat Rex, Merritt, B. C., and M. C. Healy's and F. J. Lunholme's two houses in Swift Current, Sask., the 350-seat Eagle and the 550-seat Lyric.

In Canada's expanding economic boom, a theatre owner in Bathurst, N. B., has become, as one publication has described him, a "new near-millionaire." He is Peter Leger, owner and operator, 470-seat Capitol. The town has become the country's newest boom town because of the discovery of base metal mining possibilities. He staked the land in 1946, and it became his ground when the find was made that started the mad rush into the town's area. Now he has said he has enough money "to not to have to worry about my old age." The cash payment is reported to be nearly \$100,000, and, in addition, he received several hundred



Herbert J. Yates, Republic president, addresses delegates at the international conference of Republic Pictures International in London.

thousand shares in a company whose stock is selling at over \$2 a share. This will be cash to him only if and when he sells the stock. The price hinges on whether the company finds a paying mine.

Canadian Chatter:

A motion picture industry display is being organized for its exhibit rooms in Montreal by Canadian Industries Limited. The CIL presents exhibits based on its products, one of which is raw stock for motion picture photography. A number of industry figures have been consulted for suggestions, among them Bill Lester, Alasdair Fraser, Gordon Sparling, Clare Appel, and Jim Nairn. Motion picture associations have offered their co-operation. These include the Motion Picture Industry Council of Canada, the Association of Motion Picture Producers and Laboratories of Canada, the National Film Board, Quebec Allied Theatrical Industries, and equipment companies, as well as allied industries.

Two Famous Players theatres showed their know-how when it comes to promotion and good public relations work. In Peterborough, the manager of the Paramount, Art Cauley, conducted a model airplane contest. In Winnipeg, Bill Novak, genial manager, Capitol, celebrated the theatre's 32nd anniversary, and garnered free newspaper space and publicity when he invited carriers for one of the newspapers to a party at the theatre. The model airplane contest in Peterborough was run in connection with RKO's "One Minute To Zero", and held over for "Hawks In The Sun." The competition won the approval of the local air cadet squadron, which paraded to the theatre the night of the judging, and helped in the ceremonies. Manager Cauley had the cooperation of several merchants and the local model airplane club. For the Capitol's birthday party, Novak threw a party for 600 Winnipeg Tribune carrier boys, giving them drinks, ice cream, candy, popcorn, and a full show free. He allowed a number of the boys to take over the management and operation of the theatre, resulting in the full cooperation from The Tribune, and a long story and pictures

on its feature page. In addition, he persuaded a number of local merchants to take a cooperative page of advertising congratulating the theatre on the occasion of its birthday.

Sam Lambert, with the J. Arthur Rank Film Distributors (Canada) Limited since 1946, has been appointed sales manager, 16mm. division, it has been announced by Frank H. Fisher, general manager. Lambert joined JARO following his release from the army. He was Winnipeg sales manager at the time of his appointment, and had organized the sales staffs of several western branches.

Concluding a series of entertainment industry Communion breakfasts which have been held in most of the country's major cities, Montreal held its first Communion breakfast. Mass was celebrated at St. Patrick's Church. Chairman of the breakfast was Thomas Cleary, Consolidated Theatres.

Showmen in Canada are to be given an opportunity of winning prizes in an international showmanship competition being sponsored by the J. Arthur Rank Organization for "A Queen Is Crowned." Showmen will have the opportunity of winning six prizes ranging from \$450 to \$30, in addition to first, second, and third prizes of 250 pounds, 150 pounds and 75 pounds, respectively, that go with winning the international competition. An all expense two-week vacation in London will be given those three selected from those chosen in 27 countries as domestic winners by the primary judges. Canada's Primary Judging Panel will be announced shortly, and it, like the international one, will be made up of experts in the public relations sphere and representatives of the motion picture industry.

CLIPS: Seven applications for TV licenses will go before the CBC board of governors. . . . Hye Bossin has been named an honorary member, Canadian Picture Pioneers, for his research and recording of Canadian motion picture industry history. . . . The industry in Toronto is cooperating with the campaign to beautify the city. . . . Irving Siegel, well-known Toronto salesman for UA, was on a jury which witnessed a number of important criminal trials. . . . John J. Fitzgibbons, president and managing director, Famous Players Canadian Corporation, was to receive a Brotherhood Award from a Toronto synagogue. . . . James E. Power, retired exhibitor and formerly Censor Board Chief Inspector and secretary for the province of Nova Scotia, is in Florida after having resigned at the age of 80. . . . Two men bound and gagged the janitor at the Paradise, Vancouver, while their companion attempted vainly to punch open the safe. . . . An announcement of the building of a \$35,000 300-seat theatre for Coaldale, Alberta, did not reveal the name of the operator. . . . Dutch girls in traditional costumes were stationed in all of Regina's theatres recently collecting donations to the Netherlands Flood Relief Fund. . . . John Devers, a member of Odeon's accounting staff in Toronto, passed away. . . . Leonard W. Brockington, president, Odeon, was a guest of honor at a

(Continued on page 21)



IT TAKES 2 TO TANGO!

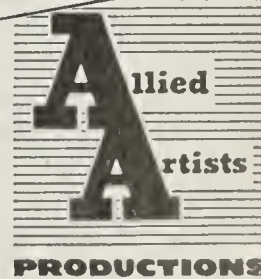
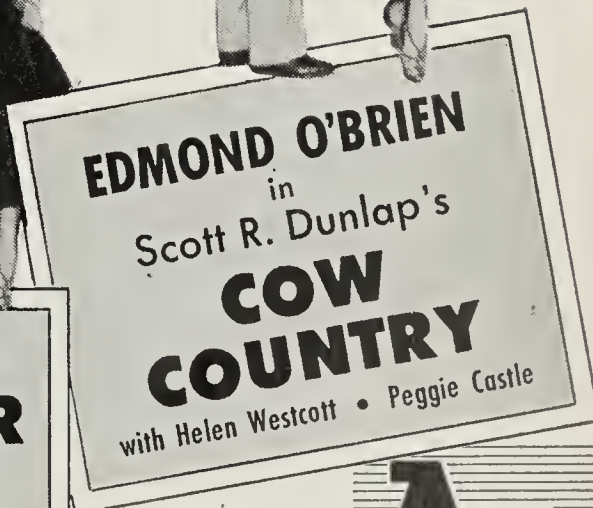
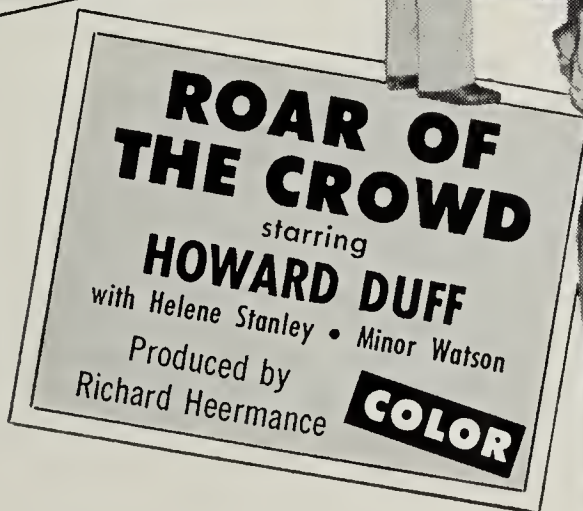
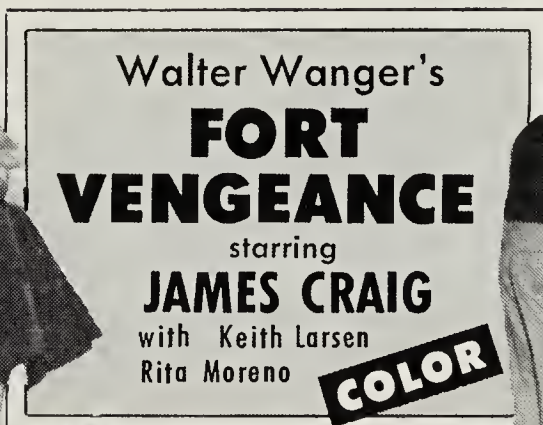
We couldn't have done it without you.

"You" are the 15,000 exhibitors who helped the Allied Artists sales force break all records during our 13-week MOREY "RAZZ" GOLDSTEIN DRIVE.

And the outstanding results on pictures like "Flat Top," "Hiawatha," "Battle Zone" and "Torpedo Alley" are proof that the new Allied Artists has provided showmen with a vital source of boxoffice product.

We're happy to report that newly completed films now on their way to you will maintain this high standard and continue our profitable partnership.

It takes two to tango!



This Was The Week When

UA's New York, Detroit, and Kansas City exchanges took the lead in the fifth week of the second lap of the "Bernie Kranze Drive." . . . Hallmark announced that it will get back into full-scale distribution by midyear, with two roadshow attractions, both in color, ready for release during the last half of 1953. . . . RKO took steps to re-design and modernize its pressbooks, starting with "The Hitch-Hiker", printed on the west coast instead of in New York. . . . 20th-Fox announced that it was arranging for the showing of specially-filmed newsreel clips on the CBS-TV show, "Toast of the Town." . . . Kroger Babb, Hallmark head, revealed that "The Prince Of Peace", including book sales and theatre revenues, had rung up a total gross of over four and a half millions. . . . U-I announced intensified promotion patterns for its 14 pictures in the late spring and summer. . . . Ten Hollywood personalities were set to leave for Korea on April 1 to entertain American forces.

UA revealed that it is releasing "High Noon" and "The African Queen" as a double bill. . . . The 20th-Fox department store tour with paintings from "The Robe" was due to travel to Kansas City and San Francisco following Newark, N. J., and Atlanta. . . . U-I set the world bow of "It Happens Every Thursday" at the second annual "Country Editors Conference" under the auspices of John Lair in Renfro Valley, Ky., on May 7, launching openings in Kentucky, Ohio, and Indiana.

The premiere of "The Girls Of Pleasure Island" was held in Seoul, Korea, with Don Taylor, Audrey Dalton, Joan Elan, Richard Shannon, and Kathryn Grandstaff on hand to give the Paramount show a sendoff. . . . Walt Disney received the Hollywood Foreign Correspondents Association's distinguished Cecil B. DeMille Award for 1952. . . . Dorothy Lamour accepted the motion picture chairmanship of "National Sunday School Week", April 13-19. . . . U-I extended the tour of its Indians in connection with "Seminole", to cover the north and midwest.

Miss Adele Weiss, treasurer, IFE, went on tour of the company's division offices to inaugurate a uniform system of reports and records. . . . 20th-Fox announced the world premiere of "Titanic" at the Norfolk, Va., Navy Base, on April 11 and 12. . . . President James R. Grainger, RKO, and other top executives met with the company's division and district managers at a sales meeting at the Blackstone Hotel, Chicago.

Small Business Group Hears Distributors

NEW YORK—The position of distributors in arbitration efforts for the industry was explained to the Senate Small Business Committee at a meeting last week between Charles Noone, committee attorney, and the legal heads of three major companies. Austin Keough, Paramount; Adolph Schimel, U-I, and Robert Perkins, Warners, all of whom were active in drafting the distributors' arbitration proposals, repeated the companies' stand against the arbitration of film rentals, and explained the increased costs of operations.

They told Noone they were disappointed that an arbitration plan had not materialized, and gave him a breakdown on economies and retrenchments which the companies have been trying to effect because of high production costs and the increased expenses in delivering their pictures to the market. Despite high costs, the lawyers told Noone, exhibitors expect to get pictures for less, and this was termed an economic impossibility. They also described the competition among distributors. Noone wanted confirmation from distributors on some aspects of the controversy.

A spokesman for the distributors, asked if the committee could recommend arbitration for the industry, replied that the committee could do anything it wanted.

Pioneers Offer Assistance

NEW YORK—Harry Takiff, Columbia, secretary-treasurer, Foundation of Motion Picture Pioneers, last fortnight advised film company representatives of efforts to aid those in the industry deserving and in need of assistance.

Taylor Wins "Snows" Contest

NEW YORK—For having performed the best job of retail cooperative tie-in advertising in connection with 20th-Fox's "The Snows Of Kilimanjaro", Charles B. Taylor, director of advertising and publicity, Center, Buffalo, is first prize winner in the American Weekly \$1000 showmanship contest, it was announced last week.

The first prize, \$500, is followed by five runner-up awards of \$100 each, won by Gerald L. Atkin, former advertising and publicity manager, Warner Brothers Circuit Management Corporation, Albany; Mrs. P. M. Thomas, Parker, Parkersburg, W. Va.; Tony Masella, manager, Loew's Poli Palace, Meriden, Conn.; Morris Rosenthal, manager, Loew's Poli, New Haven, and Lou Cohen and Norm Levinson, Loew's Poli, Hartford, Conn.

Assisting Taylor in the preparation of the winning campaign was Leon Serin, manager, Center, with overall supervision from Arthur Krolick, division manager, United Paramount Theatres Circuit.

Nace Expanding TV Interests

PHOENIX, ARIZ.—It was disclosed last week that plans are underway to form a closed circuit theatre TV network encompassing 38 theatres in the Harry L. Nace, Inc., Circuit of Arizona. Plans were also announced for KTYL-TV, for which approval was gained by Harry L. Nace, Sr., president; Harry L. Nace, Jr., general manager, and their radio-TV associate, Dwight Harkins.

E. W. Huff, Jr., Mourned

NEW YORK—Edmund N. Huff, Jr., professionally known as Theodore Huff, author, lecturer, and one of America's foremost film historians, died suddenly last week in Farmingdale, L. I. He was 47.



Raymond M. Wild, 38, president, Colosseum of Motion Picture Salesmen, has been affiliated with RKO since 1946, first in Cleveland and now as a salesman with the Dallas exchange. Wild, who served five years in the air force and retired as a captain, lives in Dallas with his wife and son.

Technicolor Offers Wider Facilities

HOLLYWOOD—Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, announced last week that the company has installed additional color developing and printing equipment so that it can now offer a wider variety of services, including processing of single strip color negatives such as Eastman color, Ansco color, and others.

Customers may employ Technicolor's three strip process, the Eastman, Ansco, or other single strip color negatives, have Technicolor develop the negative, and will be offered a free choice among the various processes, either in negative or positive. Print services offered include Technicolor's dye transfer method or the direct positive type prints on Eastman, Ansco, or other color stock. Any savings made possible by the use of a single strip color negative in a black and white camera are available to producers as part of the Technicolor process, whether the producer or Technicolor develops the negative.

No matter which type of photography is employed, the producer may have his release prints filled with standard dye transfer prints, which Technicolor feels excell in quality and price, if his order is for the usual large number of prints required for feature length productions.

Technicolor is now able to serve producers in flat screen, 3-D, Cinerama, and CinemaScope, with all of which they are now working.

Partmar Asks Reversal

WASHINGTON—Partmar Corporation and Fanchon and Marco, Inc., last week asked the U. S. Supreme Court to reverse a U. S. Circuit Court of Appeals decision which threw out Partmar damage claims against Paramount Theatres and Paramount Pictures, Inc.

This case continues a litigation between Partmar and Paramount over a Los Angeles house leased from Paramount by Partmar. In May, 1947, Paramount brought suit to evict Partmar. As part of its defense, Partmar entered counter-claims for treble damages, charging that Paramount had, as landlord and as part of an illegal monopoly, forced the lessee to pay excessive rentals and license fees for pictures.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Yucca Flats, Nevada: Atomic tests. New York City: Seton Hall tops St. John's for basketball title.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 24) Italy: Queen Narriman leaves Farouk. New York City: West Berlin's Mayor Reuter arrives. Princeton, N. J.: Einstein's 74th birthday. Putlos Ranges (near Baltic Sea): Canadian troops in war games. Hollywood: Look magazine honors Richard Burton and Marilyn Monroe.

NEWS OF THE DAY (Vol. XXIV, No. 258) Czechoslovakia: Dictator Gottwald dies. Italy: Queen Narriman leaves Farouk. New York City: Yeshiva University names new medical college for Einstein. New York City: West Berlin's Mayor Reuter arrives. Washington, D. C.: President Eisenhower presents Medal of Honor to Korea hero Corporal Dewey.

PARAMOUNT NEWS (No. 61) New York City: West Berlin's Mayor Reuter arrives. Germany: Refugees continue to pour into West Berlin. New York City: Yeshiva University names new medical college for Einstein. Washington, D. C.: Presidential grandchildren at White House. Washington, D. C.: President Eisenhower presents Medal of Honor to Korea hero, Corporal Dewey, Florida: Motorcycle marathon.

WARNER PATHE NEWS (Vol. 24, No. 63) Germany: Refugees continue to pour into West Berlin.

TELENEWS DIGEST (Vol. 7, No. 12-A) Yucca Flats, Nevada: Atomic tests. New York City: West Berlin's Mayor Reuter arrives. New York City: Yeshiva University names new medical college for Einstein. France: Douglas Dillon, new ambassador, presents credentials. Basketball: Indiana defeats Notre Dame, 79-66.

MOVIETONE NEWS (Vol. 36, No. 23) West Germany: Czech MIGs shoot down American plane. Denmark: Polish pilot lands MIG in Bornholm. Korea: American fliers down MIGs. New York City: Lodge says USSR has lost world respect. West Germany: Berlin airlift aids refugees. Italy: Students fight Rome Reds. Hollywood: "Call Me Madam" premiere.

NEWS OF THE DAY (Vol. XXIV, No. 257) West Germany: Czech MIGs shoot down American plane. Korea: American fliers down MIGs. Washington, D. C.: Mme. Chiang Kai-shek at White House. Washington, D. C.: Mrs. Eisenhower's first press conference. Washington, D. C.: Senate probes hear ex-Red teacher. Italy: Easter fashion preview. France: Paris wrestling match.

PARAMOUNT NEWS (No. 60) Washington: Senators probe ammo shortage. New York City: Trygve Lie attacks Soviet pressure. Washington, D. C.: Mrs. Eisenhower's first press conference. Germany: Mayor of West Berlin presents refugee aid. France: Paris fashions for evening. Italy: Students fight Rome Reds.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 47) West Germany: Czech MIGs shoot down American plane. Korea: American fliers down MIGs. Canada: Ice breaking in the St. Lawrence. Seattle: First model bird. Italy: Easter fashion preview. Austria: Ski jump sets new



Director George Woodford, left, and Bob Grover, right, president, Los Angeles Junior Chamber of Commerce, recently met with motion picture pioneer Harry M. Warner, Warners' president, to discuss plans for the organization's 30th annual banquet, at which Warner was principal speaker.

world mark.

WARNER PATHE NEWS (Vol. 24, No. 62) West Germany: Czech MIGs shoot down American plane. Korea: American fliers down MIGs. Washington: Senators probe ammo shortage in Korea. New York City: Lodge says USSR has lost world respect. Washington, D. C.: Mrs. Eisenhower's first press conference. Seattle: First model bird. Italy: Easter fashion preview.

TELENEWS DIGEST (Vol. 7, No. 11-B) Hawaii: Stevenson on world tour. New York City: Income Tax deadline. Holland: New dikes near completion. Italy: Easter fashion preview. France: Operation SHAPE in Paris. St. Petersburg, Fla.: Granddad baseball.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

WB

"The System"—Crime meller will fit into the duallers.

U-I

"Abbott And Costello Go To Mars"—Comedy team has the usual appeal.

MGM

"Lili"—High rating for the metropolitan and class spots.

COLUMBIA

"Problem Girls"—For the lower half. "Salome"—Biblical spectacle should ride into the better money.

"The Glass Wall"—Suspensive meller.

"Jack McCall, Desperado"—Usual outdoor film.

UA

"Son Of The Renegade"—Standard outdoor show.

RKO

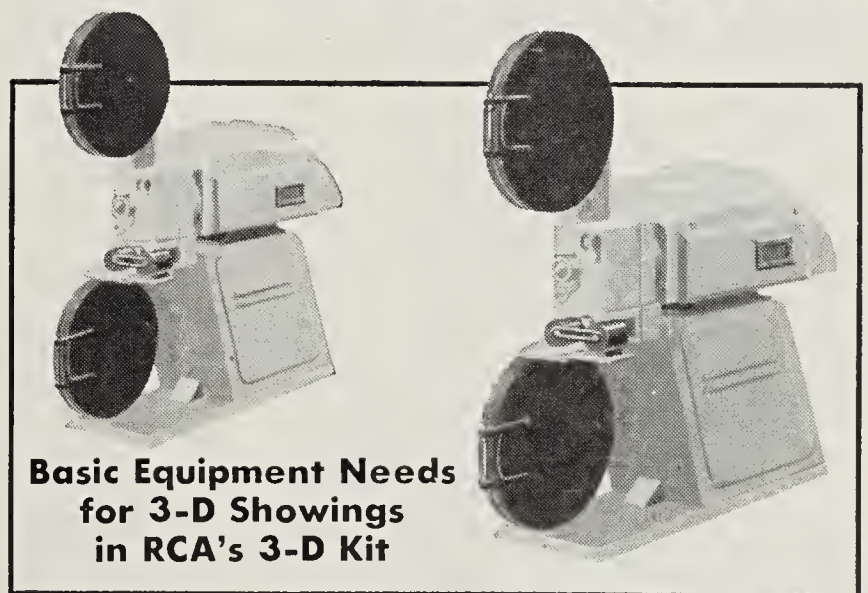
"The Big Frame"—Import for the lower half.

"Split Second"—Suspensive meller.

VC Milk Train Dropped

NEW YORK—Because of complications which have arisen, following a conference with International Chief Barker Jack Beresin, and Max Gomez, Mexico City, William S. Koster, general chairman, announced last week that it was decided it would be impractical to carry through with the proposed plan of the Variety Clubs International Good Will Milk Train.

FAST 3-D CONVERSION



Basic Equipment Needs for 3-D Showings in RCA's 3-D Kit

Now, in a single, low-cost, quick-conversion kit, RCA supplies everything you need for easy conversion to three-dimension films. These few simple items equip your present projectors to handle all 3-D systems now in production:

1. Two selsyn motors, the most dependable interlocking method—(with mounting plates).
2. Silent chain and sprockets for connecting motors.
3. Blowers for port filters.
4. Upper and lower 5500-foot film magazines.

Ask your RCA Dealer about RCA's 3-D Kit—and—for flawless 3-D presentations—ask him about RCA's seamless silver screen.



THEATRE EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

What's New In 3-D . . .

Top level preparations for the mid-April openings of Warners' 3-D and WarnerPhonic "House Of Wax" in Interstate Circuit, Texas theatres were launched with the arrival in Burbank, Cal., of James Skinner, chief engineer for Interstate. Skinner is spending 10 days at the studio in conference with William Mueller, head, Warners' sound department, and other studio technicians studying all phases of projection and sound.

Sol Lesser announced the formation of Roadshow Attractions, a distribution organization to handle releases of a number of special films. The new organization will be headquartered in Los Angeles with Jack Thomas as general manager. Regional offices have been set up in Chicago, New York, and Dallas, with Max Roth, Seymour Poe, and Herman Beiersdorf as respective sales heads. Set for distribution by the new company are Stereo Techniques 3-D films, currently in release: "The Life Of Jesus" and "The Firebird." The outfit will also handle distribution of polarized glasses, special screens, and projection machines interlocking device necessary to showing of 3-D films.

Matthew Fox announced the appointment of the Monroe Greenthal Company to handle the national advertising of the 3-D division of Commerce International Company, Inc., 655 Madison Avenue, New York City, for adjustable Polalite 3-D glasses for use in theatres. The glasses will be distributed through the affiliated offices of National Film Service. The representatives of National Film Service in 33 cities are now taking immediate orders for May 15 delivery of the 3-D expendable glasses. Bob Ritchie, Commerce International Company, is acting as coordinator of the 3-D division in its theatre owner relationships. The Polalite glasses have new fabric covered earpieces which permit form-fitting adjustment for men, women, and children. Production facilities have been set up to take care of all of the industry requirements.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, and Jerry Pickman, vice-president in charge of advertising, publicity, and exploitation, came to Hollywood for discussions at the studio with Y. Frank Freeman, Paramount vice-president in charge of studio operations, and to look at new Paramount product, including "Sangaree", the first 3-D motion picture to be made in Technicolor, which will be released in May.

John Norling, president, Loucks and Norling Studios, and chairman, stereo committee, Society of Motion Picture and Television Engineers, stated that the size of the screen is important to the successful showing of 3-D films in a paper pre-



Colonel Frank E. Cahill, Jr., formerly of the Warner Brothers Circuit Management Corporation, was recently named coordinator of technical activities for Warner Brothers Pictures, Inc.

sented at a meeting of the Atlantic Coast section of the SMPTE. Norling said, "There is a direct relationship between the size of the screen upon which the stereoscopic picture is to be projected and the way the stereo picture is photographed. It is of the greatest importance that the size of the screen be known in advance when taking stereo pictures." He urged exhibitors to see picture on their own screen, and not be satisfied with what is seen on a 10-foot wide screen in a private screening room. Stereo effects that come over quite well on the smaller screen may be lost or result in severe eyestrain when projected on the larger theatre screen. Norling emphasized that cameramen shooting 3-D pictures should figure on the size of the theatre screen. If they base their calculations on a 28 foot screen, he stated that their stereoscopic effects should come over quite well on all standard theatre screens, which vary from 18 to 25 feet in width. According to Norling, the stereo camera interaxial distance, meaning the distance between the two lenses, has a distinct bearing on the amount of eyestrain present in stereo pictures.

Paramount revealed that its 300-seat studio theatre on the coast is being converted to a proving ground for the various methods of projection now being tried by the industry. The room will be equipped for all the stereoscopic and wide screen methods, and will incorporate sound innovations. A special 36 by 18 feet concave plastic screen is being constructed in England, and will be installed in the preview room. The screen is designed to combine peripheral and stereo vision. Work is being supervised by Loren L. Ryder, and is due to be completed next month. The screen will accommodate all conventional and foreseeable projection methods, and will be equipped with a variable curtain to provide instant changes in screen size. Paramount is also testing new lenses, light sources, and sound equipment.

L. D. Netter, Jr., general sales manager, Altec, left for the coast to discuss future stereophonic sound deliveries and activity with Altec officials. He stopped in Detroit to discuss first-run stereophonic sound with Harold Brown, president, United Detroit, and with M. F. Gowthorpe, president, Butterfield Theatres. Netter also stopped in Chicago to discuss the multiple

track sound system installation with Balaban and Katz.

Altec accepted additional contracts for the installation of 3-D equipment and stereophonic sound in Paramount and Stanley Warner houses for "House Of Wax," but, because of a shortage of some equipment, the company will not guarantee fulfillment of future orders. There exists a shortage of magnetic heads and interlock motors. The equipment shortage will not delay openings of "House Of Wax" in some theatres, since Warners will have two types of prints, stereophonic and regular. Altec has also contracted to install the stereophonic sound in Darryl Zanuck's preview room at the 20th-Fox studios and the preview theatres at the company home office. Latest theatres contracting for installation are Paramount's Chicago, Chicago; Mastbaum, Philadelphia; Stanley, Pittsburgh, and Warner, Washington. Previous deals were made for the Paramount, Hollywood; Paramount, Los Angeles; Fox, St. Louis, and Paramount, New York.

Arthur B. Krim, United Artists president, and producer Victor Saville announced that Mickey Spillane's "I, The Jury," which UA will distribute, will be produced in the Dunning 3-D system. The pact for "I, The Jury", was concluded by Saville and Nat Levine, licensing agent for the Dunning third-dimension process. . . . First three pictures to go into production at RKO since the return of control to Howard Hughes and the election of James R. Grainger to the presidency will be shot in 3-D, "Second Chance", "Arizona Outpost", and "Son Of Sinbad", all of which are in color.

Republic Salaries Revealed

NEW YORK—A proxy statement issued last week in connection with the April 7 meeting of Republic stockholders revealed that company directors and officers whose salaries in the year ended on Oct. 25 exceeded \$25,000 were paid a total of \$427,878. Individual amounts received included: Herbert J. Yates, president, \$175,280, including \$100,000 accrued remuneration for the year, payment of which is deferred under the Oct. 19, 1950 employment pact; Richard W. Altschuler, director and president, Republic International, \$36,615, and James R. Grainger who recently resigned as executive vice-president to accept the presidency of RKO, \$91,245.

Republic securities owned by the five directors to be proposed for reelection was as follows on Feb. 2: Arthur Miller, 200 common, \$1,000 debentures; Harry C. Mills, \$38,000 debentures; John J. O'Donnell, eight common; Leon A. Swirbul, 500 common, and Walter L. Titus, Jr., 2740 common and 100 preferred.

Kahn-Jackter

NEW YORK—Miss Minna Jackter, daughter of Mr. and Mrs. Rube Jackter, was married last week to Leonard Kahn, son of Mr. and Mrs. Otto Kahn. The wedding took place at Temple Israel with Rabbi William Rosenblum officiating, followed by a reception at the Waldorf-Astoria Hotel. The bride's father is assistant general sales manager, Columbia Pictures Corporation.

PEOPLE

NEW YORK—Arnold M. Picker, vice-president, United Artists, in charge of foreign distribution, announced last week a series of merit promotions and key appointments involving the company's operations in continental Europe, Latin America, and South Africa. Sam Bekeris, South American supervisor, has been named supervisor for all the Latin-American countries, and will transfer his headquarters from Buenos Aires to Mexico City. Alfred Katz, formerly Caribbean supervisor, has been promoted to the home office foreign executive staff. George Kallman, formerly special representative in Mexico, has been appointed manager in Panama, succeeding Paul Wir, resigned. Eric Pleskow, manager in South Africa, has been named special representative in Germany, replacing Herbert Horn, resigned. Pleskow will be stationed in Frankfurt, and will serve as the company's liaison with Constantin Films, distributor in Germany. Leonard Pearlman, formerly manager in Trinidad, has been appointed manager in South Africa. Pearlman's successor in Trinidad is Ted Rysfeld, who previously served as RKO's manager in Poland. Daniel Frankel is manager in Belgium, succeeding Albert Steinhardt, resigned.

NEW YORK—Colonel Frank E. Cahill, Jr., formerly of the Warner Brothers Circuit Management Corporation, has been named coordinator of technical activities for Warner Brothers Pictures, Inc., effective immediately, it was announced last week. Colonel Cahill, a well-known motion picture engineer, first became associated with motion pictures in 1925 when he joined First National Pictures as assistant to the vice-president and treasurer. Colonel Cahill is the financial vice-president, Society of Motion Picture Engineers, and is a member of the Motion Picture Pioneers. He is also associated with the Armed Forces Communication Association, the Military Order of the World Wars, and is a member of the American Legion.

NEW YORK—IFE Releasing Corporation last week made two executive personnel changes in its advertising-publicity, exploitation functions. Bernard Lewis, publicity and promotion manager, has been named to head a new operation to coordinate IFE's long-range production and personality publicity in Rome with IFE's publicity operations in this country, and will also be manager of the expanded exploitation and exhibitor-relations activities. At the same time, Rosenfield announced the appointment of Fred Goldberg as publicity manager.

HOLLYWOOD—Bill Hendricks was last week appointed by Alex Evelove as assistant publicity director for Warner Studios. At the studio for the past five years as chief exploitation man, Hendricks was with Warner Theatres in the south, mid-west, and on the Pacific Coast for 19 years before his transfer to the studio. Stepping up into Hendricks' former exploitation spot is John G. McManus, former district manager and publicity manager, Warners Pacific Coast theatres.

NEW YORK—John H. Hartley, recently resigned as cashier and trust officer of the National Mahaiwe Bank, Great Barrington, Mass., has been elected treasurer, Cinerama, Inc., and will assume his new post on April 18, it was learned last week.

WASHINGTON, D. C.—George Curti last week resigned from the teaching staff of the army's officers school at Monterey, Cal., to become international foreign sales manager for Hallmark Productions, Inc.

HOLLYWOOD—Sam Weiner, veteran picture salesman, last week accepted a sales position with Hallmark Productions, Inc., and will travel 12 states.

International News

(Continued from page 16)

dinner-dance given by the St. David's Society, Montreal. . . . Crawley completed "Sinews Of Industry," a 20-minute documentary in color. . . . Expulsion proceedings have been ordered by the Quebec Superior Court against P. Cardinal's Roxy, Montreal, which had been fighting an eviction order ever since the city expropriated the property.

—HARRY ALLEN, JR.

Japan

In Tokyo, the Finance Ministry, as a result of representations made by Irving Maas, who arrived on assignment from Eric A. Johnston, MPAA president, agreed to advance 24 import permits to major American companies against the implementation of the new fiscal year quota. The government was originally prepared

to grant only 14 permits. The new quota year starts on April 1, and, while the number of permits granted is expected to remain at 215, the government plans to withhold 10, to be allotted to "superior films." Of the 24 permits, two will go to each of the 10 member companies of the association, with the remaining four going to U-I, UA, Allied Artists, and Republic, losers when lots were drawn in New York to divide the remaining six permits on the expiring quota.

Brazil

In Rio De Janeiro, Brazilian theatres were authorized by the Ministry of Justice to exhibit foreign newsreels and short subjects in an order to the censor department pending an investigation of the law which bars American footage unless American distributors buy Brazilian newsreels to the equivalent of 10 per cent of United States films shown in Brazil.

White-Frank

NEW YORK—Mr. and Mrs. Chester White last week announced the engagement of their daughter, Miss Suzanne Marie White, to Edwin H. Frank, Jr., son of Mr. and Mrs. Edwin H. Frank. The wedding will take place in June.

Miss White is secretary to John H. Mitchell, vice-president and general sales manager, Screen Gems, producer and distributor of television film programs. The prospective bride was formerly employed at United Artists, where she worked with Robert Hilton, head, print department, and the late Stephen W. McGrath, sales department.

6,000
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161 Sixth Ave., New York 13, N. Y.

"U-I Watching 3-D Closely," Rackmil

NEW YORK—Milton R. Rackmil, U-I president, last week told stockholders that it is questionable whether 3-D will continue to draw at the boxoffice or is merely a passing fancy, and that U-I believes the public will not accept the continued wearing of stereo viewers in theatres.

Rackmil revealed that the company has been experimenting with its own stereo process for some time. He emphasized that the company was not gambling with 3-D, however, since its first 3-D feature had also been made for conventional projection.

The president also declared that although it is too early to chart the movement of the 3-D situation, he believes "something great" will come out of the developments, and that possibly the industry will rise to new heights during the three-dimensional era. Eventually, he said, someone will come up with a method to add depth to flat pictures.

Rackmil said the cost of producing 3-D films is slightly greater than that of flat films. Alfred E. Daff, executive vice-president, reminded the group that distribution costs of 3-D, involving two prints for each production, will be greater.

The stockholders were assured that U-I would watch all developments closely. Rackmil reminded that a group of eastern executives were conferring on the coast with studio heads to determine future policy on 3-D and other developments.

Asked by stockholders about dividend policies, he said the company had to maintain a strong cash position to be ready for any changeover to 3-D, and as a reserve in the face of mounting anti-trust actions filed by theatre owners. U-I is a defendant in anti-trust actions, with damages claims totalling \$180,000,000.

Company officers made the following points: Advertising expenditures in 1952 aggregated \$2,188,000 compared to \$2,018,000 in 1951; Rackmil's salary is \$80,000 a year; there are no plans to merge with Decca Records, which holds controlling interest in U-I; the company received from the government an adjusted formula for figuring its excess profits tax, but believes it should have gotten a better break; U-I will not sell any part of its picture backlog to television, since it believes its future is in dealing with theatres, and the company has stopped the production of TV films, believing the economics of such production are not favorable.

Rackmil stated that U-I's business volume in the first 1952-53 quarter was ahead of the same period last year.

Directors reelected were N. J. Blumberg, Daff, Preston Davie, Albert A. Garthwaite, Leon Goldberg, R. W. Lea, John J. O'Connor, Rackmil, Budd Rogers, and Daniel M. Sheaffer.

Company officers reelected are Blumberg, chairman; Rackmil, president; Goldberg, vice-president and treasurer; Daff, executive vice-president; David A. Lipton, Edward Muhl, and O'Connor, vice-presidents; Adolph Schimel, vice-president, secretary, and general counsel; Daniel F. Walsh, comptroller, assistant treasurer and assistant secretary; George Douglas, assistant treasurer, and Morris Davis, Percy Guth, and A. Petti, assistant secretaries.

Patrons Poll Chooses Best Picture, Stars

CANTON, O.—The results on the National Movie Poll, conducted only locally this year and conceived by Ralph Russell, manager, Palace, who hopes it will become national next year, were announced last fortnight. Doris Day, John Wayne, and "High Noon" were the favorites. The directors of the poll said interest expressed in the large number of votes cast at theatres virtually assures success of the project on a much broader scale.

Russell is chairman of the executive committee of the National Movie Poll, and members are Harry Klotz, manager, Loew's; Ted Hooper, manager, Ohio; Nick Condello, manager, Park; Jerome Reinhart, manager, Mozart; Joe Calla, manager, Strand, and Sam and Bill Shaheen, managers, South. The Canton Repository gave a two-column front page story to the announcement of winners.

Drive-In Meeting On In Milwaukee

MILWAUKEE—The three-day national drive-in convention, held in conjunction with the annual convention of Allied of Wisconsin, began yesterday (March 24) with a full calendar of activities and will end with an all-industry banquet.

The meetings began with an inspection of exhibits followed by a luncheon for exhibitors and their wives. Sig Goldberg, Wisconsin Allied president, presided at a business meeting, after which exhibitors held group discussions. Floyd Albert led the small town group, John Schuyler headed the large town discussions, Arnold Brumm led the subsequent run group, and Ben Marcus was in charge of the drive-in session. A cocktail party, scheduled for each of the three nights, closed the session.

Scheduled for the second day were a state business meeting, a stag luncheon for exhibitors and a ladies' luncheon for their wives, following which the ladies attended a matinee of "Top Banana" at the Wisconsin while their husbands spent the afternoon at a full session.

Speakers were Abram F. Myers, Wilbur Snaper, Marcus, Colonel H. Cole, and Herbert Barnett.

The final day's activities will include a state business meeting and a full convention session, to be followed by the final banquet.

Speakers at the business session will be S. J. Pappas, concessions; Elmer Brennan, advertising and exploitation, and Henry Tollette.

BIR Report Shows Less Gross

WASHINGTON—Bureau of Internal Revenue reports of admission tax receipts between February, 1952, and January, 1953, reflecting business done by theatres during 1952, last week indicated that the year's theatre gross was \$1,170,000,000. Since theatres are credited with 75 per cent of collections, tax receipts from this source are estimated at \$234,001,168. According to this, motion picture receipts last year decreased \$108,000,000, .084 per cent behind 1950, when the gross was estimated at \$1,278,000,000.

Coin Box Total Reaches \$25,210.43

NEW YORK—Joseph A. Vogel, chairman, coin collection box project, Will Rogers Memorial Hospital Fund, disclosed last week that the 3,700 cooperating theatres, representing circuits and individual theatres, had collected and sent into the Hospital Fund \$25,210.43.

The 113 circuits cooperating, 2,866 theatres throughout the country, realized \$20,222.17, while 840 independent and individual theatres also cooperating have taken in \$4,988.26.

Any theatre can join in this most worthy effort, and secure a display and coin box from National Screen Service.

An exchange area report of total money collected follows:

Exchange Area	Number of Theatres Cooperating	Total
Albany	64	\$ 268.85
Atlanta	176	320.00
Florida	85	642.82
Philadelphia	304	2,093.65
Washington, D. C.	221	1,164.82
Seattle	22	108.57
Portland	34	107.24
Boston	354	1,639.02
Buffalo	120	949.97
Charlotte	172	56.18
Chicago	129	571.72
Cincinnati	172	613.44
Cleveland	125	709.54
Dallas	203	829.26
Denver	5	2.86
Des Moines	37	196.45
Detroit	50	1,131.40
Indianapolis	85	353.21
Kansas City	171	574.75
Los Angeles	20	15.85
Memphis	84	147.50
Milwaukee	27	316.49
Minneapolis	3
New Haven	85	500.06
New Orleans	40	374.20
New York City	508	9,703.59
Oklahoma	7	25.21
Omaha	17	30.29
Pittsburgh	96	899.91
St. Louis	118	402.20
Salt Lake City	12	161.95
San Francisco	161	299.43
Totals	3,707	\$25,210.43

New Norwegian Pact Set

NEW YORK—Eric Johnston, president, Motion Picture Export Association of America, announced last week that an agreement in principle has been reached with the exhibitor organization of Norway to increase rentals of American films by 33 1/3 per cent.

Rentals on American motion pictures will be increased from 30 per cent to 40 per cent of theatre receipts. The new pact also provides for special price negotiations on a total of five "super" pictures annually.

The new pact covers conventional-depth films only.

U-I Financing Revealed

WASHINGTON—A report filed last week with the Securities and Exchange Commission states that U-I on Feb. 16 borrowed an additional \$500,000 under its loan agreement with the First National Bank of Boston and the Guarantee Trust Company of New York. U-I's United World subsidiary has repaid \$125,000 borrowed under the agreement, leaving a difference of \$375,000.

NEWS OF THE

Territory

BRANCHES

Atlanta

An official of the State Department of Education admitted that a film branded by Macon, Ga., Police Chief Ben T. Watkins as "vulgar and obscene" has been "floating around" the department's audio-visual library here. Garland Bagley, director, audio-visual department, for the state, said the film which Macon police confiscated in the possession of an education department employee was released by "one of the boys" of the Atlanta library staff. Bagley said E. T. Gravitt, an employee as a booker since 1950, submitted his resignation. Chief Watkins said that Gravitt was charged with showing the film titled "An Answer to a Maiden's Prayer" in his office in Macon.

Notes from Toddy—Vivian Payne is the new secretary to the president, and Hudson Howell was added to the booking department.

Bailey Theatres closed two Negro theatres, the Lincoln and Harlem. . . . Marjorie Graves resigned from the Atlanta booking office of Martin Theatres to be a bride. Mrs. Martha Webster replaces her in the booking department.

A daughter was born to the wife of Mel Haber, manager, Mircale, Coral Gables, Fla. . . . In booking were: John Rodney, Bama, Alexander City, Ala.; E. F. Ingram, Ashland, Ashland, Ala.; Louis Worthington, Auto Movies Drive-In, Bessemer, Ala.; Dick Kennedy, Alabama; Mr. and Mrs. Floyd Tate, Tate, Boaz, Ala.; Charles Adams, Memorial, Atlanta; Alpha Fowler, Alpha, Douglasville, Ga.; R. H. Dunn, Camilla, Camilla, Ga.; G. W. Weeks, Carver, Decatur, Ga.; N. C. Robinson, New, Jackson, Ga., and Nat Hancock, Joy, Jefferson, Ga.

Charlotte

Two theatre owners, H. B. Meiselman and Morris Nuger, were indicted by a Federal grand jury for attempted income tax evasion. Meiselman was charged with attempted evasion of \$30,280.53, and Nuger and his wife with \$14,033.70. Meiselman operates the local Center and Fox as well as other houses in the Carolinas. Nuger owns the Grand, a Negro house.

The search for Worth Stewart, Charlotte theatre circuit owner who disappeared after leaving Jacksonville, Fla., in his plane, was discontinued.

Mr. and Mrs. James Olin Mock announced the engagement of their daughter, Katherine Lucille, to Joseph Henry Dillon, III, son of Mr. and Mrs. Joseph Henry Dillon, Jr. Mock is with 20th-Fox, and Dillon is the Republic branch manager. . . . Mrs. Willis D. Gause has taken over operation of the Plaza Drive-In, Tabor City, N. C., formerly owned

Exhibitors Cautious
On 3-D Installations

NEW ORLEANS—One of the largest crowds of members and non-members gathered at the Jung Hotel for the Allied Theatre Owners of Gulf States board meeting with President Abe Berenson presiding.

They came from Louisiana, Mississippi, Florida, and Alabama to hear National Theatre Supply laboratory engineer John Sims and the company's local manager, Tom Neely, Sr., and Altec's local representative, W. Y. DeJarnette, discuss 3-D and large screen television, cost of equipment and installations.

Many of exhibitors present said that to meet competition they are eager to have their theatres put in condition for 3-D showing, but not until a specific estimate as to cost has been made of their respective theatres.

Others are willing to wait until a single universal system has been adopted. Very little thought was given to theatre television. However, a few remarked that the current cost of operation is still prohibitive.

Before concluding, Berenson announced that the national spring board meet will be held in Milwaukee, on March 27-28, preceded by the national drive-in and annual convention of Allied Theatre Owners of Wisconsin, at the Schroeder Hotel.

and operated by D. N. Gore. Queen City Booking Service will handle buying and booking. . . . Thomas Lewey, Burlington, N. C., is home after spending several months at Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . The Norlina Drive-In, Norlina, N. C., and Kenly Drive-In, Kenly, N. C., will open on April 1. Queen City Booking Service will handle buying and booking.

Mr. and Mrs. Earnest House, Marion and House, Marion, N. C., moved into their new home. . . . Watt Parker, Lyric, Gastonia, N. C., and Gloria and Broadway, Myrtle Beach, S. C., is home after several days in the hospital. . . . R. P. Rosser, former owner, Temple, Sanford, N. C., was a recent visitor. Also around were: Mrs. Florence Tarleton, Orangeburg Drive-In, Orangeburg, S. C.; C. A. Turnage, Reita, Washington, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; Frank "Satan" Bruton, Towne, Burlington, N. C.; Ray Sanford, Sunset Drive-In, Jackson, S. C.; Mrs. Kathleen Dobson, Williston, S. C.; Bea Black, Pilot, Pilot Mountain, N. C.; V. H. Freeman, Scenic, Newland, N. C., and Mr. and Mrs. E. M. Mobley, Towne, Edgefield, S. C.

Memphis

Cecil E. Vogel, manager, Loew's Palace, on Friday the 13th showed Brandon's Spook Show. . . . Charlton Heston, in "The President's Lady," made a personal appearance on the Strand stage. He arrived with his wife, actress Lydia Clarke. In addition, he was in the book department of a department store to autograph copies.

Frank Westmore, U-I make-up artist, was in on behalf of "City Beneath the Sea," Loew's Palace.

A gala ceremony for U-I's "Seminole" was staged in Jackson, Miss. Chief Curtis Osceola, great-great grandson of the original chief, Osceola, made a peace pact with Secretary of State Heber Ladner, the first treaty between any state and the Indian tribe.

COLONIAL—Arthur Greenblatt, general sales manager, Lippert, was in.

MONOGRAM—Shirley Fast, secretary to branch manager Bailey Prichard, spent the weekend in St. Louis visiting her ill mother.

Joye Wright visited at the home of her parents, in Marvell, Ark. She is cashier at Monogram. . . . Ham-Kirk Booking Agency is now booking for R. A. Wilson and his theatres in Dewitt and Gillett, Ark.

Carl Christian will celebrate 50 years in show business with a big opening of his newly remodeled Cozy, Tuckerman, Ark., on April 2. . . . State Representative E. C. Fleeman, Ritz, Manila, Ark., was in the office booking. He spent several busy weeks during the recent session of the Arkansas legislature, and had to catch up with his booking.

20TH CENTURY-FOX NOTES—Visitors were: ARKANSAS — W. P. Dowling, Palace, Greenwood; Gordon Hutchins, State, Corning; Robert Bradley and Paul Shaefer, Poinsett Drive-In, Marked Tree; William Elias, Murr, Osceola; Douglas Pierce, Rand, Pocahontas; Lawrence Landers, Landers, Batesville, and Mr. and Mrs. R. A. Wilson, New, Dewitt; MISSISSIPPI—Mrs. J. C. Noble, Temple, Leland; Ernestine Bridges, Bridges, Greenville; Jack Watson, Palace, Tunica; Mrs. Clara Davis, Globe, Drew; Dwight Blissard, Okolona, Okolona, and R. L. Osborne, Crescent, Belzoni; KENTUCKY — Ned Greene, Legion, Mayfield; MISSOURI—Lyle Richmond, Richmond Senath, and TENNESSEE — W. Y. Carlton, Dixie, Gleason; Mrs. M. M. West, Centre, Centerville, and W. F. Ruffin, Jr., Ruffin, Covington.

March 11 brought a son to salesman Johnny Gannon. Mrs. Gannon was doing well at Methodist Hospital.

NATIONAL THEATRE SUPPLY—New air-conditioning equipment has been installed in the Ritz, Selmer, Tenn., and the Uptown, Dresden, Tenn., and by W. O. Taylor in the Uptown, Dresden, Tenn. . . . Sale of 3-D equipment is reported to over 60 theatres in the area. . . . John Sims made a trip to New Orleans to hold a theatre television and 3-D clinic. . . . Newly employed as a secretary is Ethelea Williams.

Lyle Richmond, Richmond, Senath, Mo., purchased the theatre in Cardwell, Mo., from Juanita Seay, and will reopen about April 1. The new theatre will be known as the Richmond.

Nate Reiss, who maintains a booking office, was booking for his Turrell, Ark., Covington, Tenn., and Campbell, Mo., houses.

PARAMOUNT—Jack Pentz is a new employee in the shipping department replacing Jimmy Campbell, resigned. Along with the resignation of Campbell came a promotion for Danny Wahlquist, made second shipper.

Seen around were: ARKANSAS—Moses Sliman, Lux, Luxora, and John Hurd, Maxie, Trumann, Ark.; ALABAMA—H. G. Walden, Bay, Red Bay, Fran, Tishomingo, and Belmont, Belmont, and W. Bedford, Marion, Hamilton; MISSISSIPPI—J. C. Bonds, Von, Hernando; Valerie Gullett, Benoit, Benoit, and C. J. Collier, Globe, Shaw; MISSOURI—Bill Kroger, Shannon, Portageville; John Mohrstadt, Joy, Hayti, and J. S. Hostetler, Home, Holcomb.

Drive-ins opening are: Highland Drive-In, Hohenwald, Tenn., April 3; Dequeen, Dequeen, Ark., March 6; Wheatley, Hot Springs, Ark., March 3; 64, Russellville, Ark., March 15; Skylark, Pocahonta, Ark., March 1; Jaxon, Jackson, Tenn., March 12; Lakeview, Hardin, Ky., March 20; Skyway, Humboldt, Tenn., March 19; 45, Milan, Tenn., March 19; Dresden, Dresden, Tenn., March 20; Dixie, Searcy, Ark., March 27; Airvue, West Helena, Ark., March 13; Skyvue, Jonesboro, Ark., March 15; Audubon, Henderson, Ky., April 3; Ozark, Harrison, Ark., March 26; Hope, Hope, Ark., March 15; 65, Pine Bluff, Ark., March 29; White River Drive-In, Batesville, Ark., March 20, and 45, Booneville, Miss., March 15.

New Orleans

Robert Henley, manager, Dixie, Morgan City, La., took a newspaper advertisement to give "an expression of deep appreciation" to the firemen and the many who were so helpful during and after the recent fire.

Alex Rosenthal, Silver City, Alexandria, La., and associated with Joy Theatres, Inc., in the Midway Drive-In, Opelousas, La., visited after a conference with Joy N. and Fred Houck at Joy Theatres' headquarters. . . . Ed Jenner purchased a half interest from C. H. "Preacher" Crossley in the operations of the Ritz and Royal and Starlite Drive-In, Laurel, Miss. Together, they already operated the Midway Drive-In, Lake Charles, La.

Henry Glover, manager, Monogram Southern, returned after a visit in

Atlanta. Enroute, he stopped off in Mobile, Ala., to pick up his boss, A. C. Bromberg. . . . I. A. Funderburk and J. D. Tinsley were in buying for their J-H Drive-In, Jonesboro, La. Funderburk also operates the indoor Fox and Palace. . . . Messrs. Bluestone and Lamantia, buyers-bookers for H. M. Wise, Pop's Drive-In, Jena, La., advised of its opening. Hodges Theatre Supply handled the sale of equipment. . . . Claud Bourgeois, traveling the Memphis territory for UA, visited. . . . George Stout, Bee, Krotz Springs, La., and Harold Stout, Town, Washington, La., made the rounds.

Among those absent from work because of illness were Ruth Furlong, 20th-Fox booker, and Bob Roberts, Roxy. . . . Charles Ache, Jr., NTS field representative, checked in after a trek in northern Louisiana. . . . Mr. and Mrs. William Paternostro stopped to chat before proceeding to buy and book for their Lyric, Palace, and Delta, Lake Charles, La.

Word reached here of the death of Mrs. R. M. Porter, mother of Mrs. Willis Houck, in Dallas. Mr. and Mrs. Houck, accompanied by their brother and brother-in-law, Joy N. Houck, departed for Dallas where the funeral and burial services took place.

Stanley Taylor, Crosby, Miss., was here in the interest of his Crosby, Gloster, and Liberty, Miss., theatres.

The sparkler on Ruth Furlong's digit was given by Tim Neely, 20th-Fox salesman. They slated the marriage ceremony in June. . . . It was a happy birthday for Jack Auslet on St. Patrick's Day.

Sid Fuhrman, Mandeville and Madisonville, La., exhibitor, stopped in accompanied by M. Talley.

Lewis Cox, Pierre Part, La., owner-operator, Cox and Bayou Land Drive-In, Barton-Donaldsonville Highway, visited.

Wayne Dufour, 12-year-old youngster of Ann, UA booker, and Larry, Lipert salesman, is recovering after an appendectomy. . . . Dr. and Mrs. Marquis visited here between dates. He is now holding down the boards in Mississippi theatres with his "Horrorscopes of 1953." His first Louisiana engagement is scheduled at the local Strand for midnight shows. Jack Auslet is booking him

in the Louisiana theatres. Reports from the many situations in Mississippi are that he did a whopping business.

James Watts, Palace, Rodessa, La., was in. So were Joseph Barcelona, Regina, Baton Rouge, La., and Cy Carolla, Arcade, Slidell, La. . . . Seen about after the Allied-Gulf Board meeting were Abe Berenson, Hal Bailey, Paul Brunet, William Sendy, S. J. Gulino, W. E. Limroth, Eddie Jones, Ed Ortte, Jack O'Quinn, F. G. Prat, Jr., B. V. Sheffield, Robert and Frank DeGrauw, William Butterfield, Mr. and Mrs. Claude Darcey, Nick Lamantia, Mr. and Mrs. Gus Street, Mickey Versen, T. G. Solomon, Milton Guidry, Lefty Cheramie, John Richards, and T. A. MacDougald.

E. V. Landaiche spent several days in Biloxi, Miss., in the interest of his Bayview and Buck and Beach Drive-In.

Florida Jacksonville

William B. Zoellner, head, MGM sales, shorts and newsreels, was in, and then headed for Atlanta, Charlotte, and Washington.

Miami

Wometco's second annual showmanship contest was further presented to the managers through a 25-page, attractively-laid-out booklet, outlining rules of procedure. A total of \$2,250 in cash prizes will be awarded, with one manager possibly receiving as much as \$1,250 in "take home" cash. The contest will run through May 30. Four contests in one, according to the booklet, it will cover benefits; gross business over quota based on percentage of increase; house management, and campaigns; plus \$250 to the winner of the most prize money.

Mississippi Indianola

A Sunflower County grand jury called theatres at Moorehead, Miss., and a Negro theatre here "extremely hazardous for public use," and should cooperate with the office of the Fire Marshall in bringing their buildings within prescribed safety standards, and that until such action is taken, "it is detrimental to the public safety for crowds of any size to assemble in these theatres."

North Carolina Durham

Charles L. Abercrombie, manager, Carolina, was named vice-chairman, hospitality committee, for the annual dinner of the Durham Merchants Association.

Tennessee Nashville

Tennessee's governor received a bill passed by the state legislature repealing a 1949 law authorizing cities and counties to levy a 20 per cent tax on admissions to amusement places. The bill has produced no revenue since its passage because of a stipulation that it would not apply as long as the federal government levied a similar tax of the same amount.

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NEWS OF THE

Territory

Chicago

The \$30 which Elizabeth Gutseit, McVicker, found in the balcony, and turned over to manager Les Stepner, was claimed by the owner, who rewarded her with \$10. . . . Charles Marshall reopened the Sunshine, Darlington, Ind. . . . George Lefco, Warner exchange manager, vacationed. . . . Burtus Bishop, Jr., MGM midwest manager, and Dolores Heling were wed in Milwaukee, home town of the bride. . . . Virgil Anderson, CB owner, Bucklin, Mo., visited. . . . Donald French leased the Union, Liberty, Ind.

To meet the increasing demands of exhibitors for specially written trailer copy, Filmack Trailer Company has added Joan Kashew to its publicity staff. In addition to trailer copy writing, Miss Kashew will edit The Filmackian, Filmack's intra-house organ, and assist in editing Inspiration, which is mailed monthly to all theatres.

Kerasotes Theatres bought the New Garden, Canton, Ill. . . . Carroll Caruthers, RKO staff, recovered from illness.

James Jovan, Monroe owner, didn't complain when cooking aromas filtered into the theatre from a large restaurant next door, but did a good neighbor act by extending the eatery's vent pipes. . . . Clair Stucky and Matt Scheidler set April 15 for the opening of their new outdoor at Angola, Ind. . . . John Schwin, Wigton, La Grange, Ind., entered another business, and turned the theatre over to his wife.

Leonard Grossman reopened the Rena. . . . Mrs. Jen Hoffman was named Hinsdale manager, suburban Hinsdale. . . . Leroy McMahan bought the Capitol, Morrison, Ill.

Vern Baker bought the Fern, Alexis, Ill., from Harold Tell. . . . Ted Lay purchased the Girard, Girard, Ill. . . . Schoenstadt Theatres is now operating the Star-Lite Drive-In. . . . William Lipsner joined Allied Artists as country salesman.

Judge Phillip Sullivan dismissed Semadalis and Manta as defendants in the deLucca Norwald anti-trust suit for \$250,000, owing to the two-year statute of limitations. Judge Sullivan set the hearing for May 22.

Sam Barliant and Nate Turner bought the Adelphi building from Isadore Lipcowitz. Dennis Leslie, formerly at the Buckingham, was installed as manager by Dick Felix and Howard Lambert, operators.

Tomey Falk, Jack Taylor, and William Zurheide are completing a 500-car drive-in at Charleston, Ill.

Dallas

The Lobo Arts, Albuquerque, N. M., has started a series of short musical recitals in conjunction with showing of art films.

Funeral services were held for Singleton Gideon Howell, 70, former owner and publisher, Motion Picture Journal. Motion Picture Journal, published here, covered Texas, Oklahoma, Arkansas, and Louisiana. Howell was a former member of Dallas Rotary Club and the Dallas Advertising League. He also owned and operated the Howell Show Print Company.

Raymond Willie, Jr., new manager, Melba, and handling publicity work for the Trans-Texas group, will be married to Brooksie Jean Carnes in May.

Enterprise, house organ of Theatre Enterprises, Inc., has been temporarily discontinued, according to Maxine Adams, secretary to editor Forrester. She had a charming column of chitchat called "Coffee Time" in the publication. Enterprise was a delightful publication, and will be greatly missed by the various employees. If enough comments to this effect reach the editor, Enterprise may be started again.

Members of Tent 17, Variety Club, are planning on the annual convention to be held in Mexico City from May 18-21. Tent 17 members have received the "Bienvenidos Amigos" formal invitation sent out by Luis R. Montes, general chairman. The greeting means, "Welcome, Friends."

Youth Cinema, non-profit, inter-denominational organization presenting free movies to Dallas youth, plans a celebration of its second anniversary. Bob Charvoz heads the group, which presents movies semi-monthly at Beard and Stone Auditorium.

The winner of the Rosemary Clooney singing contest at the Palace, 18-year-old Avionne Jennings, is the step-daughter of band leader Jimmy Joy.

Evangelist Billy Graham, producer of "Oil Town U.S.A.," will be in Houston,

Tex., for the world premiere of the film, starring Paul Power and Colleen Townsend, and partially filmed at Houston. . . . A daughter of the Tom Boyds, Mary Lou, is excited over her appearance on the Godfrey talent scout show.

Francis Barr, Interstate publicist, emceed the southwestern premiere of "I Confess," with Roger Dann, Anne Baxter, and Alfred Hitchcock appearing at the Palace. Herb Pickman, publicity department, Warners, New York, was in in connection with the appearance.

Republic's Walter L. Titus, district sales manager and vice-president, was in. . . . A new 600-speaker drive-in, the Perrin, is under construction at Sherman, Tex., by owner Robert E. Davis, formerly of Theatre Enterprises, Inc. It will be opened around May 1. Construction is being done by Scott and Company, Dennison, Tex. The Perrin will be close to the permanent army jet base, Perrin Field. Davis will manage the theatre, and plans to move his family to Sherman.

Allied Theatre Owners of Texas scheduled a board of directors meeting for April 14 in conjunction with the Texas Drive-In Theatre Owners Association meeting. The Allied meeting will be in the board room of the Variety Club, Tent 17, followed by a luncheon and afternoon session of the drive-in association. April 15 will be a general meeting for both groups at the Danish Room, Hotel Adolphus, starting at 9 a.m. The clinic will discuss all phases of drive-in operation.

PETTICOAT PRATTLE—The Hope Cottage activities of Ruth Woodard, secretary to Leroy Bickel, Metro, aroused interest, and she's had several inquiries. . . . Chris Husted made a temporary transfer from Oklahoma City to Dallas Film Row with Altec to help Jack Zern, manager, get the office functioning. . . . The reason more Film Rowites haven't met Frances Dorsa, with Lionel "Major" Childress since August in the Kroehler Manufacturing Company office, is her absorbing interest in the Central Dads Club, masculine version of the PTA



Harold J. Fitzgerald recently presided at an organizational meeting of the Showman's Guild, Inc., at the headquarters of Fox-Wisconsin Amusement Company, and seen, first row, left to right, are: Fred Florence, L. F. Gran, Ben Marcus, Glen Kalkhoff, John Kunstman and A. Provinzano; second row, Oscar Olson, Buck Herzog, and Dean Fitzgerald; third row, A. LaPorte, Morrie Anderson, Hank Tollette, Lou Orlove, Joseph Gruenberg, and Dave Chapman; fourth row, Harold Pearson, John Adler, B. Laverne, John Mednikow, and Harry Perlewitz; fifth row, Sig Goldberg, Miss H. Brunner, Andy Spheerio, John Sharnberge, Gordon Hewitt, and Jack Lorentz, and last row, Oliver Trampe and Thomas Renn. The session was held in Milwaukee.

and which originated in Dallas when it became necessary for parent groups to band together to provide certain facilities for their children which could not be provided by the school board. E. Lynn Crossley, city auditor, Dallas, is president of the Dads Clubs this year. Miss Dorsa has taken an active part in the club work for handling all correspondence, contacting members, handling dues, notification of meetings, and getting out bulletins.

The Variety Club, Tent 17, plans a pre-convention party on May 16. Dallas barkers will leave on May 17 by special bus for San Antonio, Tex., where they will board a convention train for Mexico City.

"Limelight's" showing is still a controversial matter. It was withdrawn in Houston, Tex., after a board of the American Legion protested showings.

The Capitan adopted a new policy barring popcorn in preference to chocolates and bonbons with the first-run of "The Member Of The Wedding." The north Dallas theatre, 1,150-seating capacity, is operated by Albert Sussman, Dallas, and M. M. Lewis, Houston, Tex., with William W. Lewis, Dallas, as managing director.

Doctors would not permit Claude Ezell, Ezell and Associates, to go to California for the services of his adopted son, Charles Edward Ezell, who had edited films for several of the major studios. He was a University of Texas graduate, and had lived in California for 16 years. . . . Bob Bixler, Paramount publicity director, returned from a business trip. . . . Glenn Beard, Glenn Beard Popcorn Company, Plainview, Tex., stopped before leaving for Kansas City to meet Jim Blevins, Blevins Popcorn Company. The conversation between the two undoubtedly was "corny."

An annual invitation was accepted by Dorothy Malone to celebrate the birthday of the Shamrock Hotel, Houston, Tex., on March 17, with other celebrities. She returned here for the March 19 "Hot From Hollywood" TV show of George Bannan. The occasion was the southwestern premiere at six drive-ins here of "Torpedo Alley," and she was given a plaque by Charles Weisenburg, president, Texas Drive-In Theatre Owners Association. Torpedoman Dooley, Dallasite with lots of actual "torpedo alley" experience, appeared on the TV show for an interview. Also scheduled to appear on Bannan's "Hot From Hollywood" show was "Wild Bill" Turner.

Lionel N. Childress, Dallas representative, Kroehler Manufacturing Company, theatre seating equipment, moved his house from Cricle Ranch, Carrollton, Tex., a distance of five miles to his new site at 5138 Lobello Drive. The house was moved in three separate pieces, and it took 20 workmen two weeks to do the job.

"The President's Lady" will open on March 26 at the Majestic with Charlton Heston and actress-wife, Lydia Clarke, in for personal appearances.

Sam Stokes, Corpus Christi, Tex.; Alex Blue, MacAlester, Tex.; Vic Jones, Dallas home office, and Deacon Bell, chief engineer, met Ed Rowley in New York for a 3-D consultation. The Rowley United men continued to Hollywood, where they were joined by John Rowley, Dallas, for the CinemaScope demonstration. Charles O. Wise, Phil Isley Theatres' general manager, also attended the CinemaScope showing.

Guaymas, Mexico, was the scene of the latest fish story told by Joe Caffo, Theatre Enterprises, Inc., executive. He reports the waters of Guaymas lost 420 fish during the three-day trip of his fishing party. The group included Mr. and Mrs. Jess Waller and Stell Stancliff, Waller's sister-in-law, all of Roswell, N. M. Waller is the contractor building TEI's new drive-ins in New Mexico. The Ray Bartlett and Bartlett's secretary, Artesia, N. M., where Bartlett is a theatre owner, and the Bill Bartletts and his secretary, Carlsbad, N. M., where Bill Bartlett is a theatre manager for TEI, were also on hand.

Denver

RKO-Pathe's "Johnny Gets His Route" was the basis of a "most efficient Junior Merchant Championship Award Contest" sponsored by The Gazette Telegraph, Colorado Springs, Colo., in co-operation with the Chief.

Branch managers making sales trips to Albuquerque, N. M., included M. R. Austin, United Artists; C. J. Duer, Paramount, and Jim Ricketts, Paramount. . . . George Smith, Paramount division manager, was in for conferences with Jim Ricketts, branch manager.

Ross Campbell, recently city manager at Newcastle, Wyo., for the Black Hills Amusement Company, bought the Orpheum, Sheridan, Wyo., from Fox Intermountain Theatres.

Evelyn Benson, bookkeeper, Denver Shipping and Inspection Bureau, is back following an operation. Mrs. Floyd Brethour, filling in for her, went to work for her father, Robert Spahn, in his film buying and booking office. Her husband, Floyd Brethour, a booker at Paramount, bought a home in the suburbs, and the couple will move there along with their young child.

Bruce Archer, clerk, Atlas Theatres, became the father of his first child, six and one half pound Mark Douglas, born at Presbyterian Hospital. This makes A. P. Archer, Civic Theatres president, a grandfather.

Arthur W. "Dusty" Rhoades, 60, who got his start as a singer in theatres during the silent days, died at his Colorado Springs, Colo., home after a long illness. . . . Columbia exchange is getting an unusual decorating job. . . . Lester Zucker, U-I district manager, was in for talks with Mayer Monsky, branch manager.

Five of the Denver second-runs, including two drive-ins, one in Denver and the other just at the edge, were co-operating in ads for "The Stooge." This

is the first time such an ad has been run here, and very unusual, inasmuch as some of the theatres are in direct competition with each other. Theatres in on the deal include the Lakewood, Tower and the Victory, and the Lakeshore and Monaco Drive-Ins.

Film Row visitors included: Frank Aydelotte, Fort Collins, Colo.; Tom Griffing, Albuquerque, N.M.; Nathan Greer, Santa Fe, N.M.; C. E. McLaughlin, Las Animas, Colo.; Sam Rosenthal, Buffalo, Wyo.; Palmer C. Allen, Morrill, Neb.; Dr. F. E. Rider, Wauneta, Neb.; Don Phillips, Longmont, Colo.; Michel Fidel, Espanola, N.M.; Lloyd Greve, Eagle, Colo.; Chas. Allum, Laramie, Wyo.; Fred Anderson, Eaton, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo., and Mr. and Mrs. William Tagert, Delta, Colo.

Des Moines

The first 3-D films shown here were made by some amateur photographers, and shown to 300 women at a Des Moines Women's Club meeting. The films included color movies of a Drake-Denver football game, airplane views, scenes from a hunting trip, and similar shots. The photographers used a 3-D camera, and the film was shown on a special metal-surfaced screen. . . . Mrs. Ed Kugel, who, with her husband, owned the State, Holstein, Ia., for a number of years, died in Holstein. . . . Jerry Sinclair, National Screen Service, departed for the army. . . . Charles Jones, secretary, Iowa-Nebraska Allied, suggests that the theatres should put on their own Oscar awards, with the theatre patrons taking part in the voting.

Horace Spencer, formerly of Davenport, Ia., has been named as manager, Grand, Estherville, Ia., by Central States, replacing Don Loftus, resigned. . . . Bill Schleiger, formerly manager of the theatre at Clarion, Ia., is now serving as assistant manager, West Lake, Los Angeles. . . . Heinie Saggau, who operates the Ritz, Denison, Ia., has taken over the lease on the Iowa, also at Denison. . . . Sol Yeager, salesman, RKO, for the last seven years and formerly of Omaha, resigned to go into business for himself. . . . Des Moines will get its first glance at 3-D with the showing of "Bwana Devil" at the Des Moines on March 26.

Debbie Reynolds was scheduled to visit Des Moines in connection with "I Love Melvin."

Kansas City

The State Drive-In, Columbia, Kans., owned by Art Pugh, has been changed to the Columbus Drive-In. . . . H. C. Lower sold the Temple, Yates Center, Kans., to D. Davis. . . . Ted Teeter sold the Strand, Pierce City, Mo., to John Travis. . . . The Dickinson Shawnee Drive-In, Mission, Kans., reopened.

Mrs. Georgia Kelly, Monett, Mo., opened the new Monett Drive-In. . . . Seen around were Harley Fryer, Plaza and Barco, Lamar, Mo. . . . Jane Cecil Moore, formerly with Commonwealth and RCA, was a visitor. She and her husband are moving to Charlotte.

C. S. Manley, Manley Popcorn, returned from a trip to Seattle. . . . Mr. and Mrs. Carl Taggard, Rick, Southwest City, Mo., are now booking out of the Oklahoma City exchanges instead of Kansas City. . . . Lynn Pitts, former city salesman for Paramount here, and now with Paramount in Omaha, is recovering from a leg injury. . . . Dorothy Seager, former Paramount biller, is now in the accounting department at MGM. . . . Louise Cooper is Rube Melcher's, Popper's Supply, new bookkeeper, replacing Pat Summers, resigned. . . . Lucille Phillips, former secretary to Eddie Golden, Golden Booking Combine, is now with 20th-Fox. Golden was a patient at Mehorah Hospital.

Louise Hansen, head inspectress, Columbia, and her husband were vacationing in Texas. . . . Bill Gaddoni, MGM branch manager, returned from Russell, Kans., where he met with Dale Danielson. . . . Clarence Schultz is back at his post as president, Consolidated Agencies, Inc., after a throat operation at St. Luke's Hospital.

Norene Carr is the new stenographer at Columbia. . . . Chet Borg, Mo-Kan Drive-In, Fort Scott, Kans., expects his new drive-in at Butler, Mo., to be ready for an early spring opening. He is going to have a new type screen, a shingled effect that will not require paint. . . . Bill Brooker, publicity man, Columbia, was in Oklahoma City for two weeks. . . . Max Hollingsworth, RCA sound engineer and former operator, Civic, Webb City, Mo., was injured in an automobile accident between Appleton City, Mo., and Osceola, Mo. He is a patient at St. John's Hospital, Joplin, Mo.

Frank Hill, Hutchinson, Kans., is the new manager, Commonwealth's Yankton, Yankton, S. D. . . . William Sonnetman, Springdale, Ark., was in. . . . Mr. and Mrs. Elmer E. Bills were in en route to Anadarka, Okla. . . . Mr. and Mrs. Ernie Black, Civic, Sabetha, Kans., were visitors, as were Ed Harris, Orpheum, Neosho, Mo., and Miss Lily Welty, Midway, Hill City, Kans.

George Hunter, manager, Fox, Springfield, Mo., theatres, announced a motion picture clinic. Elmer C. Rhoden, Sr., is expected to make a speech, screenings will be held, and press and radio men will be present.

Norma Murray spent the weekend in Marshall, Mo. She is assistant cashier at Columbia. . . . John Clayton, manager, Pic, St. John, Kans., was elected president, Chamber of Commerce.

While Al Kane, southwest division manager, Paramount, was here, he and branch manager Harry Hamburg visited in St. Joseph, Mo., and Leavenworth, Kans. "Pony Express" is expected to have its world premiere in St. Joseph.

Walter E. Branson, Harry Gittleson, Stanley Kramer, A. L. Kalitz, M. M. Rosenblat, Marvin Goldfarb, and Giff Davison, were here to attend the RKO regional sales meeting at the Hotel Muehlebach.

Tommy Taylor, U-I salesman, expects to sail soon for England. He will attend the coronation.

Moe Levy and Verne Storey were here to attend the 20th-Fox sales meeting. . . . Dick Whitley, booker, Mid Central Circuit, was a visitor. . . . Fred Harrison, Plains, Kans., purchased the Strand, Ransom, Kans.

Mr. and Mrs. LeRoy Hastings, reopened their Hilcrest Drive-In, Osage City, Kans. . . . Nona Atkeissen, office clerk, and Isabel Cohen, assistant cashier, MGM, resigned. . . . Virgil Anderson, C-B, Bucklin, Mo., returned from a trip to Chicago. . . . Commonwealth's Riverside Drive-In, Parkville, Mo., reopened.

Jack Braunagel, Commonwealth drive-in general manager, returned from Springfield, Mo. . . . Earl L. Smith opened his 220-car Movie Park Drive-In, Siloam Springs, Ark. . . . Paul Neal reopened the Starlight Drive-In, Higginsville, Mo.

A young Methodist minister, Maryville, Mo., is planning holding early Sunday morning services in "Doc" Cook's Drive-In. He hopes to catch the Sunday golfers. . . . Hank Wigman, recently from the Netherlands, will operate the new Heart Drive-In, Jackson County, Mo. He was the former manager, Boulevard Drive-In, Rosedale, Kans. . . . Mr. and Mrs. Elmer E. Bills, Lyric, Salisbury, Mo., returned from Oklahoma. . . . Mr. and Mrs. William Flynn reopened their drive-in in Emporia, Kans. Their drive-in at Great Bend, Kans., is in the process of being remodeled, and they expect to have it ready for a May opening.

Hal Walsh, prairie district manager, Warners, was a visitor. . . . Bernie Evans, exploiter for MGM, returned from Wichita, Kans. . . . Bill Brooker, exploiter, Cloumbia, was here from Oklahoma City to do publicity on "Salome."

Joe Manfre, city salesman, Warners, is back after an operation. . . . Louise Reed is Elmer Rhoden's new secretary at Commonwealth. Elaine Fulton resigned. . . . Howard Strumm, salesman, Popper's Supply, returned from Oklahoma City.

On Film Row were: Harley Fryer, Barco Drive-In, Lamo, Mo.; Bill Bradfield, Roxy, Carthage, Mo.; Bob Egner, Waverly, Waverly, Mo.; Charles Thomas, Sweet Springs, Mo.; Mr. and Mrs. Ken Winkelmeyer, booking for their Casino, Boomville, Mo.; M. S. Heath, Plaza, Liberty, Mo.; Mrs. Roy Handley, Royal, Tonganoxie, Kans.; J. T. Ghosen, Uptown, Sedalia, Mo.; James Velde, United Artists; Ralph Kettering, United Artists; Mr. and Mrs. E. M. Block, Civic, Sabetha, Kans.; Frank Weary, III, 13 Drive-In, Henrietta, Mo.; Frank Weary, II, Farris, Richmond, Mo.; Marcus Landau, Liberty, Horton, Kans.; Herman Illmer, Tivoli; Mr. and Mrs. Harold Lux, Boulevard Drive-In; Mrs. Agnes Silver, Silver, Cameron, Mo.; Mr. and Mrs. A. E. Jarboe, Ritz, Cameron; Frank Plumbee, Farmington,

Mo.; Mr. and Mrs. Glen Cooper, drive-in, Dodge City, Kans., and Mr. and Mrs. Bristol, Starlight Drive-In, Meade, Kans.

Gladys Melson, Ed Hartman Booking Combine, spent a weekend in Coinsville, Mo. . . . Stanley Durwood, Durwood Theatres, Inc., returned from Wichita, Kans.

Los Angeles

A baby daughter was born on March 10 to Mr. and Mrs. Barre Shales, Spreckles, Broadway, and Tower, San Diego, Cal. Mrs. Shales is the daughter of Lou B. Metzger, deceased, well-known motion picture executive and exhibitor, and former general sales manager, Columbia and U-I.

Mrs. Florence Irene Havens, 54, wife of Gage Havens, Oceanside Drive-In operator, Carlsbad, Cal., died.

When "Lili" opened at the Vogue, Hollywood, Leslie Caron appeared in person. Civic, state, and local authorities, as well as a host of film and music celebrities, were on hand for the festivities.

Simon Lazarus turned over the buying and booking chores of his Lyric, Monrovia, Cal., to Ben Mohi, Hunley. . . . After the run of "I Confess" at the Warner Hollywood, the theatre closes so that the Cinerama Corporation, which leased the house for a five-year period, can make the alterations necessary for Cinerama. . . . Dale Clark, salesman, Manley Popcorn, became the parent of a baby boy. . . . Back from the east was Henry Herbel, Warners. . . . Edna Fishback, RKO bidding department, planed out to Lexington, Ky., to attend the funeral of her mother. . . . At a meeting of the officers and executive board of the Film Row Club, plans were formulated for a big June club dance at the Hollywood Palladium. . . . Lou Astor, Columbia sales representative, was in. . . . The sister of Harry Lloyd, Warners' head shipper, passed away. . . . The Finkler office assumed the buying and booking for the Bace, Taft, Cal., formerly handled by Exhibitor's Service. . . . Jessie Pierce, a booker with Warners for over 17 years, and who had retired in 1951 due to ill health, passed away. . . . After having operated for many years with an art policy, the Laurel closed. It will be converted into a synagogue. . . . In town were Roy Lemmucchi, Bakersfield, Cal.; Milt Smith, Santa Paul, Cal.; Dan Pavich and George Mastrich, Lippert Theatres; Bill Sorenson, Wilmington, Cal., and Rebecca Carillo, Moor Park, Cal.

Milwaukee

Mr. and Mrs. Hugo Vogel returned from a Florida vacation. He is with Theatre Equipment and Supply Company and the Plaza. . . . The Variety Club held a luncheon at Empire Room of the Schroeder Hotel. . . . "A Day In The Country," 3-D featurette, is being released through Lippert, and William Benjamin advises that this is the only 3-D featurette released that does not need any special equipment or change of screen.

In Muskego, Wis., children in that theatreless town are enjoying Friday night movies at Muskego Grade School because of the Lakeside Amusement Corporation, organized by pupils, and financed by an issue of 25 cents per share stock sold to pupils, teachers, parents, and merchants. The corporation was started a year ago, using the school's auditorium and projection equipment, and was successful enough in its first year of operation to pay for a new screen, a new projection lens, and new sound equipment, as well as enabling all the school's 280 pupils to go on trips. The "theatre" has its own concession stand, featuring popcorn, soft drinks, and candy. At the end of the school year, the 25 cent stock was redeemed, and a 10 cent per share dividend paid.

Ben Marcus, head, Marcus Theatres Management Company, is going to build indoor-outdoor drive-ins at Appleton, Oshkosh, and La Crosse, Wis. Viewers will be able to sit inside in comfortable seats, and see the outdoor screen through windows. Marcus says that his will be the first in Wisconsin. The \$50,000 additions to each of the three Marcus outdoor theatres will be constructed as soon as possible, said H. B. Tollette, assistant manager. The company expects to lengthen its outdoor theatre season two months a year. Each auditorium will be built in two wings, curving off the concession building in the middle. They will hold about 500 persons, and will be built on the fourth of the 13 ramps on which cars are parked.

The first meeting of the Showman's Guild, Inc., was held at Fox-Wisconsin's Varsity Building's screening room.

Minneapolis

Charles W. Perrine, vice-president, Minnesota Amusement Company, was elected vice-president, Minneapolis Chamber of Commerce. . . . Ray Jones, U-I, was in for "Desert Legion," Radio City. . . . Ida Shartin, branch manager's secretary, Warners, was vacationing in California. . . . Constance Smith, in "Treasure of The Golden Condor," was in for personals on radio, television, and at the State. Chick Evans, 20th-Fox midwest exploiteer, accompanied her.

Ivan Fuldauer, district press representative, MGM, was in. . . . Bill Mussman sales manager, Paramount, vacationed in Florida. . . . RKO held the area premiere of "Never Wave At A Wac" on March 11 with approximately 15 openings between that date and March 18. . . . "Hans Christian Andersen" has been set for the Orpheums in both Minneapolis and St. Paul, Minn., on April 8. . . . Ray S. Hanson, manager, Fox, Fertile, Minn., installed a new maskless screen.

Jerry Green closed the Lyric, Atwater, Minn. . . . W. Petterson reopened the Elmer, Elderon, Wis. . . . Minnesota Amusement Company remodeled its Egyptian, Sioux Falls, S. D. . . . Vandals who broke into the shuttered Roxy, St. Paul, Minn., did thousands of dollars worth of damage, according to Harry E. Salomon, owner.

M. A. Levy, 20th-Fox midwest district manager, went to Los Angeles. . . . Burtis Bishop, Jr., MGM midwest sales manager, was in. . . . Debbie Reynolds, MGM star, was in for "I Love Melvin," Century. She also visited MGM. . . . Tom Lees leased the Lake, Lake Mills, Wis., to William Bralick. . . . The Agate, neighborhood, closed. . . . Mr. and Mrs. Dean Schied, owners, State, Mountain Lake, Minn., are the parents of a baby girl, Jan Maree.

Dahlstrom and Weinberger remodeled the King, Belle Plaine, Ia. . . . Wilbur Snaper and Abram Myers, president and general counsel, respectively, National Allied, have been invited to address the annual convention of North Central Allied on May 4-5 at the Hotel Nicollet. Stan Kane, NCA executive counsel, also is trying to obtain a screen personality. A seminar on 3-D also will be a highlight. . . . Hayden Owen is the new manager, Rivoli, LaCrosse, Wis.

Marvin Mann, owner, Royal, St. Paul, Minn., and Bob Hazelton, general manager, Ted Mann Circuit, both passed cigars to announce the arrival of daughters. . . . A bill to legalize Sunday motion pictures, ball games, operas, and other forms of amusement where an admission is charged has been killed in the South Dakota Senate. . . . Yvette Dugay, star of Monogram's "Hiawatha," will be in St. Cloud, Minn., on May 7-8 in a tieup with the local Gamble store.

Allied Artists' "Fort Vengeance" has been set for the State on March 26. . . . Irving Marks, branch manager, Monogram, was in South Dakota with Don Palmquist, salesman. . . . Lyle Carrish, Wayzata, Minn., plans to open his new 500-car drive-in at Hibbing, Minn., as soon as weather permits. . . . Work is going ahead on Backes brothers' new 400-car drive-in at Harvey, N. D. The Backeses also own the State, Harvey.

Recent out-of-town exhibitors on Film Row were: Roy K. Rasmussen, Perham, Minn.; J. E. Johnson, Deer River, Minn.; Louis Perreault, Rush City, Minn.; Clarence Kaake, Duluth, Minn.; Jim Pierce, Fairfax, Minn.; Louis and David Deutch, Virginia, Minn.; Julius Edelstein, Hibbing, Minn.; Ken Pepper, St. Croix Falls, Wis.; Lawrence Garnant, Leroy, Minn.; Burr Cline, Jamestown, N. D., and Eddie McAlpin, Maple Lake and Annandale, Minn.

Film companies were negotiating with front and back office workers in the exchanges. In from the home offices were Larry Leshansky, Warners; A. I. Israel, Jr., Paramount; A. A. Schubert, RKO, and William Brunner, National Screen. . . . The Pines, Williams, Minn., hiked its admission price from 40 to 50 cents. . . . The Metro, Pine Island, Minn., is now showing seven nights a week after experimenting with a Wednesday night closing.

Residents of Carson, N. D., donated \$3,000 toward the construction of a brick and tile theatre. . . . Mrs. Merle Hasselhuhn closed the Lux, Massena, Ia. . . . Clifford L. Knoll resigned as

city manager, Minnesota Amusement Company, Mankato, Minn., to become general manager, John Adler Circuit, six theatres and a drive-in with headquarters at Marshfield, Wis.

Oklahoma City

Ralph Talbot, Tulsa Downtown Theatres, closed his Majestic. Lack of enough first-run product was given as the reason. . . . Mrs. Opal Gray, Esquire, Chickasha, Okla., is no longer associated with the Squaw Drive-In, El Reno, Okla., which has been taken over by Video Independent Theatres. . . . F. N. White, Ace, Spavinaw, Okla., closed the theatre. . . . R. Lewis Barton, Barton Theatres, was doubly honored when his son, Jerry, and new daughter-in-law, Jo, were given recognition as "Big Man" and "Big Woman" on the campus of the University of Oklahoma. They were also listed among the top 10 students. Blanch Camp, assistant cashier, Paramount, was also on hand for the special recognition awards. Her daughter, Jean, was also named "Big Woman."

Mrs. C. T. Kennedy, Eakly, Eakly, Okla., closed the theatre. . . . George Reid, Nu Vue, Abernathy, Tex., opened his new Antelope Drive-In, 200-car capacity. . . . W. H. Martin, Lyric, Perkins, Okla., closed the Coyle, Coyle, Okla. . . . Bill Slepka, Crystal, Okemah, Okla., entered an Oklahoma City hospital for a nose operation.

Mr. and Mrs. William Copeland, Geary, Geary, Okla., recovered the film stolen from in front of the theatre. An oil-field worker reported finding the film in a field. The value was placed at around \$1800, and the Copelands had offered a reward.

Visitors were: John M. Buffo, Hartshorne, Okla.; E. B. Anderson, Riverside Drive-In, Norman, Okla., and Skyview Drive-In, Ardmore, Okla.; H. B. Lord, Moore, Moore, Okla.; Clint Applewhite, Caddo, Binger, Okla.; Jack Craig, Oklahoma, Norman, Okla.; John Terry, Perry, Roxy, Perry, Okla., and W. F. Edmonston, Rex, Covington, Okla.

W. F. Deaton, Pix, Alva Drive-In, Alva, Okla., has taken over the Rialto, Carmen, Okla. . . . Thompson Theatres has two new drive-ins which will open in April, the Okla, Walters, Okla., and the Cherokee, Wagoner, Okla.

House Bill 827 passed the Oklahoma House of Representatives. This exempts the sale of motion picture films from the state sales tax. Glen Collins, Konawa, pointed out that patrons now pay a sales tax on tickets.

Omaha

Mrs. Ed Kugel, wife of the veteran exhibitor at Holstein, Ia., died. She had run the State some time back during her husband's illness. . . . P. L. March, Wayne, Neb., exhibitor, and Mrs. March left for Hawaii.

A. C. Stalcup did some plain and fancy stewing when opening time rolled around at his Paramount, North Platte,

Neb., and the first half of "The Lawless Breed," hadn't arrived. He rearranged the schedule, and everything turned out okeh.

Drive-in owners were bustling, with many shooting for an April 1 opening, including Adrian Muetting, Fonda, Ia., at his new layout at Paullina, Ia. Jack Renfro Theatre Booking Service, filled early April dates for the Town and Country Drive-In, Centerville, Ia. . . . Jack Andrews, Paramount salesman, received treatment for an infected hair on his cheek.

Many exhibitors outside the range of TV in western Nebraska and southern South Dakota aren't anxious to jump into 3-D operations at the present, Carl White, Quality Theatre Supply, reported after a visit in that area. He said the general feeling was to hold off.

R. V. Fletcher, Hartington, Neb., exhibitor, returned from Florida. . . . Two Film Rovers will represent the industry in the state bowling tournament on the Pirruccello team, Paramount branch manager M. E. Anderson and 20th-Fox salesman Pat Holloran, doubles partners. Last year, they finished with 179 and 178 averages, top spot to Anderson.

Ed Rostermundt, retired United Artists salesman who has been ill at home for a year, visited. . . . Mrs. Abbie Feldhans, ailing Schaller, Ia., exhibitor, was showing improvement. . . . Betty Kelberg joined the Warner staff as biller, and Marvin Johnson is assistant booker.

Henry Saggau, Denison, Ia.; Ernest Kassebaum, Seward, Neb., and Dwaine Lockmon, Stuart, Neb., are among the latest to sign for 3-D. . . . Mr. and Mrs. Walter Creal are vacationing at Hot Springs, Ark. Creal has the Beacon and Center.

Evidences of spring: Mrs. A. A. Renfro pointing with pride to newly cleaned venetian blinds; word that the Yankton, S. D., Movieland Drive-In scheduled an April 28 opening, and the Golden Spike's scheduled opening in late March or early April.

St. Louis

Formal announcement of arrangements for the world premiere of Paramount's "Pony Express" was made by producer Nat Holt in Hollywood in a long-distance telephone conversation with Henry D. Bradley, president and publisher, St. Joseph, Mo., dailies, The Gazette and The News-Press. A gala, Hollywood-style premiere for the picture, marked by the excitement of parades and civic ceremonies and with top stars in attendance, has been set for April 22 at the Missouri. Paramount is making arrangements to feature "in person" appearances at the premiere by "Pony Express" stars Charlton Heston, Rhonda Fleming, Jan Sterling, and Forrest Tucker and guitarist Tony Romano.

R. M. Savini, president, Astor, conferred with Gorelick and Phillips, respective heads, Realart, to take over the franchise to distribute all Astor product exclusively.

In Macon, Mo., Mrs. Zelma Unger, formerly of Marion, Kans., has assumed her new duties as manager, Macon. The change in managers was made at the request of Mrs. Melvin Maddy, who managed the theatre for three years.

Word from Cape Girardeau, Mo., is that tests of the 3-D equipment installed by McCarty Theatre Supply Company, at the Cape Drive-In, operated by Howard Bates et al near the Cape Girardeau airport, proved satisfactory. The equipment used by this drive-in consists of Century projectors, Motiograph sound; Motiograph 115/230 ampere generator, and Motiograph high intensity lamps, normally operating with 115 amperes at the arc, but for all of the 3-D tests and also with flat pictures the amperage was cut to 90 amperes. However, for the 3-D presentation, a 100 ampere rectifier was added. The interlock used is the Motiograph mechanical type. The filters used in the tests were supplied by Century Projector Corporation. The tests indicated that the modern automobile windshield does not nullify the polarization for 3-D pictures. A special trade showing of the drive-in 3-D equipment will be announced soon through the McCarty Company. The new Star Drive-In, between Cape Girardeau and Jackson, Mo., being completed by Bates et al, also is to have similar 3-D equipment.

In Benton, Ill., City Council approved a motion declaring that the Park Drive-In, in the Lake Benton Park, would not be allowed to open for the 1953 season until an audit of the drive-in's records for the 1952 season is presented by the theatre's management to the City treasurer. The theatre is operated under a lease with the city by Dr. Sam Stuart Marshall, Tamaroa, Ill.

In Cave-in-Rock, Ill., the Ohio will be closed pending completion of the repairs and refurnishing resulting from fire damage. Damage to the theatre building and its contents has been estimated at from \$20,000 to \$25,000 by owners Tom Partain and Carl Humm.

In Columbia, Ill., the State, 351-seater was gutted by a fire that swept through the Masonic Hall building. No one was in building at the time because the theatre, owned and operated by Eddie Rudolph, had been closed.

In Newman, Ill., Victor H. and Hazel E. Recker, Illinois, filed a suit in the Circuit Court of Douglas County, Tuscola, against R. H. and Joyce J. Welsh, Wood River, Ill., former owners. The petition seeks to set aside the deal with the Welshes for the purchase of the building and equipment for \$40,000, and for the return of Macoupin County real estate with an unencumbered value of \$10,000, assigned to the defendants, and the \$5000 in cash also paid on the purchase price, also reimbursement for the losses they alleged were sustained since taking over the property from the Welshes, and also an accounting of the earnings of the Macoupin County real estate since it has been in the possession of the defendants.

In Clayton, Mo., the suit for an injunction to halt picketing of the La-Cosa was continued for hearing before Circuit Judge Brackman.

Out-of-town exhibitors seen included: Pete Medley, Sikeston, Mo.; Bob Marchbank, Commonwelath, Washington, Mo.; Bill Waring, Jr., Cobden, Ill.; A. B. Magarian, East St. Louis, Ill.; A. T. Wohler, Altamont, Ill.; Bill Williams, Union, Mo.; Mrs. Regina Steinberg, Madison, Ill.; Charles Weeks, Jr., Dexter, Mo.; Eddie Clark, Metropolis, Ill.; Tom Edwards and Frank Plumlee, Farmington, Mo.; Tom Bloomer, Belleville, Ill.; Lee Norton, Sullivan, Ill.; Curtis F. Downen, Sunset Drive-In, McLeansboro, Ill.; Carl Humm, Ohio, Cave-in-Rock, Ill.; Dave Forbes, Rex, Freeburg, Mo.; Charley Beninati, Carlyle, Ill.; Bill Collins, DeSoto, Mo., and Joe Goldfarb, Alton, Ill.

Nathan Lending, brother of Theodore Lending, manager, Kirkwood, Kirkwood, Mo., died.

In McLeansboro, Ill., the Sunset Drive-In will be opened for business early in April, Curtis F. Downen, owner, said.

In Murray, Ky., Enido Nucci, owner, 95 Drive-In, hopes to open his new 250-car drive-in near Dresden, Tenn., within the next few weeks.

In Vienna, Ill., Turner Farrar Theatres hopes to open its new 400-car drive-in in June or early July. . . . In Freeburg, Mo., Mr. and Mrs. Dave Forbes, Columbus, Kans., are reopening the 200-seat Rex, closed by former operators E. Levtkemeyer and Ed Poettgen.

April 28 and 29 are the tentative dates set for the joint regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois and the Kansas-Missouri Theatre Association, Inc., at Bagnell Dam on the Lake of the Ozarks, Central Missouri.

Cinerama will be showing in from 20 to 25 cities by the end of 1953, Hazard E. Reeves, New York City, president, Cinerama, Inc., declared at a meeting of a group of prospective investors in the process. Reeves spoke at a dinner attended by about 50 businessmen, bankers, brokers, etc., arranged by White and Company, investment brokers.

John B. Giachetto, general manager, Frisina Amusement Company, Springfield, Ill., was vacationing in Florida, as was Loran Cluster, Salem, Ill.

Leo Keiler, president, Columbia Amusement Company, Paducah, Ky., was vacationing in Havana. . . . The 1500-seat Arena, Paducah, Ky., has been sold by the Western Amusement Company, headed by Hot Gilliam, to undisclosed business interests who eventually plan to convert the building to other uses.

Other out-of-town exhibitors reported along Film Row included: Bud Mercier, Fredericktown, Mo.; Tom Partain, Cave-in-Rock, Ill.; Homer Hulsey, St. Clair, Mo.; Otto Ingwersen, Mont-

gomery City, Mo.; Keith Coleman, Mount Carmel, Ill.; Bob Johnson, Fairfield, Ill.; Bernard Temborius, Breese, Ill.; Tony Beninati, Pinckneyville, Ill.; Loren Cluster, Salem, Ill.; Izzy Wien-shienk, Publix Great States, Alton, Ill., and Jack Keiler, Columbia Amusement Company, Paducah, Ky.

The opening of the 1953 drive-in season in the territory gives confusing answers to those persons who have heretofore voiced the belief that ours is a "dying industry that has seen its best days." Last year, the exchanges provided motion pictures for no less than 112 drive-ins, all of which are expected to reopen during late March or early April. In addition, 18 other drive-ins are under actual construction, and several of these have definite plans for grand openings within the next several weeks. Seven other drive-ins are in the definitely planned stage, and actual construction is to start soon.

The mother of Mike Lee, manager, United Artists, died in Casper, Wyo. . . . Members of the St. Louis Variety Club, Tent 4, gave a farewell dance to Herb Bennin, manager, MGM, promoted to manager, Washington, D. C., office. Bennin is being succeeded by Tom Bailey, assistant branch manager, Charlotte.

Salt Lake City

Arthur Israel, assistant to Barney Balaban, president, Paramount Pictures, was in.

San Antonio

A quiz show is being originated from the stage of the Alameda each Thursday and Friday nights over KCOR. . . . Interstate was host to Anika Van Koy, in in connection with "Desert Legion," Majestic. . . . Carl Bernal was given a farewell party by the staff of Clasa-Mohme as he left to become a member of the armed forces.

Eva Reinhardt, 15-year-old high school student and aide of the Josephine, was instrumental in thwarting the robbery of the Josephine.

Tommy Powers, manager, Texas, held a special preview showing of "Breaking The Sound Barrier" to air force personnel.

Among the out-of-town exhibitors in to book were: Mike Garcia, Hut and Garmon, Rio Grande City, Tex.; Ignacio Luna, Luna, Crystal City, Tex.; Ramon Ruenes, new owner-operator, Rio, Mission, Tex.; Raul Pena Serna, Rau-Con Drive-In, Escobares, Tex.; H. R. Garza, Mexico, Rio Grande City, Tex., and Genaro Trevino, Alta Vista, Beeville, Tex.

The Star, Hillsboro, Tex., is undergoing an extensive remodeling job. Ed Brin is one of the owners of the building which has housed the Star. . . . E. T. Simpson, McKinney, Tex., has been named new general manager, Walmur

Amusement Company, Bristow, Okla., which operates the Walmur and Princess. . . . Mr. and Mrs. R. E. Sterbenz sold their Follett, Follett, Tex., to L. A. Troutt.

Bobby Jack Hamm, manager, Rogue, Matador, Tex., and his wife announced the arrival of their first baby, Bobby Max. Hamm will start construction on a new drive-in on the edge of the town. . . . Phil Isley announced that 3-D equipment is to be installed at the Capitan, Pasadena, Tex. . . . C. C. Hamm, owner, Queen, Quitaque, Tex., and Harry Barnhill, owner, Gem, Turkey, Tex., combined to start construction of a 200-car capacity drive-in between their towns.

Construction will be started on the Cherokee Drive-In, Longview, Tex. W. B. Goates, owner, stated that he expected to be ready for the opening on May 1. Goates, who has owned and operated 14 drive-ins in various sections of the state, including two at Fort Worth and one in Mineral Wells, is moving to Longview. The new drive-in will have a 600-car capacity.

San Francisco

A special meeting of area exhibitors was shown a cut portion of Paramount's 3-D Technicolor production, "Sangaree," and heard an address by William H. Pine, the picture's co-producer, on 3-D productions in general. Pine was invited to bring them up-to-date on 3-D developments. Neil East, Paramount branch manager, introduced him.

Jack Allen, manager, Stage Door, returned from a vacation. James Sims, who relieved, remains as night manager. . . . First showings on the coast of "The Little World of Don Camillo" will be on April 10 at the Larkin, here; Vagabond, Los Angeles, and the Guild, Portland. . . . James McMillan, assistant, Loew's Warfield, returned from vacation. George Uribe was doing his work. . . . The Warfield is the only theatre, including neighborhoods, that has its own janitorial staff. Therefore, it had to go along with the deal made between AFL Building Service Employees Union and the American Building Maintenance Company, which provides for wage increases and pension plan increases for 400 Northern California theatre janitors. The current wage was \$72.75 for a five-day week, 40 hours. Under the new scale, a two and one-half cents an hourly pay raise is retroactive to last Feb. 15, and another seven and one-half cents an hour raise will apply on Feb. 15. In addition, employers will contribute five cents more an hour to a joint pension trust fund, to which they have been contributing \$6 a month per man. . . . Edward Sullivan has been named Vallejo, Cal., city manager, Fox West Coast, replacing Phil Garber, resigned. . . . Mike Newman, Columbia field man, was in town for the world premiere of "The Glass Wall," Orpheum. . . . B. F. Shearer Company installed 3-D equipment at the Vogue, Salinas, Cal., Center, Watsonville, Cal., and Ray Syufy's Rita, Vallejo, Cal.

Russell Osborn and Roy Carier took over the Peralta, Oakland, Cal., from Robert Wells. . . . Blumenfeld Theatres took over the Kayvon Drive-In, Napa, Cal., from E. M. Graves. . . . Neal East, Paramount manager, married Melda Major, former secretary in the Fox West Coast booking department. Miss Major resigned from FWC a few weeks ago. . . . Biller Evelyn Zichosch, UA, is expecting the stork.

The Row was saddened by news of the death of the father of Helen Roberti, U-I cashier. . . . State visitors were: Al Klokkenvold, Colfax; Verne Pad-dock, Armona; Mr. and Mrs. William Peters, Manteca; Leslie Pancake, Central Valley, and Pete Garrette, Woodland.

Jack Frazier, former booker, Fox West Coast, is now with the Westland Theatre Circuit, and is working with Ed Coffey at the Laurel, San Carlos, Cal. . . . Bob Broadbent has been named manager, Esquire, by North Coast district manager Graham Kislingbury, and George Brand has returned to his former post as assistant manager, Orpheum.

Sol Lesser's 3-D Box Office Attractions distribution outlets include Seymour Poe, New York, to handle the eastern part of the country; Max Roth, Chicago, midwest; Herman Beiersdorf, Dallas, south, and Al Grubstick, San Francisco, west. Home office of Box Office Attractions is in Los Angeles.

Seattle

Zollie Volchok, Northwest, visited the Portland office. . . . Harry Plunkett, NST salesman, was in Portland and Astoria. . . . Metro's Allen Wieder was in Oregon as was Paramount's Walter Hoffman, working on "Come Back Little Sheba." . . . Chris Poulsen, Denali, Anchorage, Orpheum, Kodiak, and Liberty, Seward, all in Alaska, was in. . . . Lottie Jame-son, assistant to Sterling advertising manager Clinton McFarland, was vacationing in Oklahoma. . . . Headed South for a vacation was Ernie Rose, manager, Colonial. . . . Charlie Lawson, Film Delivery, returned after the flu. . . . Also back on the job is Mollie Larson, receptionist, 20th-Fox, recovered from a bus accident. . . . Vete Stewart, Warners branch manager, returned from California. . . . On the sick list was Guy Maxey, Warners' office manager. . . . Robert Anderson, Sterling's assistant to Fred Danz, returned from an inspection trip. . . . The Nome, Dream, Alaska, burned. It was owned by Charlie Code, Seattle. . . . Jim Brooks, office manager, celebrated his 30th year with 20th-Fox. . . . Mickey Rooney blew in to help promote "All Ashore." . . . On the Row were Miriam Dickey, Corbin Ball, Miriam Goodrich, and Sid Dean.

All of the five drive-ins in Spokane, Wash., are now open for the season, the Y Drive-In, West End, AutoVue, East Sprague Drive-In, and the Motor-In. The Y has been enlarged to accommodate 200 more cars, and playground equipment has been added. The West End, newest of Spokane's drive-ins, accommodates 600 cars.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Michael Gould, Paramount salesman, was transferred from the local to the Cleveland branch.

Local theatre owners realize the city must have sufficient operating revenues, and favor an income or payroll tax, it was indicated at a hearing by City Council finance committee on an ordinance to exempt movie admissions up to 50 cents from the city's present three per cent admissions tax. Councilman Edward N. Waldvogel, who introduced the ordinance, contended it is the only salvation for neighborhood houses, and that the city will lose less by the admissions tax exemption than it will if the theatres are torn down and removed from the tax duplicate because of unprofitable operations. Mayor Carl Rich declared the tax loss, if the ordinance is adopted, will be up to \$100,000 annually, and the committee continued the proposal under advisement.

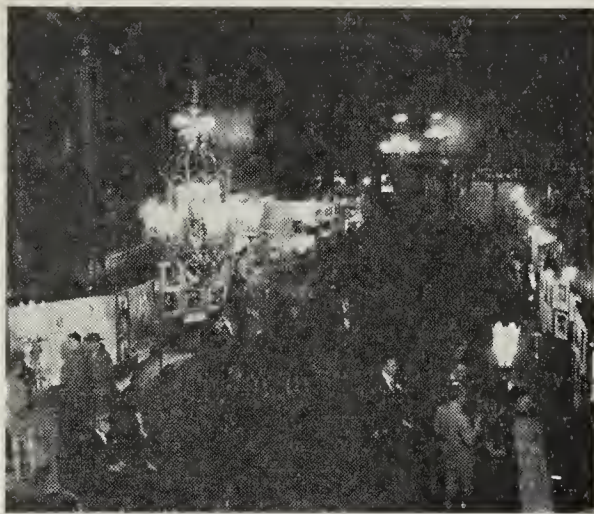
Away on business were Rube Shor, president, S and S Amusement Company, to Washington, D. C.; Jay Goldberg, Realart branch manager, to Louisville, Ky.; George A. Kirby, Republic branch manager, to West Virginia points; Vance Schwartz, Distinctive president, to New York and Philadelphia, and Allan Moritz, exhibitor, to Indianapolis.

In town were: Arthur Greenblatt, New York, Lippert general sales manager; Leo Adler, New York, UA auditor; Jules Lapidus, New York, Warner sales promotion manager; M. L. Lyons, Chicago, Manley, Inc., division manager, and Moe Dudelson, UA district manager, again on the job after illness.

Jessie Smith, 20th-Fox boxoffice clerk, seriously injured in a traffic accident several weeks ago, has been helped along the recovery road by blood donations from many friends. Among these were Udell Richardson, Carl Heinicken, and Sue Scott, 20th-Fox office staff.

Film Row was applauding Tim and Tom Williams, 14-year-old twin sons of Ross Williams, UA city salesman, for becoming observers for the Civilian Defense Corps in suburban Cheviot, O., where they live.

Exhibitors in were: A. J. Sexton, Ironton, O.; Harold Schwartz, New Westville, O.; Charles Creago, Chillicothe, O.; Allan Warth and John Gregory, Dayton, O.; Carl Hagele, Fort Revover, O.; Herbert Masters, Felicity, O.; Hank Davidson, Lynchburg, O.; Moe Potasky, Troy, O.; Fred Donahue, New Boston, O.; Louis Velas and Cy Fransie, Cambridge, O.; Jerry Jackson, Williamsburg, O.; Frank Carnahan and Bud Hughes,



Manager Frank Arena, Loew's Ohio, Cleveland, recently moved the ticket booth back to the entrance of the auditorium to permit the public free access to the spacious lobby where the Cleveland Professional Photographers held its fourth annual display.

Manchester, Ky.; Jack W. Hoffman, Greenup, Ky.; William Cain, Louisa, Ky.; B. F. Wright, Whitesburg, Ky.; Al Thalheimer, Logan, W. Va.; Mr. and Mrs. George Simon and Harold Moore, Charleston, W. Va.; Joe Joseph and W. Radd, Salem, W. Va.; John Tabit, Houston, W. Va.; and G. B. Lively, Huntington, W. Va.

Realart is distributing "Circus Days" in the Indianapolis and local territories, and booked "Lover Come Back" and "Cuban Pete" into the Starway Drive-In, Lexington, Ky., for April showings, and "Loyola, the Soldier Saint" into four Switow Enterprises houses in Lexington, Ky., during April.

Frank Weitzel is booking and buying for the JUR Circuit, Salem, W. Va. . . . Gene Tunick, president, Tunick Releasing Company, is convalescing from surgery. . . . The 20th-Fox office staff staged a cocktail party for Ronald Watts, assistant shipper, called to active duty with the coast guard.

Columbia's "Salome" has been booked for April runs at the downtown Albee here and the Keith, Dayton, O. . . . 3-D equipment has been installed in the downtown Grand.

Vivian Blanford, Columbia clerk, resigned. . . . Margaret Woodruff, Columbia head booker, spent a weekend with relatives in Bellefontaine, O. . . . Betty Behlan, daughter of Charles Behlan, Lexington, Ky., exhibitor, was on the



Crowds over a block long crowded the street in front of the Madison, Detroit, recently for RKO's "Peter Pan."

dean's list at Sweet Briar College, where she is a senior.

The RKO Capitol gave away blue gardenias to the first 150 women patrons attending the opening of Warners' "The Blue Gardenia." Blue gardenias were also presented to all disc jockeys, in addition to women newspaper writers, columnists, and critics on the day before opening.

U-I's "It Happens Every Thursday," dealing with the experiences of Jane S. McIlvaine and her husband in publishing a weekly newspaper, will have its world premiere at the Second Annual "Country Editors Conference" to be held under the sponsorship of John Lair in Renfro Valley, Ky., on May 7, serving to launch a series of territorial openings in Kentucky, Ohio, and Indiana. Lair conducts a weekly radio show from Renfro Valley over the Columbia Broadcasting System network called "Renfro Valley Sunday Gatherin'," and the premiere and the three-day conference of the editors are to be promoted over the program for several weeks in advance of the May 8-10 conference, which will see the editors of the "second oldest" weekly newspapers in the 48 states participating as well as the winners of the National Editorial Association Better Newspaper Contest.

Cleveland

Interest in CinemaScope here was so great that several top flight exhibitors were to go to the west coast for the official presentation on March 20. Among them were: E. C. Prinsen, Palace, Youngstown, O., and M. B. Horwitz, head, Washington Circuit, Cleveland. Others who contemplated going were: Jack Armstrong general manager, Schwyn Circuit; Sam Schultz, Selected Theatres, and Sylvan Goldfinger, Sheftel-Berger Circuit, of which the Hippodrome and Tower are units.

Louis Ratener, Coowner, Magic City Drive-In, Barberton, O.; the SkyWay, Norwalk, O., and the Montrose, Montrose, O., married Yrma Wade, Texas. The couple enjoyed a honeymoon in Mexico before returning to this area to settle down in their newly purchased home.

Barber Farris, 73, who built the Westwood, Toledo, O., operated under lease by Martin G. Smith and James A. Beidler, died following an illness of several months. A leading wholesale produce merchant, Farris was well-known in Toledo for his philanthropies, among which was the presentation of a new water system to his native village of Aita in Lebanon. He was the founder and builder of St. George's Orthodox Cathedral, Toledo. Surviving are his wife, a son, and five daughters.

Nate Schultz, head, Allied, sent letters to all drive-ins wishing them success. It was a fine gesture of intra-industry good relations. Noted in the letter was special mention of his packaged programs for the increasing "Dusk-to-Dawn" shows.

Jack O'Connell's Loop, Toledo, O., was visited by thieves, who made a getaway

with sacks of money containing \$1,578.55, as reported by Mrs. O'Connell to the police. The money was in sacks ready for deposit in the bank.

Leslie E. Frye, director of visual education, public schools, was speaker at a meeting of the Cleveland Motion Picture Council in the Higbee Auditorium.

The Lincoln, Youngstown, O., built about three years ago by Gene Gioppo and operated since then on an open and shut basis, closed. . . . Another closed house is the Pioneer, Pioneer, O., operated by William Widmer, who delivers rural mail and also heads his own dance band. Pioneer, a village of 600 population, is now without a theatre. . . . Work on Paul Wintner's new Memphis Avenue drive-in is coming along.

Arthur Engelbert, cashier, Warner exchange, has a new interest, a nine pound little girl, Kathryn, born in Marymount Hospital to his daughter, Mrs. Genevieve Orosz. . . . Moe Dudelson, United Artists district manager, was in to confer with branch manager David Rosenthal.

George Manos is planning a super deluxe opening for his new 800-seat Manos, Columbiana, O., on April 1. This newest unit in the extensive Manos Circuit is being equipped with RCA equipment furnished by M. H. Fritchle, Oliver Theatre Supply Company, and was built under the supervision of Henry Hellriegel. Opening picture will be 20th-Fox's "The President's Lady." A 20th-Fox star is expected to add glamour to the event.

The East Side and West Side Drive-Ins have a March 27 opening date. Both are owned and operated by Phil Smith, Boston.

Mary Lou Weaver, secretary to Warner branch manager Jerry Wechsler, is anticipating the return of her son, Air Force Sergeant Forrest Weaver, from Guam, where he has been stationed the past two years. He has been in the service five years, and is due home for reassignment.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitor Association, registered a protest in the name of the local independent exhibitors to a newspaper editor against a boxed list of daily movies appearing on radio and TV. . . . Sol Gordon, Monogram salesman, can arrange for exhibitors to give away Hawaiian orchids on Easter or Mother's Day.

Marvin White, A. C. Constant Circuit, with headquarters in Steubenville, O., built a huge neon sign for the Family Drive-in on Route 7 which he says can be seen miles away in all directions. . . . Nate Bigelson, returned from Florida, reports the Fred Schram, retired Cleveland industry member, celebrated his 77th birthday.

P. E. Essick, Modern Theatre Circuit, and Mrs. Essick left for Fort Pierce, Fla. . . . Also southbound are Marshall and Bruce Fine, who will join their parents,



Lieutenant Harry E. Rieseberg, who recently toured to promote U-I's "City Beneath the Sea," is seen in Saginaw, Mich., with Art Sanford, manager, Franklin.

Mr. and Mrs. Meyer Fine, for Easter. Meyer Fine is president, Associated Theatres Circuit.

Ben Ogron, head, Ohio Theatre Supply Company, distributor of Motiograph projectors, says he is now prepared to convert to 3-D.

Detroit

Norman Wheaton, manager, Telenews, who has clung, despite all the vicissitudes of theatre management, to the slogan, "The Customer is Always Right," has been somewhat shaken in his faith. The following ad was inserted in the Detroit papers LOST columns: "Lost or borrowed—Over 100 pairs of 3-D polaroid glasses. Not good for general use. Patrons returning same in person or by mail will receive a pass for any future programs. Telenews Theatre, 1540 Woodward, Detroit 26." Actually, the theatre, despite careful check on outgoing customers to retrieve the glasses, is missing close to 500 pairs of polaroid glasses. The glasses are of the permanent variety. They cost \$1.50 a pair, and, with the current demand for specs to unscramble three-dimensional fare, are as scarce as hens' teeth. Wheaton scratched on a pad on his desk, and groaned, "The net loss to the theatre is in excess of \$700."

Jack Saxe, formerly with Allied Artists, is now in Florida. . . . Pat McInnis, publicity head, United Artists Theatre for Dillon Krepps, left to take a job in Bermuda.

A and W Theatres, headed by Arthur Weisberg, has taken over the East Detroit, Roseville, and Carlton, bringing to eight the number of houses controlled by the circuit.

More than 400 persons, representing Detroit and Michigan leaders in all fields, attended the industry and civic testimonial banquet to Earl J. Hudson. Jack Zide, manager, Allied Film Exchange, and Chief Barker, Variety Club, introduced Robert J. O'Donnell, who acted as toastmaster. Leonard Goldenson, ABC-PT president, spoke on Hudson's business career, and also speaking on Hudson's civic and charitable work were Harvey Campbell, executive vice-president, Detroit Board of Commerce, and Dr. A. C. Furstenberg, dean, University

of Michigan Medical School. Plaques were awarded to Hudson for civic contributions, awarded by Louis C. Miriani, president, City Council; for outstanding record as a civic leader, a theatre executive, and contributions to humanity, awarded by the Variety Club, and from the Cerebral Palsy Association of Michigan, which made him president emeritus for life. Hudson also received life-memberships in two Detroit locals, Local 199 and Local 38.

Indianapolis

Warners was making plans for the handling of 3-D equipment. Manager Claude McKean was in Cincinnati in conference with district manager Jules Lapidus. Mrs. Claude McKean, visiting in DelRay Beach, Fla., was reported in poor health. . . . Al Borkenstein and wife returned from California.

Robert Harned and wife, who operate the Empire, Sellersburg, Ind., returned after vacationing in the south. . . . Ed Campbell and family returned from Florida, and have taken up residence in Louisville, Ky., where he will buy and book for drive-ins. . . . The mother of Hobart Hart was stricken with a cerebral hemorrhage, and is confined to Memorial Hospital. She is 94. Hart operates the Court, Auburn, Ind. . . . Kenneth Hibler, Eastern, Fort Wayne, Ind., was confined by influenza.

Bert Rayburn opened his Ben Hur Drive-In, Crawfordsville, Ind. . . . George Jacoby, home office representative, RKO, left for Cincinnati. . . . United Film Booking Service will do the buying and booking for the Hillcrest Drive-In; Sunset Drive-In, and East Thirty Drive-In, all in Fort Wayne, Ind. Ted Mendlesohn also announced that his office will do the booking for the Sky-Line Drive-In and the Shelby Drive-In, Shelbyville, Ind.

Beatrice Coffman, cashier's clerk, 20th-Fox, is being replaced by Phyllis Snoddy. . . . Marie Jo Prather is the new booker's stenographer at 20th-Fox. . . . The Clarksville Drive-In, Clarksville, Ind., is being operated by the owner, M. J. Atkins, Jeffersonville, Ind. . . . The Ornstein Circuit will do the booking and buying for the drive-ins at Bloomfield and Bardstown, Ind.

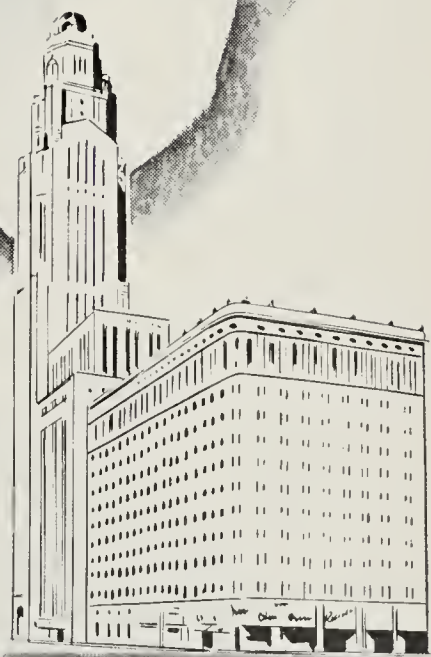
Visiting were: J. F. Griffis, Boswell, Boswell, Ind.; Ted Graulich, Family Drive-In, Evansville, Ind.; E. E. Smith, Devon, Francesville, Ind.; Al Borkenstein, Wells, Fort Wayne, Ind.; George Helitos, Rialto, Fort Wayne; John Austin, Austin, Versailles, Ind.; William Passen, Amus-u, Jasonville, Ind.; Vic Sicilia, Rivoli, Muncie, Ind., and Bruce Kixmiller, Colonial, Bicknell, Ind.

Pittsburgh

Fred Kunkle has been upped from assistant manager, Loew's Ritz, to the Penn. . . . The Pittsburgh Civic Light Opera Company announced 10 musical comedies for the coming season. Prices range from \$3.50 to 75 cents, the lower price being less than the first-run downtown houses.

**THEY'RE COMING FROM ALL
DIRECTIONS TO LEARN ABOUT...**

3-D



FILM CLINICS

TALKS ON 3-D BY EXPERTS

ENTERTAINMENT

ANNUAL CONVENTION

INDEPENDENT THEATRE OWNER'S OF OHIO

**DESHLER WALLICK HOTEL
COLUMBUS, OHIO**

APRIL 7-8

**Cancer
strikes
one in
five**

Strike back

By saving lives, by easing pain, by improving services to cancer patients, by supporting research that will find the final answers to cancer...

That is how your dollars strike back at cancer when you give them to the American Cancer Society.

Send your gift today by mailing it to "Cancer" care of your local post office.

**Give
to conquer
cancer**

**American
Cancer Society**

Charles Simonelli and Phil Gerard, U-I, were in, and then went to James Stewart's home town, Indiana, Pa., with plans to see his parents, and arrange for the world premiere of his new picture, coincident with the town's 150th anniversary. Stewart will go back home to head a giant celebration if all plans materialize.

Horace Allbright, Warner, Ambridge, Pa., has been recalled to duty, replaced by George Josack, a former employee who had been a film salesman.

The State Censor Board is alerting exhibitors to watch their step on sensational advertising. The board advises that it is flooded with complaints, and there is a state law that gives the board jurisdiction over advertising.

Columbia's "The Member of the Wedding" got its first-run at the art house in Squirrel Hill. . . . Sid Jacobs, Stanley Warner Theatres executive, was coming along fine, and was due to leave Montefiore Hospital.

"Angel Face" was sneak-previewed at the Stanley, and "Destination Gobi" was dittoed by the Harris. MGM screened "I Love Melvin" for the critics and disc jockeys.

Film Row was sorry to learn of the passing of Sidney Sugarman, one-time Columbia salesman. . . . The Hymie Wheelers, he's the Screen Guild salesman, and the Mrs. celebrated their 23rd wedding anniversary.

Jimmy Hendel, United Artists branch manager, made deals with practically all the key and sub-key runs to show "Bwana Devil" within the next few weeks. WB's "House of Wax" is set in the Warner on April 30 when the new WarnerPhonic sound will also be introduced.

Al Hill, Loew's Penn, took a week's vacation before climbing into a uniform provided by Uncle Sam.

Karl Krug, The Sun Telegraph movie critic, reported that local drive-ins are planning to install new type screens to enable them to operate in the daytime.

Kentucky Brooksville

The amusement tax permit of the Lyric was revoked by the Kentucky Tax Commission. A. H. Bales was cited by the commission for admitting patrons without giving them tickets and for failure to tear tickets in half. Last September, the theatre was placed on probation, but an investigation by revenue field agents revealed "continued violations of the statutes and regulations," the order stated. A State Revenue Department said the revocation means the theatre cannot be operated and charge admission for amusement.

Lexington

Permission to operate Fayette County's first drive-in was granted by Circuit Judge Chester D. Adams, who ruled that the applicants, Richard M. Johnson and J. Walter Rodes, Jr., were

entitled to a roadhouse permit. The outdoor will be constructed on the Belt Line Highway between the Winchester and Liberty Pikes. Circuit Court is the final authority on such matters.

Ohio Columbus

Cleo Moore, featured in Columbia's "One Girl's Confession," made the rounds of newspapers, radio, and television stations during her stopover here in advance of the opening at Loew's Broad.

Pennsylvania Alquippa

Jim Taylor, Jr., was planning to open his Green Gardens Drive-In.

Ellwood City

On a Wednesday evening, the Manos staged a wrestling bout featuring Nature Boy. The turnout was a big disappointment inasmuch as wrestling in several other Manos houses has been very successful. The fact that it was held the same night as a big fight was being shown free on home TV sets may have cut into the possible gross.

Meadville

Dr. H. C. Winslow, owner, Park and Meade and the only radio station in town, left for Miami, Fla., and then to Havana. Dr. Winslow and several associates have formed a company to erect an antenna high on top of one of the mountains surrounding Meadville to bring in a coaxial cable on TV service to Meadville residents on a monthly payment plan.

Ralph Shadely, Academy owner, is back after a five-week vacation and rest in Dallas, where his daughter, Suzanne, is employed as head of the personal shopper's bureau in the Nieman-Marcus Department Store.

Meyersdale

Jack Dively, former stage performer and the first man to organize an all-girl orchestra, has been named manager, State, following its purchase by T. J. Cramblett. He is planning five acts of vaudeville every other Saturday.

New Castle

Sam Gould, who took over the reins of the Penn and Victor after many years with Warners in Greensburg, Pa., is waking up the town with live wire exploitation stunts.

Salisbury

Jesse Cramblett, Village owner, is a father for the third time.

Zelienople

Bill Thomas, owner, Strand and Kaufman Hotel, who has been taking it on the chin since Route 19 was blocked off for almost a year, is now ready for big business. A new four-lane highway leading into Pittsburgh is expected to boost his famous chicken dinners.

NEWS OF THE Territory

Boston Crosstown

TV viewers were able to see some of the telecasting of the Academy Award presentations from Hollywood after first being told that a sponsor conflict would not allow any of the show to be aired here. WBZ-TV finally cleared sufficient time to take one hour of the 90-minute telecast for March 19. Channel 4 carried the final 60 minutes of the program so that the major presentations were viewed over TV even if the first-half was not. The 10:30 to 11 p.m. was held for the regular showing of "Ozzie and Harriet." However, the entire 90-minute show emanated over WBZ direct from Hollywood.

Mrs. Michael Bruno, wife of the owner, Tilton, Tilton, N. H., was in Franklin Hospital recovering from surgery. . . . "Jed" Prouty, who has managed several theatres in this area, has gone to New London, Conn., to manage the Victory for owner Morris Pouzzner.

Sympathy is extended to Archie Silverman, owner-operator, Strand, Providence, R. I., in the death of his brother, Charles Silverman, 74.

Promotion and exploitation for drive-ins was the chief topic of discussion at a district meeting of Interstate Theatres Corporation, called by President Theodore Fleisher. This circuit operates four open-airers in New England which will be in full swing by mid-April. Present were James Mahoney, general manager; district managers Joe Bean, Chris Joyce, and E. G. Neumann; Ernest Fitzgerald, booker, and Neal Green, and James Godsill, both of Relston, Inc., candy and concession dealer.

In connection with 20th-Fox's "Tonight We Sing," Beacon Hill, April 17, Phil Engel, 20th-Fox publicist, arranged for a special screening of the film for members of the Boston Conservatory of Music, music students, and for Aaron Richmond, concert manager-impresario.

The Sunday papers of March 15 used three separate items and pictures of three theatremen doing their bit for various charitable and worthwhile organizations. Charles E. Kurtzman, northeastern division manager, Loew's Theatres, has been named general chairman, Mental Health Fund for Massachusetts, appointed by the New York headquarters. "Mental Health Week," May 3-9, will be the occasion to launch the first national fund-raising campaign to combat mental illness. "No physical illness," Kurtzman said, "causes as much damage as mental illness, yet far less is being done to combat mental ill health." Robert Sternburg, district manager, New England Theatres, Inc.,



Fred R. Greenway, Loew-Poli Palace, Hartford, Conn., and his assistant, Al Lessow, erected this special false front for a recent engagement of a United Artists' revival bill.

has again been named production manager for the fourth annual "Celebrities Night" show to be held at the Boston Garden on April 26 for the benefit of the Jewish Memorial Hospital's building fund. Tickets are available for the show at the Jewish Memorial Hospital, 45 Townsend Street, Roxbury, Mass. George Swartz, former theatre owner and exhibitor who is now an insurance executive, was presented the 1953 Brotherhood Award at the installation of officers of Louis D. Brandeis Post, Jewish War Veterans, in Temple Mishkan Tefila School, Roxbury. Swartz was the 1953 campaign director, "The March of Dimes."

When Andrew Tegu's new drive-in in Woodsville, N. H., is in operation in April, it will be the first drive-in in this area to have full 3-D Century booth equipment. The booth, itself, is unusual in that it has room enough for four projectors, all of Century make and installed by Massachusetts Theatre Equipment Company. There is to be a large bay window in the rear of the booth, where the spectators can observe the projectionists at work, a device to lend color and interest. The theatre is also equipped with the large six inch Diecast Co-op speakers, a large screen, and a fully equipped playground for kiddie attraction. The drive-in will accommodate 400 cars, and is the first open-airer of the Tegu Circuit.



President Abram L. Sachar and Arthur H. Lockwood, chairman, motion picture committee, Brandeis University, met recently in Boston to discuss plans for the production of a film to tell the story of Brandeis.

New England Bowling

Theatrical Bowling League

Seventh Week's Bowling (Second Half)
STANDINGS

	Won	Lost
Harry's Snack Bar	17	11
Affiliated	17	11
United Artists	15	13
All Stars	15	13
MGM	13	15
Independents	7	21

Harry's Snack Bar	4	MGM	1
Independents	0	Affiliated	3
United Artists	3	All Stars	1

High single: J. Freeman—131. High team single: MGM—523 (season's high). High three single: J. Freeman—334 (season's high). High team three: MGM—1450 (season's high).

INDIVIDUAL AVERAGES

J. Freeman	103.0	Asdot	90.6
Jennings	99.3	Serra	90.3
Kirchick	96.7	Rahilly	89.5
Smith	94.2	Clements	88.7
Prager	94.0	Hy Young	88.7
Farrington	93.7	Feinstein	88.4
J. Young	93.5	Glazier	85.9
Field	93.2	Pugh	84.8
Gates	93.0	Larson	84.7
Bradley	92.9	Lynde	84.0
Owens	92.2	L. Freeman	80.7
Hill	91.9	McCarthy	80.4
Sandler	91.8	Cohan	78.4
Segal	91.3	Rowe	75.0
Berlone	91.0	McSorley	72.8

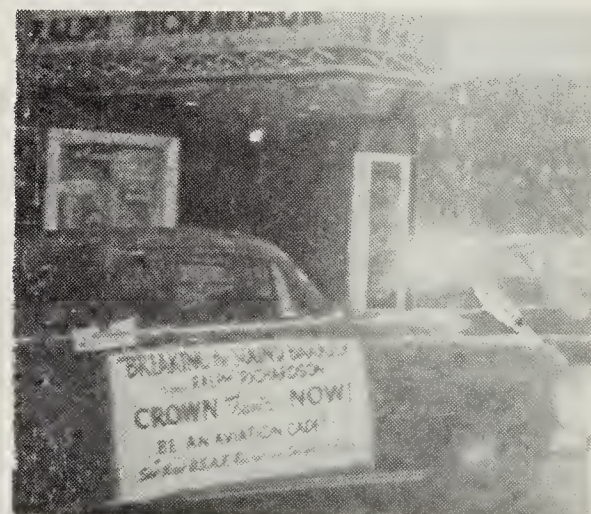
Alternates

Kapitt	103.0	Hochberg	84.6
Morton	96.6	Twig	80.0

A Century projector with the full 3-D equipment has been on display in the lobby of the Rex, Manchester, N. H., for two weeks, and has caused considerable interest. The projectors will shortly be installed in the booth of the theatre by Massachusetts Theatre Equipment as the Rex's owner, Lucien Decouteux, has purchased all new Century booth equipment. When the Lockwood and Gordon Circuit opens its latest drive-in in Showhegan, Me., in May, it will have the latest 3-D Century booth equipment, installed by Massachusetts Theatre Equipment. This theatre will accommodate 450 cars.

Bruce Glassman, who operates the Lafayette, Haverhill, Mass., and the Rialto, Lowell, Mass., with his dad, Norman Glassman, signed for two years of active duty with the army reserves, reporting at Camp Devens, Mass.

Philip Smith, president, Smith Management Company, interrupted his Florida vacation to return north to oversee the reopenings of his circuit of drive-ins. His Rutherford, N. J., theatre re-



Bernie Goffin, manager, Crown, New Haven, received nice cooperation from the air force for the recent showing of United Artists' "Breaking the Sound Barrier," and arranged a window in the recruiting center and a sound truck.

opened on Feb. 28, the first in the east. He was in the midwest for supervision of his circuit in that section.

The first theatre in New Bedford, Mass., to install 3-D equipment is Harry Zeitz's New Bedford, which played the Stereo-Techniques show. Capitol Theatre Supply is installing 3-D equipment in the Empire, Portland, Me., for the Snider Circuit's Center, Fall River, Mass., for the Yamins Circuit, and the State, Waterville, Me., for Lockwood and Gordon Enterprises, all of whom booked "Bwana Devil." Supply house officials and salesmen were busy answering the many exhibitor inquiries on the new 3-D processes and equipment. Miss A. Viola Berlin, managing director, Exeter Street, is biding her time on the subject of 3-D, and is watching developments. Officials of B and Q Associates Circuit decided to equip all Massachusetts houses with new lamp-houses and new lighting as well as new screens in readiness for 3-D, although they have not actually booked a 3-D feature.

William Talman, starred in RKO's "The Hitch-Hiker," arrived for a series of personal appearances in connection with New England openings.

Norman Glassman, former president, Independent Exhibitors, Inc., took a long term lease on the Strand, Haverhill, Mass., and expects to reopen it on Easter Sunday. This marks the third theatre under Glassman's handling, as he and his son, Bruce Glassman, operate the Lafayette, Haverhill, and the Rialto,

Lowell, Mass. The Strand, completely air-conditioned, has 1300 seats, but has been shuttered for a year under litigation. Prior to February, 1952, it had been operated by the Morse and Rothenberg Circuit. At that date, Greeley-Arcade, Inc., New York, purchased a block of stores housing the Strand from Louis Rothenberg, and a few weeks later started a suit against Rothenberg alleging misrepresentation. This suit was settled when Greeley-Arcade sold back the entire property to Rothenberg at a reduced price. This re-transfer took place just prior to the death of Louis Rothenberg.

Meyer Rubin, who recently took a lease on the Colony, Dorchester, Mass., closed the theatre. . . . American Theatres Corporation closed the Esquire. . . . Charlie Cifre, associated with Massachusetts Theatre Equipment, returned from a 1400-auto trip. He visited Mexico City, the west coast, and Florida.

Film District

Stanton Davis, who has been a booker for RKO for the past few years, has been promoted to salesman, and has been given and Maine and Vermont territories. He is the son of the late Jack Davis, district manager, Republic, at the time of his death in 1945. His brother is Mel Davis, head booker, Republic.

Easter attractions for downtown Boston theatres from 20th-Fox have been announced by branch manager James Connolly. The Metropolitan will present "The President's Lady," Keith Memorial will start an engagement of "Call Me Madam," Keith-Boston will show "Destination Gobi," while the Beacon Hill, still in its run of "The Star," will follow with "Tonight We Sing."

Sympathy goes to Sylvia Steinman, secretary to E. Myer Feltman, U-I, in the death of her mother, and also to Ralph Geffen, former office manager, National Screen Service, in the death of his mother. . . . Mrs. Mary A. Callahan, 89, mother of E. X. Callahan, Sr., former district manager, 20th-Fox, died at her New Britain, Conn., home. The 20th-Fox employees sent a floral spray.

James Connolly, branch manager, 20th-Fox, trained to California for a look at the new CinemaScope process. Also attending was Sam Goldstein, Western Massachusetts Theatres. Connolly stayed on for a three-day sales meeting. Within six weeks, there will be trade showings in New York City for eastern exhibitors of the sequences from "The Robe."

New Haven Crosstown

Manager Irv Hillman, Roger Sherman, had a new Walker High Intensity screen installed for 3-D. For "She's Back On Broadway," Hillman broke The Register with a story about Virginia Mayo being acclaimed "The Yale Record Queen of 1953."

Bill Duffy is now assistant manager, Roger Sherman. . . . Jack Lynch, police

officer, Paramount, is back at his post. . . . Jim Darby's Paramount received good tieups for "City Beneath the Sea." In his limited spare time, Darby planned wallpapering another room at his home. . . . Johnny Mongillo, Loew's Poli projectionist, was entered in the Connecticut State rifle matches. . . . "Call Me Madam" was getting a splendid buildup at Loew's Poli, due to manager Morris Rosenthal's efforts. For "I Love Melvin," manager Rosenthal arranged with a camera shop to sponsor a cover photo tieup.

Meadow Street

The spring-like weather caused the various drive-ins to reopen early. Among those operating weekends are the Pike Drive-In, Hartford; Starlight Drive-In, Stamford; and Norwalk Drive-In, Norwalk; Waterford Drive-In, and Lake Drive-In, Waterbury. The new Manchester Drive-In expects to be open in June.

On March 14, T. and J. Markoff were issued a building permit for the construction of a drive-in on Meadow Road at Glastonbury Road, Portland. This permit is subject to State Police approval. The Markoffs operate regular theatres in other towns. . . . "Bwana Devil" was getting many bookings throughout the state. . . . UA planned trade screening "Moulin Rouge" on an afternoon and evening. . . . The Commodore Hull, Derby, gave free balloons to the first 500 youngsters seeing "The Clown." . . . Margaret O'Connor, Loew Poli, Bridgeport, is back after illness.

The Eastwood, East Hartford, closed one matinee so that Walker High Intensity screen and booth equipment could be installed to present 3-D. . . . Two Jewish films, "Mother of Today" and "Overture to Glory," were booked for May 3 at the New Parsons, Hartford, under sponsorship of the Hartford chapter, Deborah Sanatorium. . . . Ben Simon, 20th-Fox branch manager, invited Frank Suracci, president, Space Club, to see "Invaders from Mars." . . . "Man On A Tight Rope" was screened at 20th-Fox. . . . The Perakos Circuit is planning on installing a new screen and booth equipment for 3-D.

B. E. Hoffman, Connecticut Theatre Circuit, was made one of the vice-chairman of the 1953 Jewish Welfare Fund campaign. Another member of the executive committee is I. J. Hoffman.

There has been a splurge of vandalism of late, and various theatres have taken precautions with extra police on the weekend. However, in a Hartford theatre, one employee was slashed in the face by three boys whom he asked to remove their hats.

Circuits Loew Poli

Division manager Harry F. Shaw and Mrs. Shaw left for a South American cruise. . . . George Perlroth, Poli assistant, New Haven, resigned. . . . MGM's Debbie Reynolds was to be in for a press luncheon in conjunction with "I Love Melvin." . . . Terry Turner, former

MAKE NEW PATRONS

"Very human, will linger long in the memory . . . and tug at their heart-strings"
—SHOWMEN'S

"Warmly dramatic . . . a sound offering for general audiences"
—FILM DAILY

COUNTRY PARSON

Screentime
87 min. and
follow with

SEEDS OF DESTRUCTION

Screentime 82 min.

BAY STATE —
36-38 Melrose Street, Boston
CONNECTICUT FILMS —
126 Meadow Street, New Haven

RKO exploitation chief and now with Tele Radio, was in Bridgeport and other Connecticut cities to set TV campaigns. . . . The Poli, Bridgeport, set a photo contest with a camera shop for MGM's "I Love Melvin."

Connecticut Bridgeport

Lieutenant Commander Norman Bialek, Fine Arts, was stricken with acute appendicitis. He is now recuperating in the Veterans Hospital, Newington, and Bob Spodick, Leonard Sampson, and Dick Cohen are relieving.

Hartford

Hartford Theatre Circuit, operating five theatres, announced the appointment of Carroll J. Lawler, former head booker, Jamestown Amusement Company, New York, as general manager, succeeding the late Gus Schaefer. Lawler, moving his family from Tuckahoe, N. Y., will supervise the Art, Central, Colonial, Lenox, and Lyric. Some years ago, he operated theatres in Massachusetts.

Three Connecticut drive-ins, the Pike, Newington; Waterford, Waterford, and Starlite, Stamford, reopened. . . . "Come Back, Little Sheba" was press screened by George E. Landers, division manager, E. M. Loew's Theatres.

Jim McCarthy, Strand, held three press-radio screenings of "Hans Christian Andersen." . . . Jack Terry, 76, veteran stagehand, died. He was a charter member of Local 84. . . . A. M. Schuman, Hartford Theatre Circuit, and Mrs. Schuman, flew back to Daytona, Fla. . . . MGM's "The Hoaxers" was screened at the Stratford, Stratford, for Civil Defense officials by Phil Gravitz, MGM, and Al Pickus, regional vice-president, TOA, who also serves as Stratford's civil defense director.

George E. Sawyer, manager, Victory, New London, resigned to join the Schine Circuit.

Maine Cape Elizabeth

Miss Elsie Whitmore, Cape, has returned from her mid-winter vacation. . . . The daughter of Lester Bragdon, operator, Cape, left by plane for Texas to join her husband.

Portland

Larry Copello, manager, Maine, has been appointed chairman, public relations committee, Kiwanis Club. . . . Richard Murdoch, Maine, enlisted in the army, and was replaced by Edward Keating.

Promotion for "The Clown," Maine, included free balloons, a decorated lobby, and street ballyhoo.

The Portland, operating on a three-day basis, opened all week. . . . Michael J. Garriety, dean of theatre managers, died in City Hospital.

Miss Alice Cushing replaced Miss Elizabeth Hill, at the Cinema.

Massachusetts Haverhill

Paramount manager Frank F. Colburn, Jr., and his staff were thanked by the Haverhill Ministerial Association for help in making Thursday Lenten services successful. . . . The Strand reopened, with Morris Sidman as manager.

Holyoke

Two first-runs raised their prices for the first time in five years. The Victory went up five cents and the Strand went to 50 cents in the afternoon and 70 cents at night, children's prices remaining at 20 cents. George White, manager, Victory, and Bernard Robinson, manager, Strand, said that increased costs necessitated the increase. However, Paul Kessler, manager, Suffolk, said his house would continue at its present 44 cents in the afternoon and 65 cents in the evening.

Lynn

Manager James Davis opened the Paramount, for a morning birthday party of 2400 Girl Scouts. The following Saturday, children with three soap wrappers, purchased at a Lynn store, were admitted free to a special show.

Boston University players put on "Aladdin and the Wonderful Lamp" at the Surf, Swampscott, Mass.

Newburyport

Frank Westmore, makeup artist, was entertained at a luncheon, subbing for Suzan Ball, star of "City Beneath the Sea," who had been injured in an auto accident. The luncheon was sponsored by the Port, with manager Bob Howell doing the honors.

Springfield

Samuel Goldstein, Western Massachusetts prexy, back from the coast, where he looked over the 3-D situation is making immediate plans for the company's 16 theatres to handle the new process.

John McGrail was in to set up the advance for "Moulin Rouge." . . . The Round Hill Open Air reopened for the new season. Arthur Stein is manager.

A free admission gimmick, radio contests, tie-ins, store windows, and street ballyhoo were among the promotion weapons used by manager Arthur Darley when Columbia's "All Ashore" played at the Arcade. The free ticket stunt called for granting admission to anyone showing up with two Dick Haymes records they were willing to donate to the veterans' hospital. The newspapers went along with the idea, giving good editorial and art space. The radio stations also picked it up. Three radio contests were employed by Darley on as many stations. One was based on letters telling which Haymes' record was the listener's favorite and why. Another was aimed at ex-sailors, based on their "funniest experience during shore leave." Darley also planted a limerick contest. Two top music stores spread picture credits about displays liberally. A department store was featuring navy blue dresses and suits.

Report Of The 1952 "Jimmy" Fund

(Arthur H. Lockwood, general co-chairman, 1952 "Jimmy" Fund, recently issued the final report of the campaign for the Children's Cancer Research Foundation. The report, which begins in this issue of EXHIBITOR, will continue in future issues.—Ed.)

CONNECTICUT

Theatre audience collections, \$32,665.26; theatre miscellaneous collections, \$1,760.54; screen advertising trailers, \$725; donations, \$35; Maine, TAC, \$21,330.33; TMC, \$8,224.10; SAT, \$970; D, \$389.39; Massachusetts, TAC, \$100,957.62; TMC, \$43,985.10; SAT, \$2,978.64; D, \$3,053.62; New Hampshire, TAC, \$10,918.51; TMC, \$4,041.27; SAT, \$195; D, \$495; Rhode Island, TAC, \$15,933.79; TMC, \$17,383.01; SAT, \$690; Vermont, TAC, \$7,462.92; TMC, \$1,853.36; SAT, \$410; D, \$310.01.

TOTALS

TAC, conventionals, \$144,134.51; drive-ins, \$45,133.92; totals, \$189,268.43; TMC, \$77,277.38; TCA, \$5,968.64; D, \$4,283.02; alcoholic beverages, \$1,139.75; automobile inspections stations, \$3,062.65; electrical appliance industry, \$1,838.68; lumber industry, \$1,249.59; shoe, leather, and allied industries, \$10,298.02; received through Boston Braves, \$48,353.10; received at Variety Club, \$32,885.33; grand total \$375,624.59.

(Continued on next page)

MAKE NEW PATRONS

"Has a "GOODBYE, MR. CHIPS"
flavor" —VARIETY

"Very Good! Excellent for the family . . . a deeply appealing drama—
emotion stirring"

—HARRISON'S REPORTS

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Screentime 82 min.
BAY STATE —
36-38 Melrose Street, Boston
CONNECTICUT FILMS —
126 Meadow Street, New Haven

(Continued from preceding page)

COLLECTIONS BY STATES

(In some cases, the collections credited also include miscellaneous, trailers, and donations.)

CONNECTICUT

Town	Theatre	Collections
Ansonia	Capitol	\$ 429.31
Baltic	Baltic	9.58
Berkhamsted	People's D-I	99.23
Bloomfield	Blue Hills Ave. D-I	277.29
Branford	Branford	219.70
Bridgeport	American	3.27
	Astor	1.40
	Loew's Poli Globe	20.61
	Hippodrome	1.15
	Loew's Poli Majestic	46.04
	Mayfair	2.47
	Merritt	424.88
	Loew's Poli	103.10
	Rialto	1.60
	Rivoli	66.93
	Strand	2.11
	Warner	980.19
Bristol	Bristol	217.43
	Bristol D-I	461.65
	Cameo	319.24
Canaan	Colonial	144.50
Danbury	Danbury D-I	643.86
	Empress	609.75
	Palace	511.66
Danielson	Orpheum	371.00
Derby	Commodore Hull	180.47
E. Hartford	Burnside	2.89
E. Windsor	E. Windsor D-I	192.65
Greenwich	Pickwick	246.85
Hamden	Whitney	158.50
Hartford	Allyn	2,436.85
	Central	153.62
	Colonial	338.00
	Crown	5.10
	Lenox	106.83
	E. M. Loew's	643.88
	Loew's Poli Palace	140.87
	Lyric	86.00
	Princess	16.45
	Regal	327.47
	Rivoli	158.68
	Strand	932.97
	Webster	396.05
Jewett City	State	42.82
Madison	Madison	486.31
Manchester	Circle	78.94
	State	591.68
Meriden	Loew's Palace	55.60
Milford	Colonial	48.04
	E. M. Loew's D-I	476.93
Montville	Norwich-New London Drive-In	686.25
New Britain	Embassy	660.22
	Strand	641.39
New Haven	Loew's Poli College	18.07
	Crown	10.34
	Howard	32.51
	Lawrence	22.10
	Paramount	2,324.94
	Pequot	50.20
	Loew's Poli	26.73
	Roger Sherman	1,223.05
	Westville	114.98
	Whalley	193.68
Newington	Hartford D-I	908.72
	Pike D-I	491.29
New London	Capitol	886.46
	City of New London	100.79
	Garde	1,358.52
	Victory	107.26
Newton	Town Hall	22.97
No. Haven	New Haven D-I	460.09
Niantic	Niantic	282.16
Norwalk	Norwalk D-I	1,170.86
Norwich	Loew's Poli	23.30
	Lord's Theatre	50.10
	Palace	354.47
Plainfield	Indoor-Outdoor Theatre	130.42
Putnam	Bradley	481.11
Ridgefield	Playhouse	4.59
Rockville	Palace	403.34
	Princess, Broadbrook	25.00
Saybrook	Saybrook	589.97
So. Norwalk	Empress	1,008.81
	Palace	207.00
Stamford	Plaza	11.90
	Stamford	52.48
	Starlite D-I	520.90
Torrington	Sky-Vue D-I	320.40
	State	8.15
	Palace	246.87
	Torrington D-I	400.17
	Warner	300.47
Wallingford	Wilkinson	21.92
Waterbury	Pine Drive-In	500.00
	Loew's Poli	47.94
	State	1,117.11
Waterford	Waterford D-I	367.23
Wethersfield	Webb	411.62
Willimantic	Capitol	425.45
	Gem	143.57
Windsor	Plaza	305.88
Winsted	Strand	205.40
Wolcott	Lake Drive-In	334.25

MAINE

Town	Theatre	Collections
Ashland	Opera House	\$ 54.26
Auburn	Auburn	14.74
	Danville D-I	141.04
Augusta	Capitol	611.47
Bangor	Bangor D-I	502.14
	Bijou	948.20
	Olympia	70.81
	Opera House	745.32
	Park	225.82
Bath	Opera House, Uptown	864.19
Belfast	Colonial	212.32
Biddeford	Central	152.07
Bingham	Colby	43.51
Boothbay Harbor	Strand	128.17
Brewer	Auto D-I	456.88
Bridgton	Mayfair	55.62
	State	798.48
Brunswick	Bowdoin D-I	106.00
	Cumberland	150.55
	Bath-Brunswick D-I	8.00
	Pastime	79.45
Bucksport	Alamo	120.66
Calais	State	754.19
Camden	Camden	93.80
Caribou	Polaris D-I	8.88
	Powers	349.45
Dexter	Park	245.50
Dover-Foxcroft	Center	166.91
Eastport	Wilbor	108.95
Ellsworth	Grand	196.33
	Trenton D-I	193.86
Farmington	State	267.54
Ft. Fairfield	Paramount	810.00
Freeport	Nordica	74.55
Gardiner	Opera House	289.35
Gorham	Playhouse	9.10
Guilford	Community	10.51
Hallowell	Rialto	57.82
Houlton	Borderland D-I	30.82
	Houlton	609.40
	Temple	145.82
Jackman Sta.	Strand	54.20
Keezar Falls	Playhouse	4.95
Kennebunk	Anchor	297.85
	Drive-In	570.00
Kittery	Kittery D-I	92.76
Lewiston	Empire	73.43
	Sabattus D-I	523.28
	Lisbon D-I	118.22
	Priscilla	31.88
	Ritz	459.12
	Strand	42.21
Limestone	Star	10.00
Livermore Falls	Dreamland	4.63
Lubec	Lubec	50.00
Machias	Colonial	287.00
Madawaska	Madawaska D-I	71.58
	Modern, State	171.00
Madison	State	127.56
Manchester	Augusta D-I	511.10
Mars. Hill	Hussey	2.18
Mexico	Mexico	8.07
Millinocket	Millinocket	46.53
	Opera House	429.36
Northeast Harbor	Pastime	430.50
No. Windham	No. Windham D-I	137.26
Norway	Rex	20.25
Oakland	Oakland	62.63
Ogunquit	Ogunquit	120.12
	Leavitt	188.55
Old Town	Strand	216.00
Orono	Strand	62.70
Pittsfield	Bijou	25.00
Portland	Capitol	89.20
	Cinema	268.72
	Civic	665.15
	Empire	311.06
	Maine	264.63
	New Portland	14.89
	State	4,315.88
	Strand	507.38
Presque Isle	Braden	291.30
	State	348.12
Rockland	Knox	704.71
	Rockland D-I	397.79
	Strand	191.38
Rumford	Rumford D-I	177.82
	Strand	24.71
Saco	Motor-In	223.28
	Saco Auto Theatre	28.85
	Mutual	97.48
Sanford	Capitol	335.48
	Drive-In	424.23
Scarboro	Portland D-I	701.89
Skowhegan	Strand	996.64
So. Paris	Strand	3.00
So. Portland	Cape	207.50
Van Buren	Gayety	27.37
Waterville	Haines	648.26
	Opera House	166.90
	State	1,077.57
Wells Beach	Casino	71.14
Westbrook	Brook	15.58
West Enfield	Enfield D-I	141.78
Wilton	Wilton	90.40
Winthrop	Gull	160.10
Winslow	Waterville D-I	490.25
Yarmouth	Yarmouth D-I	187.55

MASSACHUSETTS

Town	Theatre	Collections
Adams	Hoosac D-I	\$ 184.50
Amesbury	Strand	32.19
Andover	Playhouse	137.79
Arlington	Capitol	222.08
	Regent	119.50
Athol	Athol, York	397.30
Attleboro	Union	2,020.46
Avon	Avon D-I	764.43
Bellingham	Drive-In	110.27
Belmont	Strand	104.34
Beverly	Ware	92.19
Billerica	Pinehurst D-I	257.19
Boston	Astor	850.35
	Beacon Hill	173.80
	Boston Garden	645.51
	Boston Summer	433.19
	Bowdoin Square	13.22
	Casino, Howard	350.00
	Center	177.75
	Employees—Columbia	23.50
	Fenway	1,117.70
	Kenmore	357.10
	Lancaster	244.74
	Loew's Orpheum	473.85
	State	700.00
	Mayflower	523.52
	Metropolitan	5,647.08
	Employees—Monogram	23.50
	National	358.29
	Employees—Nat'l Screen Serv.	15.50
	Paramount	4,056.39
	Pilgrim	585.27
	Publix	170.70
	Puritan	170.26
	Registry of Motor Vehicles	805.00
	Rialto	42.75
	Employees—Paramount	38.00
	RKO-Boston	1,680.00
	RKO-Memorial	3,750.00
	Shubert	787.00
	Strand	146.76
	Telepix	25.00
	Trans-Lux	112.54
	Uptown	421.62
Allston	Capitol	854.18
Brighton	Circle	900.25
	Egyptian	66.57
Charlestown	Thompson Square	138.80
Dorchester	Adams	307.79
	Codman Square	647.75
	Dorchester	232.14
	Franklin Park	97.30
	Morton	118.93
	Neponset D-I	1,470.66
	Strand	1,211.52
	Upham's Corner	196.01
E. Boston	Central Square	116.87
	Seville	780.65
Hyde Park	Fairmount	132.33
Jamaica Plain	Jamaica	152.46
Mattapan	Oriental	923.08
Roslindale	Rialto	217.15
Roxbury	Egleston	96.90
	Ideal	69.94
	Plaza	44.20
	Rivoli	380.30
	Roxbury	66.06
	Roxie	157.94
	Warren	56.66
So. Boston	Broadway	92.03
	Strand	109.86
W. Roxbury	Hancock Village	358.04
Boxboro	Nashoba Valley D-I	82.80
Braintree	Braintree	39.37
	Quintree D-I	1,820.70
Brant Rock	Brant Rock	70.93
Brockton	Skyview D-I	591.61
	Brockton	311.12
	Center	537.27
	Colonial	602.50
	Modern	56.00
Brookline	Brookline	520.75
	Coolidge	488.76
Buzzards Bay	Buzzards Bay	310.52
Cambridge	Central Square	1,200.65
	Eliot	61.00
	Fresh Pond D-I	1,650.00
	Inman Square	156.00
	Rex	24.25
	University	633.00
Chatham	Chatham	517.20
Chelsea	Olympia	2,346.51
Chicopee	Rivoli	152.77
	Victoria	126.79
Chicopee Falls	Air Line D-I	54.51
Clinton	Strand	201.48
Cohasset	Mass. Chiefs of Police Assn.	481.00
	Music Circus	2,187.54
Danvers	Orpheum	116.42
Dartmouth	Dartmouth D-I	247.00
Dedham	Community	229.89
	Dedham D-I	1,216.23
Dennis	Cape Cinema	721.54
Duxbury		90.76

(Continued in a forthcoming issue of EXHIBITOR.)

NEWS OF THE

Territory

New York City
Crosstown

The drive-in season is getting into full swing with 14 open-airers in the metropolitan area opening for business in March, and six scheduling openings for April.

"Penny Princess" had its American premiere at the Sutton.

"Two-in-one stage and screen shows" are playing the Skouras Academy of Music. According to George Nichols, managing director, "This type of entertainment, a two-in-one stage and screen show, will be presented weekly at the Skouras Academy of Music as a regular policy."

John Hudson, featured in support of Gary Cooper in "Return to Paradise," arrived for a series of television engagements.

Victor Saville, producer of "I, The Jury," arrived from Hollywood for conferences with executives of United Artists.

WINS joined with the Rivoli and Columbia in sponsoring a "Salome" bathing beauty contest. Local contests will be held in some 200 cities in connection with "Salome."

Arnold Picker, vice-president, United Artists, in charge of distribution, returned from Rio de Janeiro, Brazil.

Sol Lesser arrived from Hollywood for a 10-day series of conferences with Irving Lesser and Seymour Poe, producers' representatives.

E. S. Gregg, vice-president and general manager, Westrex Corporation, export subsidiary, Western Electric Company, Inc., was in Hollywood for discussions with the staff of Westrex' Hollywood division.

Edith Prigozy, associated with the 20th-Fox International Corporation for the last 11 years as assistant to Leslie F. Whelan, resigned to do free-lance work.

Ann Lesley Benjamin was born at French Hospital to Mrs. Lucille Benjamin, secretary, United Artists. The baby's weight was six pounds. It is the Benjamins' second child.

New York State
Albany

Geddes Cameo Theatre Corporation has been authorized to conduct business in Syracuse. Capital stock is 200 shares, no par value. Directors are: George E. Smith, attorney Mary A. Warrian, and



New York's Mayor Vincent J. Impellitteri recently proclaimed "Salute to the National Guard Week," and was made an honorary member of the group, honored in Republic's "Thunderbirds," Holiday. Seen with guardsmen dressed in uniforms from colonial days to the Korean War are: Robert J. McGee, vice-president, 45th Division Association; Impellitteri; Major General Brendan Burns, commanding general, 42nd Infantry Division, and Lieutenant Colonel Morton Strauss.

J. Constantino. . . Changes: The Strand, Waterville, shifted from Morris Slotnick to the C. A. McLaughlin management. Anthony Marturano, Clinton, Clinton, will have a new summer situation which he will open in a former dance hall at Sylvan Beach, Oneida Lake. Slotnick, who also conducted the James, Utica, for some years, and the Star, Oriskany Falls, until fire wiped it off the film map six months ago, is retiring from exhibitor ranks. He is the brother of Samuel Slotnick, who operates theatres in the Syracuse area and the Lyric, Waterford. McLaughlin, engaged in the grocery business at Waterville, installed his son, Spencer, as Strand manager. Manturano will call the new theatre the Beach.

Governor Thomas E. Dewey conceded that a New York City amusement tax, added to the 20 per cent federal levy, "would be economically unsound at the present time." He also remarked that many aspects of the amusement industry have suffered since the advent of television, and revealed that the report of the Mayor's Committee on Management characterized the proposed ticket tax as unfair. Dewey proposed a joint employer-employee tax of a quarter of one per cent on salaries and wages paid to persons employed in New York City.

Senator Herbert I. Sorin, Bronx, and Assemblyman Ben Werbel, Brooklyn, introduced companion bills which would require establishments operating under a license from a municipality and charging public admission fee to secure and maintain minimum liability insurance of \$25,000 for personal injuries to one person, and \$50,000 for more than one person in one accident.

The Variety Club's 11th annual dinner-dance attracted 242 men and women to the Colony Country Club, where they honored retiring Chief Barker, Nate Winig. Another former Chief Barker, Neil Hellman, presented Winig with a set of traveling bags, as a token of remembrance. Solo entertainment was

New Jersey Censor
Measure Passes House

TRENTON, N. J.—A motion picture censorship bill originating from the Newark section was passed in the New Jersey House of Assembly despite bitter opposition of members who maintained that too much power was given to police under the provisions of the legislation. The bill was adopted by a vote of 31 to 6. It requires 31 affirmative votes to pass a bill in the House.

The legislation was sponsored by Neil G. Duffy, East Orange, who declared the legislation is not pure censorship, but it does expand municipal rights to fix and regulate by ordinance the showing of motion picture films, state exhibitions and performances affecting the public morals of the municipality. Assemblyman Thompson led the fight against the Duffy bill, and said the legislation stemmed from a film showing semi-nude women in scenes depicting Africa.

The bill, which goes to the Senate, is being vigorously opposed by theatre and motion picture interests, as well as other civic groups.

provided by Dorothy Loudon, appearing through the courtesy of RCA, and Janet Jones, featured at a leading New York City night spot. Seated on the dais were: Mr. and Mrs. Winig, Mrs. Jules Perlmutter, Mr. and Mrs. Harry Lamont, Mr. and Mrs. Neil Hellman, Mr. and Mrs. Saul J. Ullman, Leo Greenfield, and Miss Muriel Lanahan. Others in attendance included: Mr. and Mrs. Harold Gabrilove, George Myers, Mr. and Mrs. Alan V. Iselin, Mr. and Mrs. Jack Goldberg, Mrs. Nettie Hellman, Mr. and Mrs. Jacob M. Olshansky, Police Judge and Mrs. M. Michel Dobris, Dr. and Mrs. Kalmon Rosenblatt, Mr. and Mrs. Gene Teper, Mr. and Mrs. David Marks, Mr. and Mrs. Leonard E. Berns, Donald Winig, Mr. and Mrs. Nat C. Rosen, Mr. and Mrs. Leonard Smith, Mr. and Mrs. Robert Adler, Mr. and Mrs. A. J. Marchetti, Mr. and Mrs. Joseph Miller, Mr. and Mrs. Arthur Hermann, Mr. and Mrs. Josep Ahgreata, Mrs. and Mrs. Howard J. Smidt, Mr. and Mrs. W. Gordon Bugie, Mr. and Mrs. Francis Lynch, Mr. and Mrs. Harry Alexander, Mr. and Mrs. Aaron Winig, Mr. and Mrs. Raymond Smith, Mr. and Mrs. Daniel R. Houlihan, Mr. and Mrs. Lewis A. Sumberg, Mr. and Mrs. Harvey English, Mr. and Mrs. Sidney Urbach, Mr. and Mrs. Sylvan Leff, Mr. and Mrs. George H. Schenck, Mr. and Mrs. Woodrow Campbell, Mr. and Mrs. William Rennie, Mr. and Mrs. John Bylancik, Mr. and Mrs. Jack McGrath, Mr. and Mrs. Jack Hamilton, Honorary Mayor and Mrs. Camiel J. Vander Voor, Mr. and Mrs. Donald Lamont, Vedder Petters, Milton Levins, Mr. and Mrs. Ralph Ripps, Mr. and Mrs. Howard Goldstein, and Mr. and Mrs. Henry Seiden. Lewis A. Sumberg, executive director, Albany TOAA, and Leo Greenfield, U-I branch manager, served as dinner co-chairmen.

Fabian Theatres promoted William C. With to manager, 3,650-seat Palace, succeeding the late Alex Sayles. A veteran of World War II, With was a sergeant with the late General Patton's Third Army. With has been on the Palace staff since November, 1931, a month after its opening. He became assistant to Harry Black, now deceased and the Fabian flagship's first pilot. He also worked under Louis Golding and Oscar J. Perrin, and became Styles' assistant in 1937. With is a native of Boston. S. H. Fabian, president, Fabian Theatres, and Saul J. Ullman, division manager, think highly of him. He is married.

Alan V. Iselin announced the opening of the Auto-Vision, East Greenbush. Harry Lamont got into action on the same date at the Overlook Drive-In, Poughkeepsie. The opposition Hyde Park Drive-In also opened. Lamont planned to relight the Sunset Drive-In, Kingston, on March 27. Robert W. Case manages it. Fabian's Mohawk Drive-In is scheduled to oil the turnstiles for April 4.

The Association of Cinema Laboratories, Inc., has been incorporated under the membership corporation law to "improve conditions in the motion picture laboratory trade." Directors are: Saul Jeffee and Morris Rozenzweig, New York; John G. Stott, Croton-on-Hudson; Paul Guffanti, Scarsdale, and Russell C. Holslag, Massapequa.

Charles A. Smakwitz, Stanley Warner zone manager, and Louis W. Schine, Schine Circuit, Gloversville, were numbered among the guests at the annual dinner-show of the Legislative Correspondents' Association in the Ten Eyck Hotel. Smakwitz sat at a table with Senate Clerk William S. King and other officials. Schine was in a group with George B. Chelius, Jr., manager, Ten Eyck, and leading Albanians.

Buffalo

Paramount established with the Nu-Way Markets a star photograph giveaway tieup as part of the all-out-promotion of "The Stars Are Singing," Paramount. Nu-Way customers were presented with autographed photographs of Rosemary Clooney. Nu-Way Markets advertisements in 15 Buffalo



One of the many store window displays for MGM's "Lili," recently premiered at the Trans Lux 52nd Street, New York, was in this record shop.

EYEING THE

Exchanges

NEW YORK — Warners booking department topped off its redecoration job with a display of original drawings from its cartoons.

MONOGRAM — Terry Testa was recovering. . . . Secretary Sina Piscitelli is decorating her new apartment to be ready after her marriage. . . . Auditor Reynold Graber was in the office.

U-I — Biller Judy Dalleck set the date, Oct. 11. . . . Jean Mendolia, secretary, was readying her finger for an engagement ring. . . . Send birthday greetings to booker Harvey Reinstein on April 6. . . . Booker's secretary Goldie Tucker passed the one-year mark in marriage.

MGM — Contract clerk Barbara Schwartz became an aunt. . . . New contract clerk Rhoda Lulla has been wearing that engagement ring four weeks. . . . Salesman Bob Kraus chalks up another year on April 1. . . . Birthday greetings also go to inspectress Louise Brunett and head biller Leila Rodriguez. . . . Office assistant Marvin Rochelle was back after the grip.

COLUMBIA — After his hitch with the army, shipper Frank Giordano was pounds heavier on his return. . . . Biller Kitty Bernstein has a tan to prove she spent her vacation in Florida. . . . It's

and vicinity newspapers announced that the stores would give customers Rosemary Clooney photographs.

Mayor Joseph Mruk, in his budget for 1953-54, proposed a five per cent tax on theatre admissions and other levies. Mayor Mruk hopes to raise \$600,000 annually through the admission tax. Industry spokesmen stated that they did not believe the business could stand another tax.

Carl Rindcen, manager, Shea's Buffalo, tied up with the Red Cross during his engagement of "Battle Circus." A booth was set up in the lobby to accept blood donor applications.

William Kranso, former superintendent, Film building, and father-in-law of Ed Suckfeldt, present superintendent, died.

Ed Meade, publicity director, Shea's Theatres, held a screening of "I Love Melvin" and "Small Town Girl" for music dealers and disc jockeys. . . . Bob Murphy, president, Century, is chairman, motion picture division, current Red Cross Drive. The theatres are co-operating. . . . Bill Brereton, Basil Brothers publicity director, was busy working on "Salome," Lafayette.

Colonel Bill Shirley, UA publicist, remembered Eddie Meade, Shea's Buffalo, on St. Patrick's Day with a green necktie.

—M. G.



Dr. Manfred George, left, editor, Aufbau and president, Foreign Press Film Critics Circle, recently presented the groups "best-of-the-year" honors in New York City. Ilya Lopert, center, head, Lopert Films Distributing Corporation, is seen receiving the award for UA's "Breaking the Sound Barrier" as Sigmund Gottlober, president, American Foreign Language Press, looks on.

all quiet with secretary Sondra Resnick, who had laryngitis.

RKO — Family illness caused the absence of New Jersey booker Charles Raffaniello. . . . Booker Sadie Castanza is improving her bowling score. . . . Branch manager Philip Hodes' wife was in Chicago.

UNITED ARTISTS — One of the booker's chairs has been filled by Lou Solkoff, lately with Bell and RKO. . . . "High Noon" and "The African Queen" are lined up as a combination.

BONDED — Everyone was happy to see Mae McGee back at her inspection table. . . . Shipper Milton Van Praag was ill. . . . Harry Newman, supervisor of distribution, sprained his back. . . . Inspectress Mary Einfrank was sick.

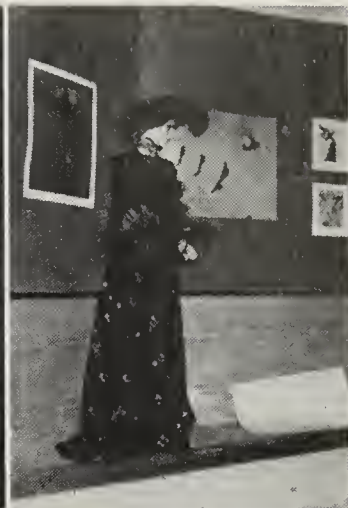
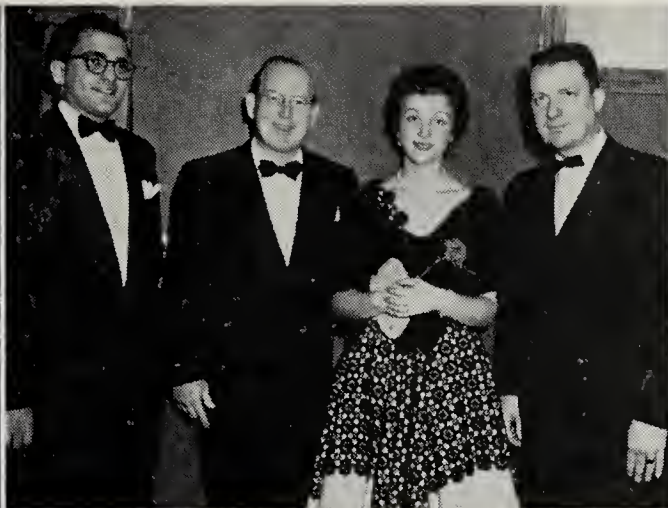
20TH-FOX — Booker's secretary Mae Stabile said good-bye to her fiancé, who left for overseas duty. . . . Lillian Gordon, secretary to the office manager, was out caring for her ill son. . . . Patricia Connely, cashier department, was recuperating.

PARAMOUNT — The old-timers got free tickets for the Booker's Club party from the company. . . . Switchboard operator Pearl Affissio was ill. . . . Ledger clerk Nancy Olivero had her army husband in for a weekend. . . . Paint beautified the booker's cages.

WARNERS — Shipper Perry Strow's son, Marvin, was inducted. . . . Contract clerk Arlene Moffa will be feted with a party on April 4 when her mother announces her engagement to Robert Rose. . . . Booker's assistant Norma Taime said her "I do" to Morris Baja. . . . Salesman Lee Mayer was back. . . . Head booker Hal Blumberg danced the anniversary waltz with his Mrs.

RAMBLIN' 'ROUND — Union business agent Jerry Tomasetti was ill. . . . Republic biller Maria Lopez will walk down the aisle on March 29.

—J. A. D.



As a result of the recent excellent campaign and interest aroused in UA's "Moulin Rouge," by the company's field representative Max Miller, and Trans-Lux manager Charles Judge, long lines, left, waited for hours from opening to closing each day, and every boxoffice record of the house was broken. At the premiere for members of the Philadelphia Museum of Art were seen, left to right, Richard Brandt, Trans-Lux Theatres; UA Philadelphia branch manager John Turner; Mrs.

Richard Brandt, and Judge; a lovely local model who appeared as a can-can flower girl at the premiere pinning a boutonniere on star Jose Ferrer, present at the premiere, and one of the 14 windows Miller obtained in the Blum store, which broke tradition with a full-week display including countless interior displays of Toulouse-Lautrec Moulin Rouge posters and authentic costumes loaned by the Philadelphia Museum of Art. The store also used a full page co-op. ad.

NEWS OF THE

Territory

Philadelphia Crosstown

The Fox held a preview of 20th-Fox's "The Silver Whip."

Albert Merion, assistant to Ralph Pries at Berlo Vending Company, is the new Roanoke, Va., branch head for the company. With Berlo 18 years, he has an extensive experience. He will cover western Virginia, including the Shenandoah Valley.

Miss Charlene E. Becker, daughter of Mr. and Mrs. Joseph Becker, became the bride of Laurence D. Trichon on March 22 at the Warwick Hotel. The bride's father is the prominent garage operator, including the Apex Garage, which serves many in the film area, and other garages in the city. The couple honeymooned in Bermuda.

The industry gathering on behalf of the Allied Jewish Appeal at the Broadway was cancelled, and individual staff meetings will be held instead.

Joyce Hellman, daughter of Mr. and Mrs. Neil Hellman, Hellman Theatres, was married to Lieutenant (jg) Sanford A. Bookstein, son of Mr. and Mrs. Myron Bookstein, and are on a wedding trip to California. The wedding took place at the home of the bride's parents, in Albany, Rabbi Samuel Wolk, Temple Beth Emeth, officiating. The bride, given in marriage by her father, wore a navy blue suit with white hat and white accessories for the ceremony. Matron of honor was Mrs. Alan V. Iselin, her sister, while the junior bridesmaid was Nancy Einhorn. Lieutenant Bookstein had his brother-in-law, Max Kraus, Philadelphia, as best man. A reception at the bride's parents' home followed the ceremony. Mrs. Bookstein, a graduate of St. Agnes School, has been attending Cornell University. Her husband, a graduate of

Milne School and the University of Pennsylvania, was a certified accountant with Urbach and Company before receiving his commission in the navy. He is now on duty on the U.S.S. Satyr, San Diego, Cal. The couple will make their home in Coronado, Cal.

In a recent bulletin, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., advised members to help the passage of the Mason Bill to exempt the industry from the 20 per cent federal admission tax, and also to watch for the introduction of a measure by State Representative Waterhouse to exempt theatres from the local admission tax. It also

announced that Larry Woodin has a plan to provide exhibitors with tax free theatre music on records.

Vine Street

Tri-State Buying and Booking Service is handling the County View Drive-In, Mahanoy City, Pa., and the Amity Hall Drive-In, Duncannon, Pa. . . . Joe Sapsis reminds his many friends that it is time to see him at Morville for Easter outfits.

Ben Tolmas, retired 20th-Fox salesman, was 69 years old on March 23. In case localites want to drop him a note, his address is 4720 Pine Street. He keeps in touch with the industry.

NOW You can get expendable 3-D glasses that are adjustable!

- Form-fitting adjustment for men, women and children whether they wear eyeglasses or not. No more jiggling, fiddling or discomfort!
- Sensational new fabric-covered earpieces! Eliminates the irritation of stiff paper or cardboard around the ears!

ORDER NOW! A prompt order will reserve your POLALITE glasses and insure delivery for your future dates!

Orders now being taken by

HIGHWAY EXPRESS LINES, INC.

1638 Third Street, N. E.

Washington, D. C.

DuPont 7-7200

236 N. 23rd Street

Philadelphia 3, Pa.

LOcust 4-0100

Republic is holding a drive in honor of sales manager Jim O'Gara.

A session of National Film Service in Chicago was attended by Clark Film's Clint Weyer and Whitey Molitsch.

Benny Harris, American, is distributing "Nightmare In Red China."

MAKE NEW PATRONS

"Very human, will linger long in the memory . . . and tug at their heart-strings" —SHOWMEN'S

"Warmly dramatic . . . a sound offering for general audiences" —FILM DAILY

COUNTRY PARSON

Screentime
87 min. and
follow with

SEEDS OF DESTRUCTION

Screentime 82 min.

CAPITAL — 309 N. 13th Street, Philadelphia
SANDY FILM EXCHANGE —
1013 N. Jersey Ave., N.W., Washington, D. C.
EQUITY —
1001 N. Jersey Ave., N.W., Washington, D. C.



Buy With Confidence BUY RCA

QUALITY 3-D EQUIPMENT with practical recommendations on your particular needs. Service backed by the full resources of RCA.

RCA Replacement Speakers. Over a MILLION in Use. The Choice of the Majority.

BRITE-ARC LAMPS with the trouble proof water-cooled improvements. MORE LIGHT at LESS. The Choice for 3-D and A MUST—for DRIVE-INS. If you expect to cash in on 3-D Profits.

ELMER H. BRIENT & SONS
925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

David Milgram, Milgram Theatres, can use one or two good managers interested in working for him. Kindly get in touch with him direct at his offices in the Avenue.

William J. Hutchins, manager, National Theatre Supply, announced that Bob Warner was leaving the company on March 31, and will be succeeded by Stanley Lechner, who has been in the New York office for many years. Hutchins praised Warner for his many years of service and helping hand. Warner joins Ralph Pries at Berlo Vending Company.

District of Columbia Washington

Keith's Baltimore, Md., purchased RCA 3-D booth equipment and 3-D screen from Elmer H. Brient and Sons, RCA Dealer. Installation is scheduled for April 12. . . . New RCA projection equipment is now being installed in the Cavalier, St. Paul, Va. . . . The RCA Brite-Arc lamps being installed in Sidney Lust's new Marlboro, Md., Drive-In, now under construction, will be equipped with water-cooling equipment developed by RCA, with air-cooling equipment to cool the aperture, and film so as to get every bit of light possible for the showing of 3-D pictures. Much care and extra engineering is going into developing all of the light possible for this installation.

Ed Linder, manager, Ontario, who continues to cooperate with his neighborhood paper, The Uptown Connecticut Avenue Shopper, received three breaks on page one, an article on the Adams School Parent Teachers Association benefit show, another on a letter contest in connection with "The Stars Are Singing," and a comment in reference to trade papers honorably mentioning both the theatre and the newspaper.

James "South Pacific" Michener passed through, and met the press to talk about "Return to Paradise."

Sid Zins, Columbia exploiter, and Vince Iorio are working together on "Salome," due to open at the Trans-Lux on April 7. Advance screenings for the press, radio, and TV personalities are being held at the MPA Academia. Zins has one of the original costumes worn by Rita Hayworth. Washington



Bob Warner for many years with National Theatre Supply, Philadelphia, is joining Berlo Vending Company, Philadelphia, it was announced recently.

Jersey Censor Bill Gets House Approval

TRENTON, N. J.—A motion picture censorship bill originating from the Newark section of New Jersey was passed in the House of Assembly despite bitter opposition of members who maintained that too much power was given to police under the provisions of the legislation. The bill was adopted by vote of 31 to 6. It requires 31 affirmative votes to pass a bill in the House.

The legislation was sponsored by Neil G. Duffy, East Orange, who declared the legislation is not pure censorship, but it does expand municipal rights to fix regulation by ordinance the showing of motion picture films, state exhibitions, and performances affecting the public morals of the municipality. Assemblyman Thompson led the fight against the Duffy bill, and said the legislation stemmed from a film showing semi-nude women in scenes depicting Africa.

The bill, which now goes to the Senate, is opposed by theatre and motion picture interests.

will be one of the cities holding beauty contests in connection with the film.

Speaking of Columbia, mid-east division manager Sam Galanty was visiting the various exchanges in his division while branch manager Ben Caplon was back from a trip to Charlotte. Galanty's gal Friday, Jimmy Finney, celebrated her 25th year at Columbia on March 19.

The Variety Club waited until March 21 to celebrate St. Patrick's Day.

Five of Great Britain's leading aces of the Royal Air Force were in to attend the international premiere at the MacArthur of "Angels One Five." It's sponsored jointly by the Royal Air Force Association and the U. S. Air Force Association.

Variety Club members are receiving material about Mexico and Mexico City, where the Variety Clubs International convention takes place. . . . Makeup man Frank Westmore was in town making radio and TV appearance for Jerry Baker at RKO's Keith, while in the lobby of the theatre were displayed models of deep sea divers to plug "City Beneath the Sea." . . . At RKO there were plenty of birthdays, Clerk Frances Potasnik, March 16, and Joe Brecheen, March 17. Assistant cashier Mildred McDonald attended the Salvation Army luncheon.

Al Sherman, Georgetown, has been having excellent results with a new type of ad which is run in two local dailies on the page opposite the editorial. It runs in addition to the regular amusement directory copy. Sherman figures that he attracts a different type of readership, and he says the results prove it, even to the extent of fan letters. The copy, commenting on the pictures in breezy vein, is signed "George Towne." The ads are meant to attract the serious-

minded individual who might or might not turn to the editorial page, and the copy is designed to be provocative.

VARIETY CLUB NOTES — The following men have been approved for membership: Maurice S. Brady, A. and A. F. Motion Picture Service, and Irvin Feld and Israel Feld, Super Music Stores and Super Attractions. . . . Victor J. Orsinger, Chief Barker, will replace Jerry Adams as international cavasman at the international convention in Mexico City. . . . Tent 11's delegates to the convention in Mexico City are Nathan D. Golden and Jake Flax.

Allied Artists' Judy Obhen's husband was on the high seas. He's in the army. The office was plenty busy what with the premiere of "Angels One Five." Officials in for the fete included Embassy folks, John Dervin, Stratford; Blake McVay, AA publicity man; M. R. Goldstein, AA publicity department, and Edward Morly.

Paramount's booker Bob Cunningham has a new set of teeth. . . . Paramount inspectress Anna Raffo was sick.

Jake Flax, Republic, was in New York on business. . . . Equity's Myron Mille got stuck in a snow storm in Pittsburgh, but feels a lot better now that he has become the father of a boy. . . . Phil Berla, E. M. Loew, was in visiting.

Warners reports that head booker Ethel Risdon was sick. . . . Oron Summers is back after two years in the service. . . . Another proud pappa is U-I shipper Marshall Williams. . . . Sandy folks still travelling around were Fred Biersdorf and Jerry Sandy.

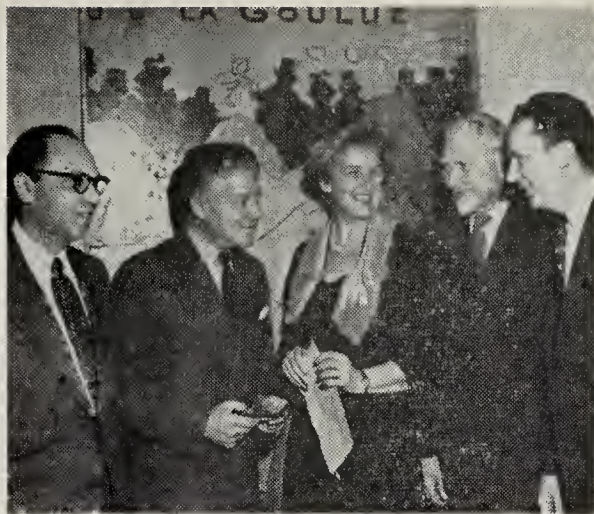
The Warner premiere of "Off Limits" seemed to be off. . . . The Warner Club members have been asked to decide whether they want to continue the organization as the Stanley Warner Club. . . . Jerry Wagner gets much of the credit for the successful benefit held by the Italian ambassador's wife in connection with "The March of Dimes." He is general manager, Lopert Theatres.

The Cherry Blossom Festival, which has become a big attraction for tourists, has a number of showmen again on the roster of those responsible for its success. On the executive committee are Orville Crouch, Loew's Theatres, and the pageant and music committee includes: Orville Crouch, Allan Zee, William Riding, Sam Jack Kaufmann, George A. Crouch, and Frank La Falce. The publicity committee has Jack Foxe, Johnny Smithson, Frank La Falce, Rick La Falce, and Dave Polland.

—RICK LA FALCE

Delaware Milford

Kayton Amusement Company, Franklin, Pa., is building a 600-car drive-in south of Dover, Del. Vincent McKay is supervising construction.



Planning "An Evening at the Moulin Rouge" for members of the Philadelphia Museum of Art, as part of the campaign for the recent opening of United Artists' "Moulin Rouge" at the Trans Lux, Philadelphia, are, left to right, Max Miller, UA field representative; Henri Marceau, associate director, Museum of Art; Mrs. E. B. Coxe, 3rd, chairman, membership committee, associate committee of women, Museum of Art; Carl Zigrosser, curator of prints, Museum of Art, and Charles Judge, manager, Trans Lux.

Wilmington

The Brandywine Drive-In reopened. Mel Geller, co-owner, was out of a sick bed, and his partner, Sam Taustin, went on the sick list. . . . The Elkton, Md., Drive-In, reopened. . . . Elizabeth G. Sholly, manager, Rialto, was planning a big campaign for "Call Me Madam."

—H. L. S.

Maryland Hagerstown

Frederick Ungar, 54, Hager Drive-In, near Williamsport, Md., died at Washington County Hospital. Ungar had managed the drive-in for over three years. He was a native of Philadelphia, and previously was connected with theatres in New York state and New Jersey.

Judge Joseph D. Mish, county chairman, "The March of Dimes," thanked managers and patrons who aided the successful drive. Theatres collected over \$1800 of the more than \$20,000 total. Collections were made at the S-W Maryland, Colonial, and Academy; Henry's New, Hancock, Md.; State, Williamsport, Md., and State, Boonsboro, Md. . . . George Payette, Ill., son of the local manager, was transferred to Scott Field, Ill.

—L. Mc. W.

Leonardtown

For "Jalopy," manager T. L. Harrison, Jr., Park, Lexington Park, Md., who had been laid up with the flu, but is now back on the job, had an old jalopy plastered with posters, and had it run all over the county by some of the staff, dressed up and acting as the "Bowery Boys" do. . . . The Plaza, Lexington Park, Md., is now installing 3-D equipment. . . . The name of the Town Drive-In, California, Md., will be changed to the 235 Drive-In before it opens. . . . Joan McQuitty is the new aide at the Plaza, Lexington Park, Md., and Bill

McCoy has returned to work at both the Park and Plaza. . . . The new baby girl of Mr. and Mrs. Ray Trumbule has been named Sylvia Lee. Trumbule is promotion manager, Jack Fruchtmann Theatres.

MAKE NEW PATRONS

"Has a "GOODBYE, MR. CHIPS" flavor"
—VARIETY

"Very Good! Excellent for the family . . . a deeply appealing drama—emotion stirring"

—HARRISON'S REPORTS

COUNTRY PARSON

Screentime
87 min. and
follow with

SEEDS OF DESTRUCTION

Screentime 82 min.

CAPITAL — 309 N. 13th Street, Philadelphia
SANDY FILM EXCHANGE —
1013 N. Jersey Ave., N.W., Washington, D. C.
EQUITY —
1001 N. Jersey Ave., N.W., Washington, D.C.

for your convenience . . .

A LONGCHAMPS CREDIT CARD

When entertaining a friend . . . or lunching alone . . . you will find a Longchamps credit card a great convenience.

You merely sign the check, and we bill you monthly.

Write or telephone for your application for a credit card which may be used in any of our fine restaurants in Philadelphia, Washington or New York.

RESTAURANTS LONGCHAMPS

18th & Walnut Sts., Philadelphia
14th St. at New York Ave., N.W., Washington,
10 Convenient Locations in New York

Salisbury

Newell Howard, manager, Ulman, flew out to Hollywood for the demonstration of 20th-Fox's CinemaScope.

**Pennsylvania
Coatesville**

Bernard Z. Schantzer, one of the Silver owners, became the proud father of a baby daughter on March 12.

Honor **JACK BERESIN** at his **TESTIMONIAL DINNER**

with your contributions
for the benefit of

the

*Variety Club Camp for
Underprivileged
Handicapped Children*

on

APRIL 20, 1953

**NEW JERSEY
MESSENGER SERVICE**

250 N. Juniper Street
PHILADELPHIA

LO 7-4822

LO 7-4823

MEMBER NATIONAL FILM CARRIERS, INC

**INTERESTED IN 3-D,
CINERAMA or CINEMASCOPE?**

For expert installation or information
contact

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.



Sergeant Robert Bowker offers advice to a passerby as army recruiting and public information personnel operate in conjunction with the recent showing of MGM's "Battle Circus" at the Goldman, Philadelphia.

Harrisburg

Bill Trambukis, manager, Loew's, brought the first 3-D film, "Bwana Devil," to Harrisburg with appropriate fanfare. A truck display toured the streets, an attractive false front adorned the front of the theatre, polaroid window displays were set up, and a heavy newspaper and radio advertising campaign was carried on. A polaroid set-up outside the theatre attracted attention. The city became the first in the United States to take official notice of 3-D, celebrating "Three-Dimension Day" by proclamation of Mayor Claude R. Robins in tribute to the opening.

Jerry Wollaston, manager, State, celebrated his birthday. . . . Back at the Uptown were Dorothy McMullin and Kay LeHew.

Reading

Birk Binnard, manager, Warner, staged a full-scale fashion show on his stage. . . . The Penn, West Reading, Pa., is building a patrons' mailing list.

C. G. Keeney, veteran showman, now a booking agent, has booked a concert show into the Rajah for April 22.

Tamaqua

William J. McLaughlin, of this borough, who has taken over the lease of the Majestic from the Schreck interests, is planning a number of improvements. McLaughlin has been a Majestic employe for 12 years, serving three years as manager.



The front of the Metropolitan, Washington, D. C., was a scene of activity during the recent premiere of RKO's "Hans Christian Andersen."

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) March 31, 2, "The Story Of Three Loves" (Leslie Caron, Farley Granger, James Mason, Pier Angeli, Kirk Douglas) (Technicolor); April 1, 2, "Never Let Me Go" (Clark Gable, Gene Tierney, Richard Haydn) (Made in England).

WARNERS — (230 North 13th) April 15, 2, "Plunder Of The Sun" (Glenn Ford, Diana Lynn, Patricia Medina).

**Virginia
Richmond**

Wilbur Snaper, president, Allied States Association, will speak at the Virginia Motion Picture Theatre Association convention on May 6, according to Syd Gates and Leonard Gordon, co-chairmen. The meeting will be held at the Hotel Chamberlin, Old Point Comfort, on May 5-7. Exhibitors from Virginia, Maryland, District of Columbia, and the Carolinas have been invited to attend.

A special screening of MGM's "Battle Circus" was held at the Lee for an invited group of Red Cross executives and local blood donors, each of whom has given three or more pints of blood to the Red Cross. Many of the scenes of "Battle Circus" were taken at Camp Pickett. . . . Arthur Moulton, internationally recognized authority on color photography, presented "Scandinavian Sojourn" for the Ginter Park Woman's Club at the Bellevue. . . . Mrs. D. H. Covington, wife of the Ashland exhibitor, helped raise \$2,000 for the renovation of the Ashland Girl Scout House. . . . The Jefferson, Honaker, destroyed by fire, will be rebuilt as soon as possible, according to E. J. Boyd, Jr. . . . Robert Kinsey is now manager, Plantation Drive-In, Suffolk, succeeding Harry Fagan. . . . Hunters Lodge Drive-In, Troy, reopened for the season.

Gordon Culley, assistant manager, State, had a birthday and his wife baked him a cake. . . . John Kase, Charlottesville manager, Neighborhood Circuit, cut his hand. . . . Sympathy is extended to Mrs. Doris Jones, State, who lost her husband after a lingering illness.

Tommy Pitts, nephew of Ben Pitts, has been sick for several weeks, but is now improving, and expects to be back on the job shortly. He handles the bookings in the home office in Fredericksburg. . . . Carrington Waddell, South Boston manager, NTI, was a visitor. . . . Blackstone, the magician played four days at Fabian's National.

—S. T.

Roanoke

Albert Merion, for 18 years with Berlo Vending Company and for the past few years assistant to Ralph Pries in the Philadelphia office, has been appointed manager for Berlo in the area served out of this city, including the Shenandoah Valley and the western part of Virginia. He has extensive experience.

ALLIED ARTISTS

White Lightning (5326)

ACTION DRAMA
61M.

ESTIMATE: Okeh for the duallers.

CAST: Stanley Clements, Steve Brodie, Gloria Blondell, Barbara Bestar, Lyle Talbot, Frank Jenks, Paul Bryar, Lee Van Cleef, Myron Healey, Riley Hill, Tom Hanlon, Jane Easton, John Bleifer, Duncan Richardson. Produced by Ben Schwab; directed by Edward Bernds.

STORY: A long losing streak plagues the pro hockey team managed by Steve Brodie because one of the key players is throwing games, getting a payoff from gamblers headed by Lyle Talbot. Stanley Clements, a friend of Brodie, joins the team, and the losing streak is stopped. The gamblers try to get Clements on their side. Clements has fallen for Brodie's young sister, Barbara Bestar, Brodie, however, objects, and this leads to bitterness, the team suffering. Finally, Clements accepts a bribe to throw the championship game. However, an appeal from a young fan, Duncan Richardson, to Clements shows him the error of his ways, and he wins the game. The gamblers are told off, the team is happy, and Clements gets his girl.

X-RAY: This has some good ice hockey shots, a timely yarn, and good performances, and it should fit the double bills. Some fair comedy is provided, and the film has all the angles for moderate family fare. This was written by C. R. Marion.

AD LINES: "Hockey Stars Expose Sports Bribe Scandal"; "He Could Do Anything With A Puck—Anything For A Buck—Or A Babe!"; "A Sizzling Story."

COLUMBIA

The Glass Wall (541) MELODRAMA 80M.

ESTIMATE: Interesting meller.

CAST: Vittorio Gassman, Gloria Grahame, Ann Robinson, Douglas Spencer, Robin Raymond, Jerry Paris, Elizabeth Slifer, Richard Reeves, Joseph Turkel, Else Neft, Michael Fox, Valerie Vernon, Dick Monda, Alvin Freeman, Jack Teagarden, Ned Booth, Kathleen Freeman, June Ellis, Shorty Rogers and his band. Produced by Ivan Tors; directed by Maxwell Shane.

STORY: European refugee Vittorio Gassman arrives in New York harbor as a stowaway, and tries to convince immigration officials that he should be allowed to enter, having been in concentration camps and having once helped an American soldier escape the Nazis. He only knows the latter is a musician, but the immigration people order him deported. He jumps ship, and tries to locate the musician, Jerry Paris, evading police. He is befriended by Robin Raymond, a burlesque dancer, and Gloria Grahame, penniless, out-of-work, and forced to leave her rooming house. When Paris learns of Gassman, he joins the search. Grahame, Paris,

and the authorities finally catch Gassman atop the United Nations building, and entry is assured as well as a future with Grahame.

X-RAY: With suspense, a chase, a fairly rapid pace, and better performances, direction, and production, this emerges as an interesting melodrama that may not be strong in the name division, but which should prove an okeh addition to the program. The screen play is by Ivan Tors and Maxwell Shane. Much of the film was shot on actual location in New York City.

TIP ON BIDDING: Fair program price.

AD LINES: "Watch Him Run And See Thrilling Entertainment"; "There Was A Glass Wall Around Him"; "He Knew The Terror Of The Chase."

Jack McCall, Desperado (537) OUTDOOR MELODRAMA 76M.

(Color by Technicolor)

ESTIMATE: Okeh action entry for the duallers.

CAST: George Montgomery, Angela Stevens, Douglas Kennedy, James Seay, Eugene Iglesias, William Tannen, Jay Silverheels, John Hamilton, Selmer Jackson, Stanley Blystone, Gene Roth, Alva Lacy, Joe McGuinn. Produced by Sam Katzman; directed by Sidney Salkow.

STORY: Southerner George Montgomery joins the Union army when the Civil War starts along with his cousin James Seay, who is envious of the wealth Montgomery will inherit. When Montgomery volunteers for a special mission he is tricked by Confederate soldiers into revealing Union positions. Montgomery, arrested, is tried as a spy. His story is that he met William Tannen in Union uniform, and gave him the information in good faith. Guilty, Montgomery is sentenced to die, but escapes, and is pursued to his home where, after he gets away, his mother and father are killed by Seay and sergeant Douglas Kennedy, who sees a chance to share the wealth which Seay will inherit. Montgomery tries to track down Tannen,

and finds him after the war. Returning, they meet Angela Stevens, a girl hardened by the war. Seay and Kennedy have Montgomery jailed. Stevens helps him escape, and they take off after Seay, Kennedy, and a gang intending to take some gold fields away from Indians. A fight ensues and Seay, wounded, tells Montgomery the truth, after which the latter kills Kennedy in a gun duel. Montgomery and Stevens get married.

X-RAY: With action, a rambling story, and standard performances, direction, and production, as well as color by Technicolor, this should fit into the duallers. The story is by David Chandler.

TIP ON BIDDING: Low bracket.

AD LINES: "Action And Thrills As A Desperate Man Tries To Clear His Name"; "He Was After A Couple Of Murderers, And He Didn't Care How He Got Them"; "Action Galore."

Problem Girls (526) MELODRAMA 70M.

ESTIMATE: For the lower half.

CAST: Helen Walker, Ross Elliott, Susan Morrow, Anthony Jochim, James Seay, Marjorie Stapp, Roy Regnier, Eileene Stevens, Tom Charlesworth, Beverly Garland, Joyce Jameson, Nan Leslie, Joyce Jarvis, Mara Corday, Tandra Quinn, Norma Eberhardt, Eric Colmar, Merritt Stone, Walter Bonn, John Oger, Gladys Kingston, June Ellis. Written and produced by Aubrey Wisberg and Jack Pollexfen; directed by E. A. Dupont.

STORY: Ross Elliott, young American who studied medicine abroad, takes a job in a girls' school while awaiting exams by the State Medical Board. He finds it an institution for neurotic and mentally upset girls whose wealthy parents would rather see them there than in state institutions. It is run by Helen Walker, evil and scheming, who has taken over from Dr. Roy Regnier, senile, and an alcoholic. Elliott also learns that the faculty consists of misfits and others who can't find jobs elsewhere. When one of the girls sup-

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The original Pink Section evaluation of features, short subjects.

SECTION TWO
Vol. 49, No. 21

MARCH 25, 1953

A VERY IMPORTANT PERSON will read these REVIEWS!

Who? You! You are the one who will furnish the final theatre link in the chain of effort that will bring these pictures to the admission-paying public . . . your patrons. You are the one whom scores of Producers and Distributors will spend thousands of dollars to impress with their boxoffice potentials and patron pleasing qualities. You and some 20,000 other Owners and Managers throughout the U.S.A. will be the deciding voice that will make or break these pictures.

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posedly tries to commit suicide, he is called to administer aid since Regnier is too drunk. The girl, Susan Morrow, is married to James Seay, athletic instructor, but eventually he finds out that Seay's real wife is dead, murdered, and that the patient is being kept drugged until she inherits a huge fortune, after which Walker and Seay plan to dispose of her. He brings things to a head, and the killers are caught. Elliott turns the school into a legitimate enterprise.

X-RAY: Not too pleasant an entry, this should find its place on the lower half as filler with a story that is at times on the confusing side, and adequate performances, direction and production. There are some exploitable angles to be found here, and these may help. Legion of Decency: "B."

TIP ON BIDDING: Low bracket.

AD LINES: "They Were All Kinds . . . They Were 'Problem Girls'"; "Thrills Galore In The School For 'Problem Girls'"; "'Problem Girls' Become Involved In A Matter Of Murder."

Salome (545)

DRAMA
103M.

(Color by Technicolor)

ESTIMATE: Well-mounted, colorful Biblical drama should ride into the better grosses.

CAST: Rita Hayworth, Stewart Granger, Charles Laughton, Judith Anderson, Sir Cedric Hardwicke, Alan Badel, Basil Sydney, Maurice Schwartz, Rex Reason, Arnold Moss. Produced by Buddy Adler; directed by William Dieterle.

STORY: In the time of Christ when the Roman Empire was all powerful, princess Rita "Salome" Hayworth of Galilee, in Rome for years, is banished to her native land by emperor Sir Cedric Hardwicke when the latter's nephew asks to be allowed to marry her. Her attitude toward Romans is extremely hostile. She takes out her feelings on Stewart Granger, Roman commander of Galilee and aide to the new governor, Basil Sydney, who is also a secret convert to the teachings of John the Baptist. Hayworth reaches home to be welcomed by king Charles Laughton, whom her mother, Judith Anderson, married after divorcing her husband, the king's brother. Laughton is intrigued with Hayworth. Both fear the Baptist, Alan Badel, whose preachings are gaining more and more listeners. Anderson tries to have him killed. Laughton, who fears an agonizing death if Badel is killed, places him in protective custody. While crowds storm outside, Anderson persuades Hayworth to offer herself via a dance to Laughton in exchange for Badel's head. Granger tries to save Badel, and even persuades Hayworth to listen to him after they find that they are in love. Hayworth realizes that she, too, must try to save Badel, and performs her dance in hopes of asking for Badel's life, but Anderson persuades Laughton to behead Badel during the dance by promising him Hayworth. When the head is brought in, Hayworth denounces the king and queen, and leaves with Granger. Christ is seen later talking to his people on the side of a mountain, and among his audience are Hayworth and Granger.

X-RAY: Containing lavish production values, colorful scenes and settings, a story that carries interest well, able performances, and an absorbing quality, this shapes up as one of the better releases. The huge promotion and advertising campaign should be a factor and the color by Technicolor enhances the overall production, and adds to the value of the picture. The story is by Jesse Lasky, Jr. Legion of Decency: "B."

TIP ON BIDDING: Higher rate.

AD LINES: "She'll Bewitch Everyone With Her Dance Of The Seven Veils";

"A Colorful Tale Of Times Gone By"; "There Never Was A Woman Like Her, Nor A Love Story Of This Nature."

MGM

Cry of the Hunted

MELODRAMA
80M.

ESTIMATE: Chase melodrama will fit into the duallers.

CAST: Vittorio Gassman, Barry Sullivan, Polly Bergen, William Conrad, Mary Zavian, Robert Burton, Harry Shannon, Jonathan Cott. Produced by William Grady, Jr.; directed by Joseph H. Lewis.

STORY: Prison security officer Barry Sullivan, married to Polly Bergen, believes he can get prisoner Vittorio Gassman to tell who hired him to drive the car which resulted in a big burglary. Gassman refuses, and later escapes to Louisiana, where his wife and child live. Sullivan catches up with him, and Gassman prepares to go back. His wife influences him otherwise, and Gassman flees into the swamp. Sullivan follows, and, after many mishaps, gets Gassman. The latter saves Sullivan's life, and then Sullivan saves his. Finally, William Conrad, Sullivan's assistant, rescues the pair after Sullivan gets the truth about the burglary out of Gassman. Gassman pays his debt to society, and returns to Louisiana.

X-RAY: One long chase, this has the Gassman and Sullivan names but otherwise it is pretty much of a routine dualler. Produced on a modest budget, most of it takes place in the swampland, and it is a bit repetitious at times. Performances are standard, with Bergen having little to do supplying the feminine interest. The story is by Jack Leonard and Marion Wolfe.

TIP ON BIDDING: Low bracket.

AD LINES: "Terror In The Swampland"; "Who Was The Hunter . . . And Who The Hunted?"; "He Risked His Life . . . To Prove He Wasn't Afraid."

Lili

ROMANTIC DRAMA
81M.

(Color by Technicolor)

ESTIMATE: High rating romantic drama for the class and art spots.

CAST: Leslie Caron, Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, Kurt Kasznar, Amanda Blake, Alex Gerry, Ralph Dumke, Wilton Graff, George Baxter. Produced by Edwin H. Knopf; directed by Charles Walters.

STORY: Leslie Caron is left alone in the world when her father dies. Carnival magician and ladies' man Jean Pierre Aumont gets her a job as a waitress with the carnival to the disapproval of his two companions, Mel Ferrer and Kurt Kasznar, who run a puppet show. Caron doesn't last long as a waitress, and decides to take her life, but is stopped by some of Ferrer's puppets. Soon, via Ferrer, they have her laughing with the carnival's own as an audience. She is offered a job talking to the puppets at the regular shows, and the act is a smash success. Quiet, sometimes sullen Ferrer soon finds himself in love with Caron, who has eyes only for Aumont, who is wed to Zsa Zsa Gabor. Ferrer becomes jealous when he finds Caron and Aumont alone, and slaps Caron, who has found out about Aumont's marriage. Following this, representatives of the Folies Bergere talk to Ferrer about booking his act, paying tribute to his ability as a puppeteer. This changes his outlook on life. Caron leaves, but realizes it is really Ferrer whom she loves, and she returns.

X-RAY: Here is an attraction that gets

off the beaten track of sameness to present a refreshing, heartwarming, and entertaining story of a simple girl left alone in the world; and wanting and ready to be loved. The circumstances and surroundings are different, too, and enhance the production, which is well presented, and colorfully mounted. There seems to be a little of everything to be found here, ballet, magic, puppets, romance, pretty gals, a continental atmosphere, and some heartwarming moments. The screen play is by Helen Deutsch, based on a story by Paul Gallico. One song, "Hi-Lili, Hi-Lo", is heard.

TIP ON BIDDING: Worth most in big cities and class spots.

AD LINES: "'Lili' Was A Gal Of Many Talents . . . Name Yours"; "She Had A Way With Young And Old Alike"; "Everyone Wanted 'Lili'."

RKO

Blood On The Moon

(388)

WESTERN
87M.

(Reissue)

ESTIMATE: Names should help reissue.

CAST: Robert Mitchum, Barbara Bel Geddes, Robert Preston, Walter Brennan, Phyllis Thaxter, Frank Faylen, Tom Tully, Charles McGraw, Clifton Young, Tom Tyler, George Cooper, Richard Powers, Bud Osborne, Zon Murray, Robert Bray. Produced by Theron Warth; directed by Robert Wise.

STORY: Robert Preston, leading a group of homesteaders who resent the invasion of the cattle ranchers headed by Tom Tully, gets Robert Mitchum to assist him. Mitchum sees that Preston is out only to benefit himself in a deal with Indian agent Frank Faylen, and that Preston has been using Tully's daughter, Phyllis Thaxter, to get information on Tully's cattle. Mitchum throws his lot in with Tully and his other daughter, Barbara Bel Geddes. In a showdown Faylen and Preston are killed. The homesteaders and cattlemen make up.

X-RAY: When first reviewed in *THE SERVICE* of November, 1948, it was said: "A typical western story has been given the benefit of star performances, good direction, and better than average writing, with the result a show that should hold its own at the boxoffices. Mitchum contributes his usual competent performances, and, while Bel Geddes is hardly the western type, she plays her role convincingly." The story is based on the novel by Luke Short.

TIP ON BIDDING: Usual reissue price.

AD LINES: "'Blood On The Moon' Meant Murder On The Range"; "He Was Hired As A Killer Until He Learned The Truth"; "Brought Back For Your Reenjoyment."

Fort Apache (387)

MELODRAMA
127M.

(Reissue)

ESTIMATE: Reissue has the names and angles.

CAST: John Wayne, Henry Fonda, Shirley Temple, Pedro Armendariz, Ward Bond, George O'Brien, John Agar, Victor McLaglen, Anna Lee, Irene Rich, Miguel Inclan, Dick Foran, Guy Kibbee, Grant Withers, Mae Marsh. Produced by John Ford and Merian C. Cooper; directed by John Ford.

STORY: When Lieutenant Colonel Henry Fonda is ordered to take over the command of Fort Apache, he is resentful that he was demoted from his Civil War rank of general, but is determined to get favorable publicity and headlines. Accompanying him is his daughter, Shirley Temple. The officers, who resent his manner and utter lack of knowledge on Indian methods include Captain John Wayne,

Captain George O'Brien, Lieutenant John Agar, son of sergeant-major Ward Bond and Irene Rich, sergeants Pedro Armendariz and Victor McLaglen, and others. Romance occurs between Agar and Temple, and Fonda soon tries to curb the idea of his daughter marrying the son of a sergeant. An Indian chief leads his Apache tribe into Mexico to get away from the mismanagement of Indian Affairs agent Grant Withers. Fonda sends Wayne to offer the chief terms if he will return. When the chief returns with his tribe, Fonda tries to use force to show the Indians discipline. A battle ensues. His entire company is mowed down, with the exception of a small supply detail, where Wayne and Agar were stationed. Wayne covers up Fonda's blunder, and Fonda's name goes down in history as a hero. Later, Wayne takes over command, and Agar and Temple are married.

X-RAY: When first reviewed in *THE SERVICISION* of March, 1948, it was said: "There is no question but that this will do plenty of business, but patrons looking for a different treatment of a familiar story by John Ford won't find it. The picture is the usual story of soldiers and Indians, with the windup slightly different in that the Indians come off best in the only conflict between the two. However, this is packed with names, beautiful photography, and some high rating performances. The film is suggested by *The Saturday Evening Post* story by James Warner Bellah.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Great Spectacle Of The Indian Wars"; "A Cast Of Stars And A Great Director Bring To The Screen A Masterpiece Of Thrills And Action"; "Brought Back For Your Reenjoyment."

REPUBLIC

The Lady Wants Mink (5205)

COMEDY
92M.

(Color by Trucolor)

ESTIMATE: Pleasing comedy.

CAST: Dennis O'Keefe, Ruth Hussey, Eve Arden, William Demarest, Gene Lockhart, Hope Emerson, Hillary Brooke, Tommy Rettig, Earl Robie, Mary Field, Isabel Randolph, Thomas Browne Hendy, Brad Johnson, Mara Corday. Associate producer-director, William A. Seiter.

STORY: When Eve Arden, next door neighbor to department store accountant Dennis O'Keefe, his wife, Ruth Hussey, and two children, Tommy Rettig and Earl Robie, gets a mink coat from hubby William Demarest, Hussey decides to raise her own minks to make her own coat. This results in O'Keefe getting fired from his job, a row between the neighbors, and the O'Keefe family being evicted. They wind up on a broken down farm, but, thanks to Hussey's initiative and O'Keefe's co-operation, they make a go of it. O'Keefe gets a chance at a better department store job, and there is an opportunity to sell the renovated farm, but everyone decides that the new life is best. Arden and Demarest come around to make up, and decide to build next door.

X-RAY: This is a pleasant comedy, combining the usual domestic squabbles with the lure of a mink coat for laugh purposes. The players are all competent, with Arden especially good, and, also with some pokes at TV along the way. Gene Lockhart and Hope Emerson also add to the laugh division. The color is an asset, and although there are some occasional dramatic moments, for the most part the comedy predominates. The mink angles lend themselves to selling, with tieups obvious with fur stores. The story was written by Leonard Neubauer and Lou Schor.

AD LINES: "The Lady Wanted Mink... But Father Didn't Want Them Alive"; "The Season's Gayest Comedy"; "The Neighbors Didn't Want Her To Get A Mink Coat The Hard Way."

20TH-FOX

Call Of The Wild (350)

MELODRAMA
81M.

(Reissue)

ESTIMATE: Reissue has the names and angles.

CAST: Clark Gable, Loretta Young, Jack Oakie, Reginald Owen, Frank Conroy, Katherine DeMille, Sidney Toler, James Burke, Charles Stevens, Herman Bing. Directed by William Wellman.

STORY: Clark Gable and Jack Oakie, prospectors in the Yukon, rescue Loretta Young from wolves. Her husband has been lost in the Arctic. Young knows where a valuable lost claim is, revealing her information to the two men. The claim is found, and Young and Gable fall in love. Another prospector arrives, overpowers Gable and Young, and rushes to Dawson to file a claim to the diggins, but is drowned. Young's husband comes on the scene, and, although Gable loves Young, he sends her and her husband to file the claim. Gable remains with Oakie.

X-RAY: This was first reviewed in *EXHIBITOR* in May, 1935, at which time the picture was first released by United Artists. 20th-Fox released it in May, 1945, and another review appeared in *THE SERVICISION* at that time. Since 20th-Fox is re-releasing it again, the review is reprinted for the record. The story was written by Jack London.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Stellar Cast In Jack London's Most Famous Story"; "A Thrilling Love Drama In A Setting Of Natural Grandeur"; "Your Screen Favorites."

My Darling Clementine (351)

WESTERN
DRAMA
97M.

(Reissue)

ESTIMATE: Names should help reissue.

CAST: Henry Fonda, Linda Darnell, Victor Mature, Walter Brennan, Tim Holt, Cathy Downs, Alan Mowbray, John Ireland, Roy Roberts, Ward Bond, Jane Darwell, Grant Withers, J. Farrell MacDonald, Russell Simpson, Don Garner, Francis Ford, Ben Hall, Arthur Walsh, Ronald Pennick, Louis Mercier, Mickey Simpson, Fred Libby. Produced by Samuel G. Engel; directed by John Ford.

STORY: Henry Fonda, headed for California along with his brothers, Tim Holt, Ward Bond, and Don Garner, decides to settle down on a ranch. Garner stays behind to watch the cattle while the others visit Tombstone, Ariz., where Fonda is offered the job of town marshal, but refuses. When the brothers return to camp, they find Garner has been killed by rustlers, and the herd stolen. They return to Tombstone, and Fonda takes the marshal's job, with his brothers as deputies. They suspect Walter Brennan and his boys, Grant Withers, Tom Tyler, Mickey Simpson, and John Ireland. Linda Darnell, dance hall queen, is known as Victor Mature's gal, but Ireland makes a play for her, and Mature orders her out of town, but not before she has made trouble between Mature and Fonda, with Bond aligning himself with the consumptive Mature. Cathy Downs, former nurse, arrives, and it develops that Mature knew her back east. Fonda asks Downs to remain, as he thinks Mature still loves her. Mature decides to leave town, announcing that he will ride "shotgun" on a stage leaving with bullion shipment. As soon as

Mature leaves, Ireland makes a renewed play for Darnell, who then tries to force Downs to leave, but a fight between the two girls is broken up by Fonda, who discovers a piece of jewelry that belonged to Garner in Darnell's possession. She lies, and tells Fonda that Mature gave it to her, whereas it was given to her by Ireland. Fonda sets out after Mature, and wounds him, forcing him to go back to town. Darnell is about to name Ireland when she is shot by Brennan, as Ireland escapes, pursued by Holt. Fonda, Mature, and Downs tried to help Darnell, operating upon her. Ireland returns wounded to warn his father and brothers, but dies before Holt catches up. Brennan kills Holt. The operation on Darnell restores Mature's confidence, but she dies just as word comes of Holt's death. Mature joins Fonda and his remaining brothers in a battle with Brennan and sons. Bond is wounded, and Mature is killed while Brennan gets away due to Fonda. Fonda says goodbye to Downs, who has been engaged as town school teacher.

X-RAY: This was first reviewed in *THE SERVICISION* of October, 1946, at which time it was said: "This is a well-made, interest-holding, large scale western replete with a good story and high rating performances by the entire cast. Director John Ford handles the directorial reigns in his usual top manner, and the film as a whole is good entertainment of its type. There is plenty of action all the way to keep western fans satisfied." The story is by Sam Hellman and Stuart N. Lake.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Great Western Featuring One Of History's Bloodiest Feuds"; "Tombstone—The Roughest, Toughest, Most Wide Open Town In All The West"; "Brought Back For Your Reenjoyment."

UNITED ARTISTS

Son Of The Renegade

WESTERN
57M.

(Schwarz)

ESTIMATE: Below average western.

CAST: John Carpenter, Lori Irving, Joan McKellen, Valley Keene, Jack Ingram, Verne Teters, Bill Goonz, Ted Smile, Bill Ward, Roy Canada, Whitey Hughes, Lennie Smith, Ewing Brown, Freddie Carson, Percy Lennon, Jack Wilson. Produced by John Carpenter; directed by Reg Brown.

STORY: When John Carpenter heads back to his old home town with some of his friends, sheriff Verne Teters is ready to run him off. Carpenter's father, a renegade, had killed Teters' father. Meanwhile, Jack Ingram stages a series of robberies and stage holdups for which he frames Carpenter. Teters' suspicions of Carpenter are confirmed by the outbreak of violence, and he becomes more determined to capture him. Carpenter's attempts to clear himself are of no avail until he learns of a plot by Ingram to rob the town's bank. Carpenter gathers together his men, and manages to outshoot Ingram and his gang. With the real criminals known, Teters admits his error, and ends the feud between the two families. Carpenter again gets back his father's old ranch, and settles down to a quiet life with Valley Keene.

X-RAY: This western runs a rather disjointed course. All the standard situations and language are brought to the fore, and the film almost takes on the quality of a satire. This will have to depend on its fist fights and gun play to interest action fans. The screen play was written by John Carpenter.

AD LINES: "A Rough Riding Son Of A Renegade In The Roaring West"; "The Terror Of His Father's Name Made Him An Outcast"; "Framed For Crimes He Did Not Commit."

U-International

Abbott and Costello Go to Mars—(316)

COMEDY
76½M.

ESTIMATE: Should do usual A and C business.

CAST: Bud Abbott, Lou Costello, Robert Paige, Mari Blanchard, Martha Hyer, Horace McMahon, Jack Tesler, Hal Forrest, Harold Goodwin, Joe Kirk, Jack Kruschen, Jean Willes, and the "Miss Universe" beauties. Produced by Howard Christie; directed by Charles Lamont.

STORY: Lou Costello accidentally finds himself in a laboratory building where scientist Robert Paige is secretly building a space ship. Along with delivery truck driver Bud Abbott, Costello gets into the space ship, and by accident it takes off, scaring the country, and finally landing near New Orleans, where the Mardi Gras holds sway. Abbott and Costello believe they have landed on Mars, and their confusion isn't aided by the fact that the New Orleans inhabitants all wear carnival masks. Meanwhile, prisoners Horace McMahon and Jack Kruschen escape from jail, hold up a bank with ray guns, and hide in the rocket while the police believe Abbott and Costello responsible for the crime. The four then take off, once again by accident, landing on Venus instead of Mars. Venus is inhabited by ageless beautiful females, with Mari Blanchard as queen. After the usual happenings, the men are banished, and land in New York as heroes.

X-RAY: This follows the usual A and C tradition, and it should do the usual A and C business. It seems a trifle funnier than their recent efforts, with more emphasis on situation comedy than the familiar gags. The presence of lots of beautiful girls, many of them winners in the "Miss Universe" contest, should aid in the selling, and the kids and science fiction addicts should find plenty to amuse them. The story was written by Howard Christie and D. D. Beauchamp.

TIP ON BIDDING: Better than average price.

AD LINES: "Watch Out Mars . . . Abbott And Costello Are Coming Your Way"; "Mars And Venus Were Never Like This"; "Loads Of Beautiful Dames . . . And Only Abbott And Costello To Guide Them."

WARNERS

The Blue Gardenia MYSTERY DRAMA (215) 90M.

ESTIMATE: Interesting mystery drama has the names to help.

CAST: Anne Baxter, Richard Conte, Ann Sothorn, Raymond Burr, Jeff Donnell, Richard Erdman, George Reeves, Ruth Storey, Ray Walker, Nat "King" Cole. Produced by Alex Gottlieb; directed by Fritz Lang.

STORY: On the rebound after being jilted by her boy friend in Korea, phone operator Anne Baxter goes on a date with artist Raymond Burr, whom she met while he was sketching girls in the telephone exchange. Baxter gets drunk, and repulses Burr's advances. When she comes to, Burr is dead, and she flees, thinking she hit him with a fireplace poker. Columnist Richard Conte investigates, and offers, through his newspaper, to give legal help if the murderess should give herself up. Baxter takes up the offer, posing as a friend of the murderess. Conte believes her. Later Ann Sothorn, a friend of Baxter, tells Conte Baxter is really the murderess. He talks to Baxter, but the police,

tipped off by someone else, rush in, and take over. Baxter, who had begun to like Conte, and vice versa, thinks Conte told the police. Things look bad for Baxter until Conte, hearing a record playing, remembers he first listened to it in the dead man's apartment. Investigation leads to Ruth Storey, an employe in a record store. She had killed Burr, who was responsible for her pregnancy, while Baxter was unconscious in his apartment. Baxter is freed, and the intimation is that she and Conte will make up.

X-RAY: With name help for the marquee, this is an interesting murder mystery that should do a fair business. The presence of Sothorn, Jeff Donnell, Richard Erdman, for comedy effect, helps, while Baxter, Conte, and Burr give standard performances. There is one song, by Nat "King" Cole. The story is by Vera Caspary.

TIP ON BIDDING: Fair price.

AD LINES: "What Was The Mystery Of 'The Blue Gardenia'?" "Was She A Killer . . . Who Could Supply The Answer?" "Anne Baxter . . . Murderess Or A Victim Of Circumstances . . . In 'The Blue Gardenia'."

The System (217)

DRAMA
87M.

ESTIMATE: Interesting programmer for the duallers.

CAST: Frank Lovejoy, Joan Weldon, Bob Arthur, Paul Picerni, Donald Beddoe, Jerome Cowan, Dan Seymour, Sarah Selby, Fay Roope, Frank Richards, Victor Perrin, Henry Corden, Howard Negley, Al Gordon, Bruno VeSota, Richard Garrick. Produced by Sam Bischoff; directed by Lewis Seiler.

STORY: When an 18-year-old boy is killed trying to rob a store to raise money to pay off bookmaker Bruno VeSota, reporter Don Beddoe gets permission from publisher Fay Roope to do a series on the gambling racket headed by Frank Lovejoy, who lays off part of the money bet with his bookies to others in the syndicate headed by Al Gordon and Dan Seymour. Lovejoy orders VeSota closed, and finds out from Roope that unless Lovejoy stops seeing his daughter, Joan Weldon, he will permit the series to proceed. Lovejoy orders him to lay off involving his son, Bob Arthur, at college with Beddoe's son, Chet Marshall. Seymour and Gordon warn Lovejoy to stop the series before trouble breaks out, but Lovejoy warns them against violence. A Senate committee arrives to get information, and a moronic gangster, Vic Perrin, sent to talk to Beddoe, gets excited, and kills him. Lovejoy denies any gambling connections on the witness stand, but changes his testimony when he learns of Beddoe's death and the suicide of his son. He helps get a confession from Perrin, and then admits his part in the gambling operations, for which he is jailed. Weldon promises to wait for him.

X-RAY: The oft-used government investigation committee is once again one of the gimmicks used to climax this fairly interesting programmer, which has a good enough pace, okeh characterizations, and suitable direction and production. There are suspense, drama, and sympathy for some of the characters portrayed. The screen play is by Jo Eisinger, based upon a story by Edith and Samuel Grafton.

TIP ON BIDDING: Program price.

AD LINES: "Everyone Tries To Beat 'The System' But Few Succeed"; "Don't Miss The Low Down On 'The System'"; "Once 'The System' Grabs Hold, Only Murder Can Free The Innocent."

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Trouble Along The Way (216)

COMEDY
DRAMA
110M.

ESTIMATE: One of the better Waynes.

CAST: John Wayne, Donna Reed, Charles Coburn, Tom Tully, Sherry Jackson, Marie Windsor, Tom Helmore, Dabbs Greer, Leif Erickson, Douglas Spencer, Lester Matthews, Chuck Connors, Bill Radovich. Produced by Melville Shavelson; directed by Michael Curtiz.

STORY: When Father Charles Coburn, rector of St. Anthony's College, New York City, is told by his superiors that he must raise \$170,000 to clear up the debt or close the institution, he decides to use football as the method to get the money. He hires John Wayne, a capable but cynical coach who has been thrown out of many schools. Wayne is interested only in making some money to keep his young daughter, Sherry Jackson, from being taken over legally by his former wife, Marie Windsor. Coburn then goes to the Cardinal, Lester Matthews, and asks for St. Michael's to be booked by the topnotch teams of the country through the Cardinal's influence. The latter agrees, and Wayne, seeing the job ahead, starts hiring topnotch coaching assistants and players through "side rackets", unknown to Coburn. The first game comes up at the same time as a hearing on Windsor's claim for the child with Donna Reed as the probation officer from the court. The team wins in a big upset, and the game is a financial success, but Coburn tipped off by Reed, who is advised by Windsor, as to Wayne's methods, calls off the rest of the games. Wayne gets into a fight with Windsor's new husband, and lands in court. At the hearing on the disposition of Jackson, Reed admits she loves Wayne after she tries to aid his case, so Sherry is made a ward of the court. When everything looks black, the church authorities tell Coburn St. Anthony's will stay open regardless. Happy, Coburn resigns his job, knowing he is too old to hold it. He also tells Wayne that his contract calls for him to retain his coaching job with a legitimate team, and the implication is that eventually Wayne will marry Reed.

X-RAY: A mixture of many elements, of boxoffice attractiveness, this rates with the better Waynes as far as the boxoffice take is concerned. Some of the scenes are gems, and the word-of-mouth should be good. Coburn steals the scenes, but Wayne is believable as the football coach while Jackson, although a bit precocious, has some good lines, too. The basic idea is sufficient for plenty of laughs, and the sentimental moments have been mixed in at the proper times. In Catholic areas, this should be especially strong, but it should prove appealing anywhere. There is some incidental music. The story was written by Douglas Morrow and Robert Hardy Andrews.

TIP ON BIDDING: Better price.

AD LINES: "The Surprise Hit Of The Season"; "John Wayne . . . As A Coach Who Wanted To Win Any Way Possible . . . In 'Trouble Along The Way'"; "If You Thought 'Going My Way' Was A Honey . . . Wait Until You See 'Trouble Along The Way'."

FOREIGN

The Country Doctor

DRAMA
113M.

(Artkino)

(Color by Magnicolor)

(Russian-made) (English titles)

ESTIMATE: Slow moving import.

CAST: T. Mararova, G. Belov, L. Kapustin, I. Makarova. Produced by M. Gorky Film Studio; directed by Sergei Gerasimov.

STORY: After finishing medical school in Moscow, a young lady doctor is assigned to a rural area to practice. The hospital in which she works is under the direction of an old but skilled physician who has given his whole life to the advancement of public health. He is skeptical of her ability at first. However, she convinces him of her worth, and they become friends. She gradually wins the confidence of the people, and begins to take over some of the duties of her superior when he falls sick. She finds bonds of sympathy with a young farmer, and the two fall in love. When her lover falls ill, she operates. As a result, the farmer declares his love. The young doctor goes off to a medical conference in Moscow, and she is received very well by her colleagues. When she returns to the hospital, she is welcomed by her fellow workers and another young girl who has come a doctor.

X-RAY: The uneventfulness of country life dominates this film, making it a dull experience. The slow moving pace of the direction, also, does nothing to enhance its value. The color is attractive enough with the usual amount of propaganda injected. The scenario is by Maria Smirnova.

AD LINES: "In Glorious Magnicolor"; "The Joys And Sorrows, Pains, And Pleasures In The Life Of A Country Doctor"; "The Story Of A Woman Devoted To Her Profession, Her Country, And Her Fellow Man."

Justice Is Done

DRAMA
96M.

(Burstyn)

(French-made) (English titles)

ESTIMATE: French import has the angles for the art spots.

CAST: Claude Nollier, Michel Auclair, Balpetre, Jacques Castelot, Marcel Peres, Valentine Tessier, Jean-Pierre Grenier, Raymond Bussieres, Noel Roquevert, Jean Debucourt, Jean D'yd, Elisabeth Hardy, Agnes Delahaie, Anette Poivre, Leonce Corne, Nane Germon, Mouloudji, Marguerite Garca, Juliette Faber, Claude Nicot, Madeleine Suffel, Emile Drain, Robert Moor, Marie-Louise Godard, Dita Parlo. Produced by Robert Dorfman; directed by Andre Cayatte.

STORY: Claude Nollier, woman doctor, on trial for the murder of her employer to whom she had also been mistress, explains that she never married him because the family objected to her. When he contracts cancer, he writes a letter to her, asking her to kill him when the situation becomes hopeless. After several years, Nollier gives him the fatal dose. She insists that she did it out of love, and that the money she receives from his will had nothing to do with her action. Out of the trial comes the fact that on the night of the killing, Nollier was seen with her "other lover", and the prosecution leaps into the attack. Meanwhile, the happenings in the lives of the jurors and the influences that lead to their decision are examined. Marcel Peres, a potato farmer, suspicious and close fisted, has fears and later confirmation that his younger wife is seduced by his farm hand. Valentine Tessier, widow-antique dealer, is charmed by fellow juror Debucourt, who warns her of the young man with whom she is seen at the hotel. Jean Debucourt, middle aged person of taste, sees in Tessier the possibility of an adventure, but her attentions are drawn away by the mysterious young man at the hotel. Raymond Bussieres, lighthearted waiter, is happy with his new feeling of importance. Jacques Castlelot, cynical aristocrat, discards a lover for a wealthy heiress, and is haunted by the rejected lover. Jean-Pierre

Grenier, printer, is embittered that his only child is an incurable epileptic. Noel Roquevert, retired army major, is a stern man, biased against the defendant. When the fate of the defendant is up for decision, each juror decides according to his own prejudices and personal life story.

X-RAY: An interesting idea is presented here, with the film crammed with incident. While this has a tendency to touch on many themes, there is much that is exploitable for the art spots in this nicely acted but loosely directed examination of French justice. The original story is by Andre Cayatte and Charles Spaak, with dialogue by Charles Spaak.

AD LINES: "Was It Murder Or Kindness?"; "A Fanciful Glimpse Of The Backgrounds Of French Justice"; "The Lives Of Seven Jurors And Their Influence On The Verdict Of A Murder Trial."

Stolen Identity

MELODRAMA
87M.

(Ainsworth-Nathanson)

(Austrian-made) (English dialogue)

ESTIMATE: Escape melodrama will fit into the lower half.

CAST: Donald Buka, Francis Lederer, Joan Camden, John Mortimer, the Vienna Symphony Orchestra. Produced by Turhan Bey; directed by Gunther Fritsch.

STORY: Donald Buka, Vienna taxi-driver without papers or passport, drives Jack Mortimer from the airport to his hotel. Mortimer, in Vienna to help Joan Camden escape from her neurotic husband, Francis Lederer, who is attempting to drive her insane, is killed by Lederer in the cab while Buka is carrying his luggage upstairs. Buka discovers the murder, but fears to call the police, who will deport him for being without passport. He dumps the body in the river, and assumes the identity of the murdered man. Camden accuses Buka of the murder, and calls the police, who take them before concert pianist Lederer. Lederer tells police his wife suffers from delusions, and Buka is freed. Buka wishes to escape to America, but Camden steals his passport and tickets, and won't return them until he promises to take her with him. Pursued by police, they head for the airport, only to find Lederer there ahead of them. He refuses to allow his wife to leave him, and Buka, who knows of Lederer's treatment of Camden, accuses him of the murder. Lederer tries to make his getaway across the airstrip, but is caught by police. Buka and Camden agree to go to America together.

X-RAY: Made in Vienna, this will fit into the lower half. It is well acted and directed, with plenty of suspense. The location shots are interesting, and there is a feeling of danger and intrigue in its scenes. The orchestration and music are excellent, particularly the concert scenes. The screen play is by Robert Hill, from a novel by Alexander Lernet-Holenis.

AD LINES: "Terrifying Tension"; "He Gambled His Life For Freedom And A Woman Loved By A Madman"; "His Stolen Identity Rocked Vienna With Suspense And Violence."

MISCELLANEOUS

Blades Of The Musketeers

COSTUME
DRAMA
51½M.

(Howco)

ESTIMATE: Version of Dumas' classic will fit into the lower half.

CAST: Robert Clarke, John Hubbard, Mel Archer, Keith Richards, Marjorie Lord, Don Beddoe, Kristine Miller, Paul

Cavanaugh, Charles Lang. Produced by Hal Roach, Jr.; directed by Budd Boettiger.

STORY: In the 17th century in reign of Don "Louis XIII of France" Beddoe, Paul Cavanaugh, prime minister, plots to remove him from the throne, and install himself as leader. The plot is foiled by Robert "D'Artagnan" Clark, who comes to Paris to join The Three Musketeers. He discovers the plot from Kristine Miller, a bar maid, with whom he falls in love, and with his three friends, John Hubbard, Mel Archer, and Keith Richards, he successfully goes to England, collects the 12 diamonds given to Charles Lang by queen Marjorie Lord, and returns them to the queen in Paris. Had he failed, the queen would have appeared at a ball in Paris without the diamonds, which would have been a declaration of war and revolution.

X-RAY: There is plenty of swashbuckling swordplay in this version of the Alexander Dumas' classic, "The Three Musketeers", whipped up by Roy Hamilton, along with hard riding and action. The dialogue is modernized, and the short running time makes it adaptable for use with a long feature. Kids may go for its action also.

AD LINES: "Thrill Again To The Action Of 'The Three Musketeers'"; "Alexander Dumas' Classic On The Screen"; "The Three Musketeers' In Action Again."

Blood Brothers

DOCUMENTARY
63M.

(Classic)

ESTIMATE: Documentary has the angles.

CAST: Written and narrated by Quentin Reynolds. Produced by Parliament; directed by Robert Snyder.

STORY: Although emphasis is placed on Communist totalitarianism, this brings in Hitler's National Socialism, Mussolini's Fascism, Kaiser Wilhelm, and Czar Nicholas despotism. Presenting a visual history, with the help of old newsreel clips, this shows the parallels in the ideologies of these brothers in crime. Starting with a view of the Czarist totalitarianism, one sees the oppression that paved the way for the revolution and the disorder that made the democratic government of Kerensky fall. With a new Communist regime, Lenin rules with an iron hand but on his death a struggle for power results in the assassination of Trotsky and the rise of Stalin to dictator. Stalin puts on a show for the world in his famous purge. With his career on the rise, Stalin makes new friends, and from this develops the Hitler-Stalin non-aggression pact of 1939. Picking up pointers, Stalin learns the technique of mass murder. The film ends with a somber note on Korea.

X-RAY: Interesting, though inherently grim and morbid, this survey of totalitarianism is produced and narrated with proper dramatic impact from newsreel clips. It is, perhaps, overloaded with incident and information, making the continuity a little difficult to maintain, but on the whole it is quite effective. It can be exploited when sold properly.

AD LINES: "A Fascinating Documentation Of The Grim Parallels Of Modern Dictatorships"; "Hitler And Stalin . . . Brothers In Crime"; "The Birth And Rise Of Communism."

Strip Tease Hold-Up

BURLESQUE
74M.

(Union)

ESTIMATE: Routine burlesque entry.

CAST: Sammy Birch, Gung Hai, Sue Travis. Produced by Sensational Films, Inc.; directed by Marvin Rothenberg.

STORY: Two hold-up men, who make their female victims strip, are on the loose. The female desk clerk of a small

hotel is left alone, and the men turn up. Sammy Birch and aide run across some residents of the hotel, and, at gun point, make them strip. Birch and his friend set up a few situation gags while the desk clerk pleads for a chance to take the stage. They finally allow her to do her act, and she becomes a hit with them. However, the manager awakens her, and she finds that the whole thing was a dream.

X-RAY: This burlesque film incorporates the usual jokes and situation comedy along with some shapely damsels demonstrating their skill. The acting and direction are inept, but this will probably remain unnoticed in theatres where this type of entertainment can play.

AD LINES: "Delightful Damsels"; "A Frolicsome Show"; "See A Lot Of A Lot Of Girls."

The Shorts Parade

FOUR REEL

Color Topical

MAY DAY PARADE. Artkino. 40m. This Magnicolor view of last year's May Day Parade in Moscow is overly long. Red Square is jammed as marchers parade in review before the tomb of Lenin, where Stalin and the rest view the festivities. The procession moves on as the workers, military, tanks, planes, guns, peace signs, and huge portraits of Stalin mark the course. For a Magnicolor glimpse behind the Iron Curtain, this may be of interest. However, the outright Communist appeal and propaganda makes it unacceptable generally. **FAIR.**

THREE REEL

Melodrama

COMMANDO CODY—SKY MARSHAL OF THE UNIVERSE. Republic—Commando Cody. Judd Holdren, Aline Towne, William Schallert, Peter Brocco, Craig Kelly, Gregory Gay, Zon Murray. No. 1, "Enemies Of The Universe." 30m. Associate producer, Franklin Adreon; directed by Fred C. Brannon. Judd "Commando Cody" Holdren, Sky Marshal of the Universe, is building a rocket ship to reach any planet, but Gregory Gay, on another planet, gets his agents on earth to cause trouble for Holdren. Despite all obstacles Cody thwarts the enemy, and the rocket ship has its first successful flight. As the first of a series of 12 three-reelers using the same players and theme, this could fit as a supporting featurette in the smaller situations and neighborhoods. It is along the same lines as a serial except that it runs longer, and each subject is complete in itself. The audience is told to watch for the next featurette at the short's finale. Houses using serials can find this to their advantage, and even some which don't ordinarily book the chapter plays might be able to handle this also. **FAIR.**

TWO REEL

Art

A VISIT WITH PICASSO. Joseph Burstyn. 20m. This provides an intimate view of the master of modern painters and the father of cubism. From Picasso's rustic cottage in southern France, one sees some of the works of this genius. Through unique technique, the artist is noted behind a screen size plate of glass sketching with rough brush strokes some of his typical figures and forms, with an appropriate musical background. Shown, too, are the

artist's versatility and the ease with which he can perform in different schools. **EXCELLENT.**

Comedy

CALLING ALL FIBBERS. Columbia—Comedy Favorite Re-releases. 16½m. When first reviewed in *THE SERVICESECTION* of November, 1945, it was said: "Vera Vague chastises her maid for telling lies, but when she accidentally makes a date with her boy friend and boss at the same time, she thinks of one herself. She finally hits upon the fib of telling her boy friend that she was hurt in an auto accident. He brings a doctor with him, and Vague has a hard job stopping him from examining her. Her story leads to more complications when the doctor calls the police to arrest Vague for hit-and-run driving. All ends happily, however. **FAIR.**" (5426).

WOO WOO. Columbia—Assorted Favorite Reprints. 16m. When first reviewed in *THE SERVICESECTION* of Feb., 1945, it was said: "Hugh Herbert, chief worrier at 'Why Worry, Inc.', is hired to make a husband jealous so that he will pay more attention to his wife, but he only succeeds in making the husband jealous, and almost gets murdered in the ensuing chase. He finally gets out of his difficulties by making the husband believe that he murdered his wife. **FAIR.**" (5425).

Color Novelty

UZBEK NATIONAL DANCES. Artkino. 18m. Magnicolor. Seen are some of the national dances of the Uzbek Republic, a part of the USSR. The dances are bound up with the age old culture and traditions of the people. Each local district makes its contribution, and the young people from all over the republic take part in the warlike dance of "Nagabarzi." The Republic's ballet school teaches the classical ballet, which Russian composers did so much to create. Some of the students from the school do a scene from Tchaikovsky's famous "Swan Lake." **GOOD.**

3-D Color Novelty

A DAY IN THE COUNTRY. Lippert—3-D Featurette. Color. 14m. Produced by Jack Reiger, with Joe Besser doing the commentary, this depicts what happens to a couple of young boys on a day in the country, milking cows, seeing damsels in a classical dance, having fun with the hired man and blacksmith, and winding up with an auto runaway. This makes use of special glasses, with green and red lenses. The results at times are surprisingly good, and the effects of various camera tricks should bring plenty of reaction from the audiences. No conversion in the booth is needed, which should be of advantage to those houses which want to avoid the expense of 3-D and still be able to show it to their customers. The 14-minute limit is about enough, as there probably would be a tendency toward eye strain if the subject were any longer. As a novelty, this can be exploited to the hilt. The third-dimensional effect is very definite, and most patrons should be satisfied. **GOOD.** (5220).

Novelty

THE CORONATION CEREMONY. BIS. 26m. Portrayed with the help of old prints, historical documents, and special drawings, this history of the coronation ceremony goes back 1000 years to the crowning of Edward, the Confessor, and follows the important events up to the present day, with an artist's impression of the Queen Elizabeth II coronation. The camera catches the artist's impressions of the historical and religious significance of the solemn occasion while the traditional music is heard in the background. A dignified and appropriate narration

written by Dermot Morrah is spoken by Leo Genn. **EXCELLENT.**

TRANSATLANTIC HOP. RKO—Special. 15m. Since Lindberg first blazed the path from America to France, aeronautics have developed considerably. Seen is the crew of an airliner and the routine procedure on each trip. With the numerous aids in navigation the flight across the Atlantic is comfortable and safe, but the luxury liners of today promise to be outdone in comfort, speed, and safety by the jets of tomorrow. **GOOD.** (33107).

ONE REEL

Color Cartoons

AIN'T THAT DUCKY. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in *THE SERVICESECTION* of May, 1945, it was said: "Daffy Duck, escaping from a hunter, encounters a baby chick that refuses his offerings of protection. The tiny bird is carrying a briefcase which captures the interest of the hunter and Daffy until they finally discover that the case contains a card with the words, *The End.* **GOOD.**" (9309).

FATHER'S DAY OFF. RKO—Walt Disney Cartoons. 7m. Father Goofy is sure that he would be able to care for the house properly when his wife takes the day off. However, everything goes wrong. Baby gets caught in the vacuum cleaner, the phone keeps ringing, the dog tracks up the rug, and the iron burns through the clothes. All is bedlam until the lady of the house returns to put things in order. **FAIR.** (34106).

FOR WHOM THE BULLS TOIL. RKO—Walt Disney Cartoons. 7m. When Goofy takes a jaunter down south of the border, he runs into a lazy bull parked in mid-road. Not realizing the dangers of the animal, Goofy exhibits daring in trying to move the bull. The onlookers are deeply impressed by his supposed courage. When he arrives in town, he is hailed as a great bullfighter. When he meets the animal in the ring there is a mad scramble, but Goofy manages to come out the victor. **FAIR.** (34108).

HYSTERICAL HISTORY. Paramount—Kartunes. 7m. Poking fun at American history, this brings Christopher Columbus, Miles Standish, Pocohontas, Benjamin Franklin, and other historical figures in for lampooning. Finally, the Statue of Liberty, leads the audience in a community sing of "Yankee Doodle Boy", complete with bouncing ball. **GOOD.** (X12-2).

KING MIDAS JUNIOR. Columbia—Color Favorites Re-releases. 7m. When first reviewed in *THE SERVICESECTION* of January, 1943, it was said: "King Midas gets a magic gift of rubber. When the shortage comes to his land, naturally, this turns out to be quite a thing. **FAIR.**" (5610).

LITTLE BOY WITH A BIG HORN. Columbia—Jolly Frolics. 7m. When Ollie wants to practice on his tuba, he is chased out of the house, but there, too, the town is upset by the noise, and a committee convinces the parents to let the boy practice in the country. Here he finds opposition from a farmer, and takes to a rowboat. His playing saves a ship from crashing in the fog, and he is a hero. The town and the mayor send him off to music school, where he can blow to his heart's content. **EXCELLENT.** (5503).

(Continued on page 3491)

Alphabetical Guide

(Continued from page 3492)

WAR OF THE WORLDS, THE—84m.—Paramount..... 3479
 WAY OF A GAUCHO—91m.—20th-Fox 3391
 WHALE HUNT, THE—55m.—Artkino 3434

WHEREVER SHE GOES—80m.—Mayer-Kingsley 3441
 WHITE LIGHTNING—61m.—Allied Artists 3485
 WHITE LINE, THE—74m.—Lux 3441
 WIDE BOY—67m.—Realart 3457
 WILLIE AND JOE IN BACK AT THE FRONT—
 87m.—U-I 3383
 WINNING OF THE WEST—57m.—Columbia 3454
 WOMAN'S ANGLE, THE—85m.—Stratford 3434
 WOMEN OF TWILIGHT—89m.—Lippert 3472

WORLD FESTIVAL OF SONG AND DANCE—
 78m.—Artkino 3434
 WYOMING ROUNDUP—53m.—Monogram 3421

Y

YANKEE BUCCANEER—86m.—U-I 3383
 YELLOW SKY—98m.—20th-Fox 3422
 YOUNG CHOPIN—98m.—Artkino 3447
 YUKON GOLD—62m.—Monogram 3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3490)

THE MAKE BELIEVE REVUE. Columbia—Color Favorite Reprint Cartoons. 10m. When first reviewed in EXHIBITOR in April, 1935, it was said: "This is a musical show in cartoon form. It features a little boy and his fairy godmother, and is a blend of fun, music, and fantasy. GOOD." (5609).

MIGHTY MOUSE IN HOT RODS. 20th Century-Fox—Terrytoons. 7m. As soon as high school closes, the hot rods take over, and cars and pedestrians scatter for safety. The mice nurse the motors of their rods like babies, but the cats hatch a plot. One challenges them to follow his high-speed car, and leads them far out of town. Other cats have placed a false detour sign which sends the hot rods crashing into rocks, wrecking their cars, and enabling the cats to catch the mice. Then, Mighty Mouse appears, beats the cats, and rescues the mice, who having learned their lesson, will never drive hot rods again. FAIR. (5312).

OF MICE AND MAGIC. Paramount—Herman and Katnip. 7m. Herman, the mouse, finding that his lady friend had been captured by Katnip, the cat, goes about saving her aided by some magician's tricks. FAIR. (H12-2).

A PECK OF TROUBLE. Warners—Merrie Melodies. 7m. Sylvester, the wise old cat, frustrated in getting the woodpecker high in the tree for his breakfast, decides to teach the kitten, Dodsworth, how to catch it. Their combined efforts fail. Finally, the kitten decides that "If you can't beat 'em, join 'em." At the end, the woodpecker has taught him how to be a woodpecker. FAIR. (9712).

PHILHARMANIACS. Paramount—Kartunes. 7m. The bouncing ball aids the audience in singing "Alexander's Ragtime Band", preceded by a sequence in which the long haired conductor of an orchestra eventually finds himself leading a swing group. FAIR. (X12-3).

QUIET, PLEASE. MGM—Gold Medal Reprint Cartoons. 8m. When first reviewed in THE SERVICISION of November, 1945, it was said: "Jerry takes advantage of the fact that the bulldog wants to take a nap, and demands quiet in order to drive Tom, the cat, slightly nuts by his threatening to make all manner of noise. A whirlwind chase ensues, and when Jerry puts a stick of dynamite under the dog, Tom fails to remove it in time. After the explosion, the dog practically murders Tom. The windup finds Jerry in the protecting arms of the dog lying in a cradle which the beaten Tom is rocking. GOOD." (W-464).

THE SIMPLE THINGS. RKO—Walt Disney Cartoons. 7m. Mickey Mouse and Pluto are off for a day of fishing, but a clam gives them a hard time. When Mickey settles down to his fishing, a duck drops around to mooch some of the bait. There is a real struggle, but the duck finally ends up the better, and makes off with the can of bait while Mickey and Pluto run off dejected. FAIR. (34107).

SPOOK NO EVIL. Paramount—Casper. 7m. Casper, again thrown out by the other ghosts because he is too friendly, lands on an island where he makes friends with a small monkey. When he saves the monkey from a lion, he is acclaimed a hero. FAIR. (B12-3).

TEN PIN TERRORS. 20th-Fox—Terrytoon-Heckle and Jeckle. 7m. Heckle and Jeckle are having a hard time sleeping in their rented room just under a bowling alley. When the heavy ball rolls down the alley, vibrations knock them out of bed. Attempting to do something about it, the magpies try to dissuade the bulldog proprietor from making such disturbances. He treats them rather rudely and they retaliate. FAIR. (5313).

THE TERRY BEARS IN PLUMBER'S HELPERS. 20th Century-Fox—Terrytoons. 7m. The Terry Bears, in bed and freezing cold, hear the radiator knocking. They wake Papa Bear, who tries to fix it, and the Terry Bears decide to help. They create a flood in the cellar. The youngsters thaw Papa out, but by this time they have put all the pipes together wrong so that water comes from light sockets, gas from water faucets, etc. FAIR. (5311).

UPSWEPT HARE. Warners—Bugs Bunny Specials. 7m. When Elmer digs up a desert flower, he also inadvertently transplants Bugs Bunny, who, when he wakes up finds himself in Elmer's big city pent house. Elmer tries to chase the rabbit out, but comes off second best. Finally, Bugs suggests a "better man wins" contest, with various tests. They both get pretty well battered. FAIR. (9727).

Novelty

BREATH OF DISASTER. 20th-Fox—See It Happen. 10m. Three highlight news events, covered by the newsreel cameraman, make an interesting subject, the Hindenberg disaster at Lakehurst, N. J., the crash of a B-29 into the Empire State building, New York City, and Mount Vesuvius erupting in Italy. GOOD. (6301).

BRITAIN'S SKYBLAZERS. RKO—Screenliners. 8m. With the great interest in jet planes this survey of the British jet industry should be quite illuminating. Britain is far ahead of any other nation in the research and production of jet planes, and shown are some of the finished products. Weird though the designs of these planes of the future may be, their supersonic speeds are even more amazing. GOOD. (34213).

THE MOUNTAIN MOVERS. RKO—Screenliners. 10m. Portrayed is the story of the rugged rocky wilderness of the interior of British Columbia and the development of the resources, accomplished with the cooperation of government and private enterprise. With the construction of dams and power plants, the riches of the land have become more readily available, and along with it has grown up a teaming city. FAIR. (34212).

WITCH DOCTOR. Lerner. 9m. A Haitian girl is possessed by evil spirits, which the native witch doctor exorcises by means of magic rites and a savage voodoo dance to the beat of tom-tom drums. The dance is authentic and exciting, and the gyrations of the witch doctor and his pateint are provocative and unusual. The photography does much to heighten the effect, and, at the end, both the dancers and the audience are left somewhat limp. The film won prizes in European competition. Class and art spots should find plenty of value in it. EXCELLENT.

Sports

LEGION AT BAT. Columbia—World of Sports. 10m. This shows what happens to youngsters who play American Legion baseball and included is the Legion World Series of 1952, with narration by Bill Stern. Commissioner Ford Frick honors the winners and also to be seen are such alumni as Larry Jansen, Warren Spahn, Virgil Trucks, Bob Feller, Ned Garver, Ralph Kiner, Stan Musial, Pee Wee Reese, Ed Lopat, Ted Williams, etc. This is produced and directed by Emerson Yorke. GOOD. (5806).

SEASIDE SPORTS. RKO—Sportsscopes. 8m. Seen are some of the country's bathing beauties displaying their aquatic talents in Florida's playland while onlookers cheer. Seen, too, is some of the deep sea fishing that provide sportsmen with thrills. FAIR. (34312).

WIND AHOY. 20th-Fox—Movietone Sports. 8m. The art of sailing is explored with some views of youngsters learning sailing. With the first sign of spring, the adult crews undertake repainting of their vessels. With the preparations over, all the sailing vessels are ready to match their speed in a thrill-packed meet. FAIR. (3206).

Color Travel

BEAUTIFUL BAVARIA. MGM—Fitzpatrick Traveltalks. 9m. Germany's resortland, Bavaria, is the topic, and the Technicolor camera records the beauty of the thick forests and mountains, the quaint towns almost unchanged for hundreds of years, and the gay life in the famous beer halls where the traditional dances and costumes of the people are displayed while they indulge in generous mugs of the country's noted brew. GOOD. (T-415).

ALPHABETICAL GUIDE

To 318 Features Reviewed

Since The Aug. 27 Issue

(This Index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A

ABBOTT AND COSTELLO GO TO MARS—76½m.—U-I	3488
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AGAINST ALL FLAGS—84m.—U-I	3423
ALL ASHORE—80m.—Columbia	3469
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365

B

BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BANDIT OF SHERWOOD FOREST, THE—87m.—Columbia	3477
BANDITS OF CORSICA, THE—81m.—UA	3481
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG BREAK, THE—74m.—Madison	3482
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLADES OF THE MUSKETEERS—51½m.—Howco	3489
BLAZING FOREST, THE—90m.—Paramount	3389
BLOOD BROTHERS—63m.—Classic	3489
BLOOD ON THE MOON—87m.—RKO	3486
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BLUE GARDENIA, THE—90m.—Warners	3488
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—UA	3433

C

CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CALL ME MADAM—114m.—20th-Fox	3480
CALL OF THE WILD—81m.—20th-Fox	3487
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
CODE TWO—69m.—MGM	3478
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONFIDENTIALLY CONNIE—71m.—MGM	3454
COUNT THE HOURS—74m.—RKO	3469
COUNTRY DOCTOR, THE—113m.—Artkino	3488
CRIMSON PIRATE, THE—104m.—Warners	3373
CRY OF THE HUNTED—80m.—MGM	3486
CURTAIN UP—82m.—Fint Arts	3384

D

DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESERT LEGION—85m.—U-I	3482
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421
DESTINATION GOBI—89m.—20th-Fox	3470
DEVIL MAKES THREE, THE—90m.—MGM	3367
DEVOTION—84m.—IFE	3471
DOWN AMONG THE SHELTERING PALMS—87m.—20th-Fox	3481
DREAM WIFE—99m.—MGM	3478

E

EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389

F

FACE TO FACE—89m.—RKO	3414
-----------------------	------

FAITHFUL CITY—86m.—RKO	3370
FANGS OF THE ARCTIC—63m.—Allied Artists	3469
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FLYING SQUADRON, THE—60m.—Republic	3480
FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FORT APACHE—127m.—RKO	3486
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G

GAMBLER AND THE LADY—71m.—Lippert	3429
GIRL WHO HAD EVERYTHING, THE—69m.—MGM	3478
GIRLS IN THE NIGHT—82m.—U-I	3446
GIRLS OF PLEASURE ISLAND, THE—95m.—Para	3469
GLASS WALL, THE—80m.—Columbia	3485
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462

H

HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HIAWATHA—79m.—Monogram	3430
HITCH-HIKER, THE—71m.—RKO	3445
HOAXSTERS, THE—36m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOOR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE SMITH—90m.—Paramount	3381

I

I BELIEVE IN YOU—96m.—Rank	3385
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454

J

JACK McCALL, DESPERADO—76m.—Columbia	3485
JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369
JUSTICE IS DONE—96m.—Burstyn	3489

K

KANSAS CITY CONFIDENTIAL—98m.—UA	3415
KANSAS PACIFIC—74m.—Allied Artists	3477

L

LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LADY WANTS MINK, THE—92m.—Republic	3487
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LILI—81m.—MGM	3486
LIMELIGHT—141m.—UA	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LOVE ISLAND—66m.—Astor	3458
LUSTY MEN, THE—113m.—RKO	3390
LUXURY GIRLS—96m.—UA	3481

M

MA AND PA KETTLE ON VACATION—75m.—U-I	3482
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAGNETIC MONSTER, THE—76m.—UA	3470
MAHATMA GHANDI—TWENTIETH CENTURY PROPHET—80m.—AAAS	3471
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MARSHAL OF CEDAR ROCK—54m.—Republic	3470
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—110m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373
MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—82m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY DARLING CLEMENTINE—97m.—20th-Fox	3487
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N

NAKED SPUR, THE—91m.—MGM	3445
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402

NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O

OF LOVE AND BANDITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
OLD OVERLAND TRAIL—60m.—Republic	3480
ON TOP OF OLD SMOKY—59m.—Columbia	3477
ONE GIRL'S CONFESSION—74m.—Columbia	3477
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P

PATHFINDER, THE—78m.—Columbia	3437
PETER PAN—76½m.—RKO	3455
PIMPENEL SVENSSON—85½m.—Scandia	3471
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY EXPRESS—101m.—Paramount	3479
PONY SOLDIER—83m.—20th-Fox	3408
PORT SINISTER—65m.—RKO	3470
PRESIDENT'S LADY, THE—97m.—20th-Fox	3481
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROBLEM GIRLS—70m.—Columbia	3485
PROMOTER, THE—88m.—U-I	3385

R

RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S

SALOME—103m.—Columbia	3486
SAN ANTOINE—90m.—Republic	3480
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SEMINOLE—87m.—U-I	3471
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SMALL TOWN GIRL—93m.—MGM	3478
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMBRERO—103m.—MGM	3479
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SON OF THE RENEGADE—57m.—UA	3487
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser	3464
STOLEN IDENTITY—87m.—Ainsworth-Nathanson	3489
STOOGES, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STORY OF THREE LOVES, THE—121m.—MGM	3479
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
STRIP TEASE HOLD-UP—74m.—Union	3489
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455
SYSTEM, THE—87m.—Warners	3488

T

TANGIER INCIDENT—78m.—Allied Artists	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades	3464
TREASURE OF THE GOLDEN CONDOR—93m.—20th-Fox	3456
TRIORAMA—36m.—Mage	3482
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TROUBLE ALONG THE WAY—110m.—Warners	3488
TURNING POINT, THE—85m.—Paramount	3382
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U

UNDER THE RED SEA—67m.—RKO	3390
UNDERSEA RAIDER—74m.—Manor	3471

V

VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

W

WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381

(Continued on page 3491)

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
FEBRUARY Kansas Pacific S. Hayden, E. Miller, B. McLane (Cinecolor) Tangier Incident G. Brent, M. Aldon Jalopy Bowery Boys	FEBRUARY Last Of The Comanches B. Crawford, B. Hale, (Technicolor) Target Hong Kong R. Denning, N. Gates, R. Loo	FEBRUARY The Tall Texan L. Bridges, M. Windsor, L. J. Cobb Rogue's March P. Lawford, J. Rule The Naked Spur J. Stewart, J. Leigh, R. Ryan (Technicolor) Ivanhoe R. Taylor, E. Taylor, J. Fontaine (Technicolor)	FEBRUARY Jeopardy B. Stanwyck, B. Sullivan, R. Meeker Come Back, Little Sheba B. Lancaster, S. Booth, T. Moore	FEBRUARY Peter Pan Disney cartoon feature (Technicolor) Angel Face R. Mitchum, J. Simmons, M. Freeman Sword Of Venus R. Clarke, C. McLeod, R. DeMarco	FEBRUARY Niagara M. Monroe, J. Cotten, J. Peters (Technicolor) The Silver Whip R. Calhoun, K. Crowley, D. Robertson Treasure Of The Golden Condor C. Wilde, C. Smith, F. Currie (Technicolor) The Star B. Davis, S. Hayden, N. Wood	FEBRUARY Marshal of Cedar Rock, W R. Lane, E. Waller, P. Coates The Flying Squadron M. Serato, D. Sassoli, U. Spadara (Italian-made) San Antonio R. Cameron, A. Whelan, F. Tucker	FEBRUARY Limelight C. Chaplin, C. Bloom (Chaplin) The Magnetic Monster R. Carlson, J. Byron, K. Donovan (A-Men) The Bandits Of Corsica R. Greene, P. Raymond, (Small) The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	FEBRUARY The Mississippi Gambler T. Power, P. Laurie, J. Adams (Technicolor) Girls In The Night P. Hardy, J. Holden, L. Freeman The Story Of Mandy P. Calvert, J. Hawkins, M. Miller (Rank) (English-made)	FEBRUARY The Jazz Singer D. Thomas, P. Lee (Technicolor) I Confess M. Clift, A. Baxter, K. Malden	
MARCH White Lightning S. Clements, B. Bestar, S. Brodie Fort Vengeance J. Craig, R. Denny, R. Morena (Cinecolor) The Hamesteaders B. Elliott, B. Allen, R. Lowry	MARCH The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek, B. Rush (Technicolor) Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made) On Top Of Old Smoky G. Autry, M. Rooney (Technicolor) All Ashore M. Rooney (Technicolor) The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)	MARCH Perils of the Jungle C. Beatty Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England)	MARCH The Stars Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor) I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Battle Circus H. Bogart, J. Allyson, K. Wynn The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell	MARCH The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Port Sinister J. Warren, L. Roberts	MARCH Taxi D. Dailey, C. Smith Destination Gaby R. Widmark, D. Taylor, (Technicolor) Down Among The Sheltering Palms D. Wayne, M. Gaynor, J. Greer (Technicolor) Call Of The Wild in Africa C. Gable, L. Young, (Re-release) My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	MARCH Old Overland Trail, W R. Allen, V. Hall, S. Pickens Woman They Almost Lynched J. Lund, B. Donlevy, A. Totter	MARCH Moulin Rouge J. Ferrer, C. Marchand, (Technicolor) (Made in France and England) (Romulus) (Pre-release) Bwana Devil R. Stack, B. Britton, (Partly made in Africa) (Anasco Color) (3-D) (Oboler) Golden Arrow J. P. Aumont, (Foreign-made) (Renown) San Of The Renegade J. Carpenter, (Schwarz)	MARCH City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminole R. Hudson, B. Hale, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor) The Penny Princess Y. Dolan, K. Bogarde (English-made) (Technicolor)	MARCH She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color) The Blue Gardenia A. Baxter, R. Conte, A. Sothorn	
APRIL The Marksman W. Morris, E. Verdugo, S. Jolley Cow Country E. O'Brien, H. Westcott, P. Castle Trail Blazers A. Hale, Jr.	APRIL The Glass Wall V. Gassman G. Grahame, R. Raymond Jack McCall, Desperado G. Montgomery, A. Stevens, D. Kennedy (Technicolor) One Girl's Confession H. Haas, C. Moore Problem Girls R. Elliott, S. Morrow, J. Seay	APRIL Bad Blonde B. Payton, T. Wright (English-made) Chu Chin Chow A. M. Wong (English-made) (Re-issue)	APRIL Sombroso P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor) Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor) Code Two R. Meeker, S. Forrest, K. Wynn Bright Road D. Dandridge, R. Horton, H. Belfonte	APRIL Walt Disney's All- Cartoon Festival Compilation of Disney cartoons Blood On The Moon R. Mitchum, B. Bel Geddes, R. Preston (Reissue) Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue) Count The Hours T. Wright, M. Carey The Sea Around Us Documentary (Technicolor) Merry Mirthquakes Liberace	APRIL The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor) Fair Wind To Java F. MacMurray, V. Ralston, V. McLaglen (Trucolor)	APRIL The President's Lady S. Hayward, C. Weston, F. Bainter Call Me Madam E. Merman, G. Sanders, D. O'Connor Vera-Ellen (Technicolor) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)	APRIL Ma and Pa Kettle On Vacation M. Main, P. Kilbride Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)	APRIL Trouble Along The Way J. Wayne, D. Reed, C. Coburn The System F. Lovejoy, J. Weldon, D. Seymour House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)		

OBSERVANCES

Mar. 29—Palm Sunday
Mar. 31-April 1—Passover
April 3—Good Friday
April 5—Easter

ASTOR

March—Love Island—E. Gabor, P. Valentine (Cinecolor)
Born In The Saddle—L. Erickson, D. Woods (Cinecolor)

REALART

February—Mr. Pip—W. Hull, P. Holmes (English-made) (Reissue)
The House Of The Seven Gables—G. Sanders, V. Price
(Reissue)
Johnny Comes Marching Home—D. O'Connor, A. Jones
(Reissue)
Private Buckaroo—H. James (Reissue)

March—Salome, Where She Danced—Y. DeCarlo, R. Cameron
(Reissue)
Abbott and Costello In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

• Why

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49 Number 22
 Two Sections: Section One

APRIL 1, 1953

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
 OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

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M-G-M gaily presents

"I LOVE MELVIN"

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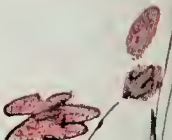
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M-G-M presents Jane Powell • Farley Granger in "SMALL TOWN GIRL" • with Ann Miller • S. Z. Sakall • Robert Keith
Nat King Cole • Billie Burke • Bobby Van • Color by Technicolor
Screen Play by Dorothy Cooper and Dorothy Kingsley • Story by Dorothy Cooper • Music by Nicholas Brodsky • Lyrics by Leo Robin • Directed by Leslie Kardos • Produced by Joe Pasternak





THE coincidence of the week took place when a carnival owner escaped with his carnival from the Eastern Germany area to the west, which is close to the actual story of 20th-Fox's "Man On A Tightrope."

★

A WESTERN clergyman is holding regular Sunday morning service at a drive-in, hoping to attract some of the early Sunday golfers.

★

ADVOCATES of greater courtesy in theatres will be interested to hear that when a patron in an eastern theatre asked three boys to take off their hats, and he removed one following their refusal, they slashed him in the face with knives.

★

SOMETHING new is being added at a southern drive-in where the open-airer has been made available for an Easter sunrise service. The drive-in is now being kept open all night before the service, with "Come To The Stable" and "I'd Climb The Highest Mountain" as the attractions. Between the close of the film program and the religious services, light breakfast refreshments are available at the concession counters. To top it off, there will be an Easter egg hunt on Sunday afternoon.

★

WHEN "The Bad and the Beautiful" won the "Oscar" for the best black-and-white art direction, EXHIBITOR got a particular kick out of it for this was the film in which EXHIBITOR LAUREL AWARDS nominations, properly framed, appeared as part of the atmosphere in the producer's office.

—H. M. M.

I N D E X

VOL. 49, No. 22

APRIL 1, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"ANOTHER SINGING STAR IS BORN"	6, 7
NEW YORK NEWS LETTER	12
THE INTERNATIONAL SCENE	14
WHAT'S NEW IN 3-D	16
THIS WAS THE WEEK WHEN	18
IN THE NEWSREELS	19
THE SCORE BOARD	20
PEOPLE	21
THE TIP-OFF ON BUSINESS	21
BETTER MANAGEMENT	22
PHYSICAL THEATRE	PT-1—PT-20

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Rosemary Clooney, Paramount star of "The Stars Are Singing," is flanked by Arthur Lockwood, left, Lockwood and Gordon Circuit, and Samuel Pinanski, American Theatre Corporation, at a Boston exhibitors' luncheon in her honor.

EXHIBITOR

VOL. 49, No. 22



APRIL 1, 1953

The Drive-In Season Opens

THIS is the time of the year when the drive-in season begins officially in those sections of the country where full-time operation of the open-airers is not a regular policy. Because of the mild weather some have already jumped the gun, but for a vast number Easter means the beginning of the season's business.

THAT the drive-ins are preparing for their biggest season is no secret. The list continues to grow, and it should not be long before the nation's total of open air theatres hits the 4,000 mark, more than replacing the closed conventional theatres of the past few years.

ALTHOUGH the problems of the drive-ins as regards the values which distributors place on their product is getting tougher all the time, more and more those who have gone into this new form of exhibition realize that their job is not one of just showing pictures but of participating in a phase of showmanship of which films are but a part.

THE value of the concessions division of drive-ins has long become apparent, but the deviation into miniature playgrounds, swimming pools, roadside stands, assorted services, and other phases has expanded past the fundamentals of exhibition. And what is particularly attractive is that in none of this does the distributor share, although undoubtedly he has often cast longing eyes at this revenue.

ALWAYS to be debated is whether a drive-in should buy an early or late run. There is much to be said for both sides, but since each case is individual, it cannot be decided by any hard and fast rule. Whether an early or late run, however, the open airers are finding that the distributors this year want a greater share than in the past. In that respect, the drive-in owner finds himself in the same spot as the conventional theatre operator. It is this bond which keeps them sticking together for the common benefit.

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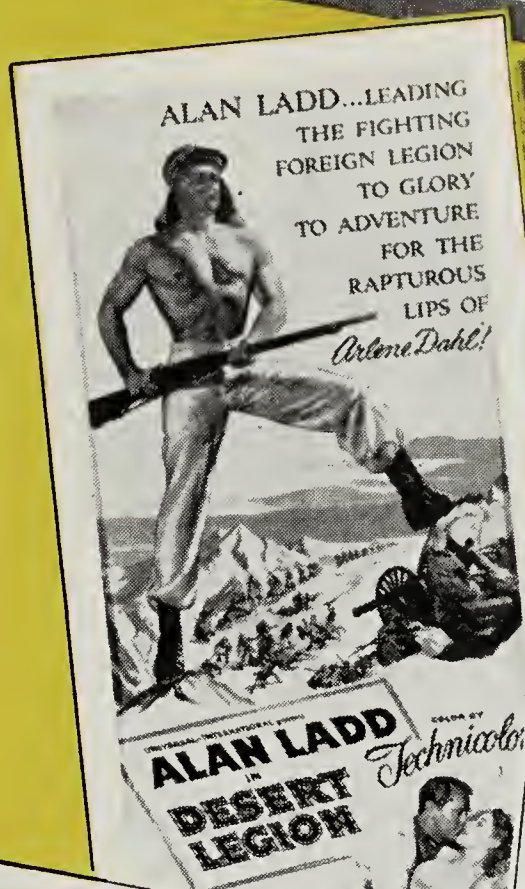
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...**U-I** MAKES THE MONEY-MAKERS!



ROSEMARY CLOONEY, IN BOSTON PUBLICIZING PARAMOUNT'S "THE STARS ARE SINGING," IS THE GUEST OF HONOR AT AN EXHIBITOR LUNCHEON.

Another Singing Star Is Born

To Insure Proper Buildup, Paramount Sent Rosemary Clooney To Meet Some Exhibitors And Others



The popular singing star, along with Charles Skouras, National Theatres head, assists Adolph Zukor, motion picture pioneer and Paramount board chairman, as he plants his footprints in cement at Grauman's Chinese, Hollywood.

THE cry for new faces, no novelty in this industry, is as vigorous in 1953 as in all the preceding years of the industry.

With that in mind, Paramount Pictures, sensing the need for the right kind of buildup for songstress Rosemary Clooney in the cinema firmament, decided the best thing to do was to introduce her directly to exhibitors.

The result saw the popular young singer visit six key cities along the eastern seaboard and six more in the midwest within a month after the world premiere of her first film, "The Stars Are Singing", in her home town, Maysville, Ky. Maysville was proud of its contribution to the arts, and with good reason, and the star had the honor of christening "Rosemary Clooney Street" in the premiere festivities.

Her eastern swing took her to Washington, Nashville, Tenn., Philadelphia, Boston, Atlanta, Cincinnati, and New

York. In each city, she met exhibitors and members of the trade press, had lunch with them, swapped stories with them, while Paramount gladly footed the bill, knowing that nothing can do more to build up a young star than the help of exhibitors. All luncheons were preceded by special screenings of "The Stars Are Singing."

She also visited the various disc jockeys during her tour, and the boys were all glad to plug her film for it was as a recording artist that Paramount's new discovery first achieved national fame.

In Nashville, Miss Clooney was guest of honor at a reception given by Tennessee Governor Frank G. Clement. She was also honored by Kentucky's governor, Lawrence W. Wetherby. Politicians and exhibitors agreed that the effervescent Miss Clooney would be as big in the motion picture industry as she is on records.



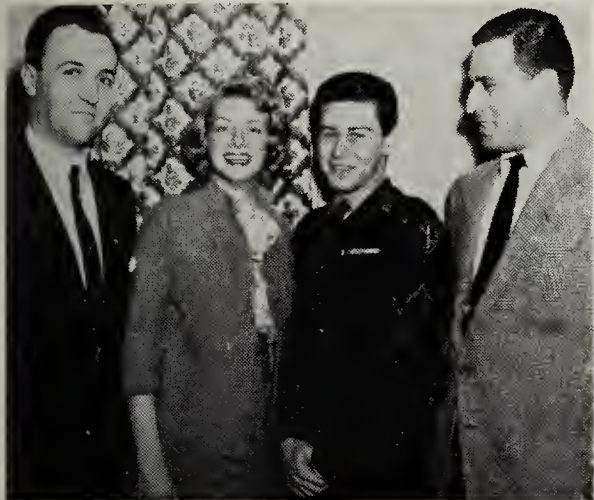
Miss Clooney takes time out from breakfast for an early morning interview with film critic Fred Woodress, The Post Herald, Birmingham, Ala., in Atlanta, where she met many southern exhibitors.



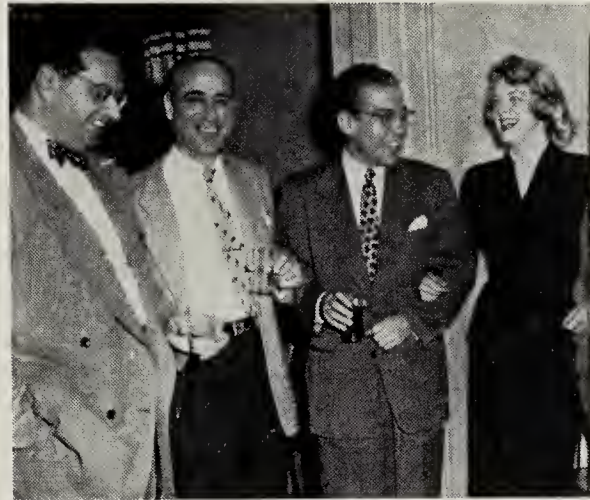
The star chats with Mrs. Marvin Goldman, wife of the K-B Theatres executive, following Washington luncheon with Washington-Baltimore, Md., theatremen on behalf of "The Stars Are Singing."



Cincinnati's midnight disk jockey, Walter Phillips, gives Miss Clooney an opportunity to tell all Ohio about her movie debut. The singing star visited many eastern and midwestern spots.



Top Washington-Baltimore territory exhibitors and circuit heads met Miss Clooney at a luncheon, and here she is seen with, left to right, Phil Isaacs, Paramount Washington branch manager; Eddie Fisher, and Marvin Goldman.



EXHIBITOR's Mel Konecuff, left, exchanges a few witticisms with Miss Clooney at the New York exhibitor luncheon for the Paramount star. In the center are Al Picoult and Aaron Sloan. The press was well represented at her appearances.



Ruth Lyons, mistress of ceremonies, "50-50 Club," WLW, Cincinnati, interviews Miss Clooney and Mrs. Ben Rivard, winner of the contest arranged by Paramount and the radio station, as proof that Miss Clooney is the "Queen of Song."



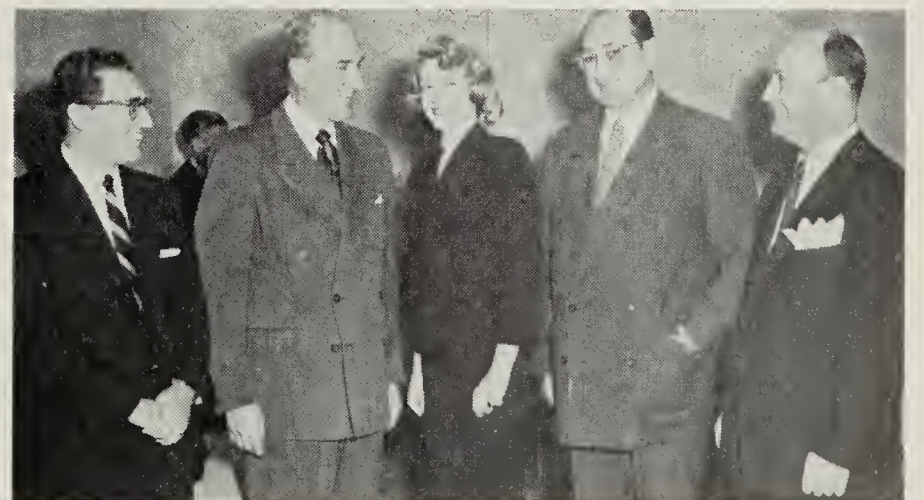
Seen at the New York exhibitors' luncheon for Miss Clooney are, left to right, E. K. "Ted" O'Shea, Paramount distribution vice-president; Robert Weitman, vice-president, AB-PT; A. W. Schwalberg, president, Paramount Film Distributing Corporation; Miss Clooney; Samuel Rosen, Fabian Theatres; Sol Schwartz, president, RKO Theatres, and Hugh Owen, Paramount eastern and southern division manager. It looks like all are enjoying themselves.



Seen at the Atlanta luncheon are, left to right, Herb Steinberg, Paramount publicity director; Woodress; Davenport Steward, The Atlanta Journal; Ernie Rogers, The Atlanta Journal; Miss Clooney; James Harrison, Wilby Kinsey Theatres; C. Smith, The Knoxville, Tenn., Journal; Gordon Bradley, Paramount Atlanta branch manager; Emil Bernstecker, Wilby Kinsey general manager, and Aubrey Couch, veteran W-K city manager, Atlanta.



Maysville, Ky., Rosemary's home town, holds the banner world premiere of her first picture, "The Stars Are Singing." The town named "Rosemary Clooney Street," which the singing star dedicated with a bottle of Kentucky lime water, at ceremonies over which Mayor Rebecka Hord officiated.



In New York, Miss Clooney is greeted by, left to right, Harold Rinzler, Randforce Amusement Company; Russell V. Downing, managing director, Radio City Music Hall; Emanuel Frisch, president, Metropolitan Motion Picture Theatre Association, and David Katz, executive director, Roxy.

CinemaScope Praises Sweeping Industry

Applications Being Taken For Equipment; All Productions To Be In Color; Area Demonstrations Due Soon

NEW YORK—The big news last week was CinemaScope as the hundreds of exhibitors who attended 20th-Fox's coast demonstration went back to all parts of the country enthused over what they had seen. In addition, reports were given by 20th-Fox sales executives and others who attended the showings.

Theatre circuits from coast to coast have ordered CinemaScope equipment from 20th-Fox, it was announced by Al Lichtman, director of distribution.

Lichtman announced that 20th Century-Fox hopes to equip 750 to 1000 theatres by the end of 1953 and 500 per month thereafter.

National Theatres, said Lichtman, has placed an initial order for 150 CinemaScope installations, while Brandt Theatres and Stanley-Warner are also negotiating for CinemaScope.

A method which may be followed, he added, would be "to equip town for town instead of theatre for theatre."

The director of distribution also noted that 20th-Fox is trying to reduce the cost of all equipment through the placing of mass orders with manufacturers.

Demonstrations of CinemaScope were extended by 20th-Fox to accommodate exhibitors and other trade groups assembled in Hollywood from all parts of the country.

The response exceeded even Spyros Skouras' and Darryl Zanuck's fondest expectations, especially from exhibitors. Of approximately 200 exhibitors interviewed after the screenings, and selected at random, not one expressed disfavor.

In five days, 4,600 saw CinemaScope on stage six of 20th-Fox.

Heading the contingent of 20th-Fox home office executives returning from California following the demonstrations were vice-president Charles Einfeld, W. C. Gehring, executive assistant general sales manager; Edwin W. Aaron, western sales manager; Arthur Silverstone, eastern and Canadian sales manager; A. W. Harrison, home office representative, and Roger Ferri, editor, *The Dynamo*.

Application forms for CinemaScope were shipped to all exchanges last weekend. Exhibitors may contact 20th-Fox offices regarding the equipment.

A special demonstration of CinemaScope was given in Zanuck's private projection room at the coast studio, on a seven by 11 foot screen. Several leading national theatremen were on hand.

Announcement was made of finalizing of arrangements for getting CinemaScope equipment ready for shipment to all key cities where demonstrations are being planned.

All CinemaScope productions will be filmed in Technicolor, it has been revealed.

Construction Controls Ending On June 30

WASHINGTON—The NPA last week issued the formal order ending production and construction controls on June 30, thus enabling theatre projects and production of theatre and film equipment to go ahead.

When the present controls end, the Defense Materials System will channel steel, copper, and aluminum to essential military and atomic construction and production. All other production and construction will then scramble for the leftovers, which they will be free to use in any way.

Non-priority orders for delivery of steel, copper, and aluminum can be placed immediately for delivery after June 30, and producers of film or theatre equipment for military orders would be eligible for the priority assistance under the new DMS program.

20th-Fox Reports Show Greater Sales

NEW YORK—Film rentals of 20th Century-Fox totalled \$93,166,603 in the 52 weeks ended on Dec. 27, 1952, as against \$92,489,357 in the same period in 1951, according to the consolidated profit and loss statement issued last week.

The consolidated net earnings of 20th-Fox and all of its subsidiaries amounted to \$4,747,587. Included in this amount is \$1,491,715 representing the net earnings of domestic theatre subsidiaries for the 39 weeks prior to divorcement, which occurred on Sept. 27, 1952. It also includes a special credit of \$1,077,755 arising from a change of accounting procedure at the time of divorcement, which resulted in the bringing of foreign operations to the same date as domestic operations. They previously were five weeks behind. The earnings per share amounted to \$1.71 on the 2,769,486 shares of common stock outstanding at the close of the year.

The consolidated net earnings for the 52 weeks of 1951 were \$4,308,431, including \$2,180,192 from domestic theatre subsidiaries, and amounted to \$1.47 a share on the common stock.

In his report to stockholders, President Spyros Skouras said that world-wide film rentals for the first 10 weeks of 1953 were 17.6 per cent ahead of the same period of 1952, that executives earning \$500 weekly had accepted 50 per cent salary cuts under a voluntary plan, and that the management of the company was proud to have pioneered in developing CinemaScope.

Chesapeake Net Increases

NEW YORK—President William C. MacMillan's report to stockholders of Chesapeake Industries, formerly Pathe Industries, last week revealed that the company netted \$1,609,697 in 1952. The net in 1951 was \$1,579,350. MacMillan stated that earnings in 1953 were expected to show a further increase.

Grosses Look Up In Broadway Area

NEW YORK—With the advent of considerable new product, things were looking up in the Broadway first-runs last week despite the advent of Lent. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"I CONFESS" (WB). Paramount, with stage show, was heading toward a \$63,000 second week.

"CALL ME MADAM" (20th-Fox). Roxy, with ice show, reported that the opening week would reach \$100,000.

"BY THE LIGHT OF THE SILVERY MOON" (WB). Radio City Music Hall, with stage show, announced \$85,000 for Thursday through Sunday, with the first week anticipated at \$139,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$11,000 for the 18th week.

"SALOME" (Col.). Rivoli expected the opening week to hit \$70,000.

"ANNA" (IFE). Globe reported that the sixth week would be \$12,000.

"ABOVE AND BEYOND" (MGM). Mayfair anticipated that the last four days of the ninth week would be \$10,000.

"OFF LIMITS" (Para.). Astor expected the opening week to tally \$29,000.

"THE NAKED SPUR" (MGM). Loew's State was heading toward a \$28,000 opening week.

"MOULIN ROUGE" (UA). Capitol expected to garner \$40,000 on the seventh week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported that the 14th week would tally \$15,000.

Shea Schedules Meetings

NEW YORK—Gerald Shea, president, Shea Theatre Circuit, announced last week that arrangements had been completed for a series of three regional meetings to cover all of the Shea theatres in Ohio, Pennsylvania, New York, New Hampshire, and Massachusetts. The first will be in Zanesville, O., on April 21; the second on April 23 at Youngstown, O., and the third in New England. Home office representatives who will attend are Gerald Shea, Richard A. Harper, and Ray Smith.

The regional meetings have been set in line with the circuit policy for maintaining close contacts with their managers, and discussion will cover all phases of operations, including exploitation, promotion, advertising, and 3-D and CinemaScope.

H. L. Groves Mourned

NEW YORK—Harold L. Groves, 49, president, Hargroves National Service System, died last week in University Hospital. Groves became associated with the New York Film Board of Trade 27 years ago, and was closely identified with copyright and fraud investigations. He joined the Copyright Protection Bureau, and, in 1945, with Jack H. Levin, he organized Confidential Reports, Inc. He is survived by his widow, daughter, and son, his mother, brother, and five sisters.

Wis. Allied Meeting Hits Distrib. Terms

UPT Report Shows Business Upturn

NEW YORK—In his annual report to stockholders last week Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc., reported on United Paramount Theatres operations in 1952, and revealed that for the first time in over three years of operation, profits in a current quarter, the fourth, exceeded those for the same quarter of the previous year. Operating earnings for the fourth quarter of \$1,644,000, or 50 cents per share, compare with earnings for the fourth quarter of 1951 of \$1,056,000, or 32 cents per share, after eliminating that portion of the retroactive tax increase picked up in the fourth quarter of 1951, but applicable to the first nine months of that year.

United Paramount's consolidated net profit for the year was \$6,961,113, including earnings of \$5,613,626 from operations and \$1,347,487 from capital gains, equal to \$2.11 per share of which \$1.70 is from operations and \$.41 from capital gains. They compare with earnings in 1951 of \$10,705,011, or \$3.24 per share, consisting of \$6,702,421, or \$2.03 per share, from operations and \$4,002,590, or \$1.21, from capital gains.

With 1952 theatre receipts and rentals of \$115,627,000 practically the same as in 1951, operating earnings were reduced largely because of increased film rentals, particularly for pre-release pictures.

In 1952, the company collected for federal, state, and local tax authorities approximately \$21,505,000 in theatre admission taxes.

Goldenson said that the amounts charged for depreciation in the past three years have been reinvested in theatre improvements and properties. From now on, it should be somewhat less expensive to maintain the theatres, although the development of 3-D movies may require substantial capital outlays for equipment.

Goldenson reported that the merged company has met the first year's sinking fund requirements on the \$20 par preferred stock through purchases in the open market at an average price of \$16.01 per share. The board has authorized the further purchase of preferred stock.

Goldenson also reported progress in the company's divestiture program, stating that it expects to reduce the number of theatres owned wholly or with investors to the required 651 this year. He called for an improved method of release of pictures, based on proper and lawful runs and clearances instead of the present practice of multiple runs, and said such a change would result in improved revenues for both exhibitors and producers.

Goldenson reported that the merger with the American Broadcasting Company finds the new company in a strong financial position. He predicted a greatly strengthened ABC as a result, with better programming, new talent and new creative personnel.

Pre-Release System Rapped By Speakers; Snaper Leads Onslaught Against Unfair Practices; Drive-in Confab

MILWAUKEE—Sig Goldberg, president, Wisconsin Allied, last week accused film distributors of "knowingly and deliberately trying to drive the small exhibitor out of business" at the annual meeting of the Wisconsin group, held in conjunction with the national drive-in convention.

Goldberg said the three most important problems facing exhibitors at this time are 3-D films, rentals, and the repeal of the 20 per cent federal admission tax. He charged that distributors, unable to use their old methods because of court decisions favoring exhibitors, have invented refinements of their old methods, and are again on the road toward "driving the industry to the poorhouse."

"They now call some features pre-releases," he said, "which is just a method by which the film companies can extract 110 per cent out of large theatres, and drive the small ones out of business. MGM came into the so-called key towns with 'Ivanhoe' at 70 per cent, forcing you to raise prices to make out. They then came back and sold you another run for 40 per cent, so that took 110 per cent in one of the larger situations. They don't care if the smaller theatres buy or not. It costs a little more to service a lot of small theatres, and they just don't care. RKO is doing the same thing with 'Peter Pan.' In the meantime, your patrons are being pegged third-class citizens. You have seen Samuel Goldwyn's statement that most of the gamble is taken by the distributors. Where does he get off talking like that?"

Goldberg termed 3-D films a novelty, and said he has yet to find one exhibitor who liked "Bwana Devil." Future 3-D efforts, he said, are bound to be hurt by the bad taste left by the first. Goldberg was dubious about the future of films requiring audiences to wear glasses, and questioned the advisability of exhibitors investing in 3-D equipment at this time.

Speaking about the admission tax, Goldberg lauded the job being done by Colonel H. A. Cole and Pat McGee, national co-chairman, Tax Repeal Committee, and thanked exhibitors and film salesmen who cooperated in the drive, giving special mention to Harold Pearson, executive secretary, Wisconsin Allied.

Colonel William McCraw commended the Variety Club for its work for the heart clinic at Marquette University, and Henderson Richey, MGM, said his company will try to prevent any theatre from closing, if possible, and had ordered field men to give special consideration to smaller theatres.

"Proceed with caution" in adopting any new system of motion picture projection was the advice given by Herbert Barnett, president, Society of Motion Picture and Television Engineers.

The second day's activities were devoted to group discussions, with emphasis on subsequent runs and drive-ins. The discussions centered about special term films and complaints were voiced that such terms resulted in advanced admissions, limited attendance, etc.

Wisconsin Allied indicated its vigorous opposition to such policies and moved to demand a regular release of all films to subsequent run houses, whether or not distributors tag them as pre-releases. The discussion brought out that flow of product to subsequent run houses was uneven, resulting in either bidding or unreasonable rentals, and it was recommended that the organization attempt to stop such practices. Exhibitors agreed that the Wisconsin Allied Film Arbitration Commission has effectively settled disputes between exhibitors and distributors, avoiding possible legal action and the spread of competitive bidding. They recommended that the committee be made permanent. Another exhibitor complaint was that film salesmen call too infrequently on small town operators.

The drive-in discussion brought out that there seems to be no national clearance for drive-ins. It was also charged that distributors at times encourage bidding for new drive-ins.

The group discussions led to a recommendation that both distributors and exhibitors pursue a policy of peaceful solution and allocation of product. Wisconsin Allied charged that nothing had been done to improve the print shortage situation in the Milwaukee area, and asked that pressure be brought to bear, particularly against Paramount.

Cole, Wilbur Snaper, president, National Allied, and Ben Marcus, past-president, Wisconsin Allied spoke to the various groups. Cole covered his Washington visit in connection with tax repeal. Snaper expressed optimism over the future of the industry due to "technical progress, better movies, and the wearing off of television," and predicted a rise in attendance the next 12 months.

Marcus predicted that the 50 Wisconsin drive-ins will be increased to 100 by autumn, with nearly every town with an indoor theatre also having a drive-in within the next three years.

Snaper warned that unless distributors cease their illegal practices, they will force exhibitors to resort to extreme measures, and pointed out that two of the things he predicted would come about unless these policies were modified have materialized. The Senate Small Business Committee is going to investigate trade practices and the Attorney General has been provided with enough factual information to warrant a full-scale investigation.

The session also voted to continue two of Wisconsin Allied's pet projects, the state screening report and the performance report, both methods of determining and disseminating information concerning how various pictures are drawing in state and national situations.

(Continued on page 20)

PARAMOUNT REPORTS TO THE

"Road To Bali," Paramount's first '53 release, set off a chain-reaction of increased boxoffice revenue which has been sustained by all our product during the year's first three months. Extra production values, backed by vigorous pre-selling, have resulted in top performance by all these current Paramount hits:

"OSCAR" WINNER FOR "BEST PICTURE OF YEAR"



CECIL B. DE MILLE'S

The Greatest Show On Earth

Color by Technicolor

"OSCAR" WINNER FOR "BEST ACTRESS" - SHIRLEY BOOTH



HAL WALLIS'

Come Back, Little Sheba

starring Burt Lancaster. Shirley Booth, Terry Moore, Richard Jaeckel



NEW BRIGHT STAR, ROSEMARY CLOONEY, IN



The Stars Are Singing

Technicolor, starring Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior



ANOTHER TOPPER FROM THE TOP MONEY STARS

HAL WALLIS' The Stooge

starring Dean Martin and Jerry Lewis



ATION'S EXHIBITORS } ON THE FIRST QUARTER OF 1953...



LOOK FORWARD TO:

The Easter Show of Shows



Off Limits

Bob Hope, Mickey Rooney,
Marilyn Maxwell

15th month of all-time records
as the greatest entertainment
on earth! And now the top
Academy Award added to over
20 major worldwide honors...

The romantic comedy
world-premiered in Korea



The Girls Of Pleasure Island

Technicolor. By F. Hugh Herbert
who wrote "Kiss and Tell"

Showcased in special dates,
some holding up to 14 weeks.
Now playing to full print capacity
and sensational business on
tidal wave of "Oscar" interest...

The American epic



Pony Express

Technicolor. Charlton Heston, Rhonda
Fleming, Jan Sterling, Forrest Tucker

Play right away this musical
with the public's new favorite!
We've tremendous plans for her:
next with Bob Hope — soon in 3-D
— then she'll sing with Bing...

"The most effective
horror picture ever
produced."

—*The Independent*



The War Of The Worlds

Technicolor

Thousands of showmen have
added another Martin & Lewis
record to those that have gone
before — because this big com-
edy is full of story value too...

AND SOON:

3-D SANGAREE

Technicolor

George Stevens' SHANE

Technicolor

STALAG 17

New York News Letter

— By Mel Konecoff —

JAMES R. GRAINGER, newly-appointed president, RKO, held his first interview last week since assuming the post and announcing that RKO was tailoring its production program to take advantage of the present wide-spread demand for 3-D films by filming six films in both 3-D and standard processes. Three were started in March and three more will be started in April, all to be in Eastman color. There are no plans for wide screen participation in 18 features scheduled for production.



KONECOFF

His principal job to date has been to get pictures rolling, to build up morale, and to acquaint himself with personnel and company operating procedure. He expected no changes in the organization in the immediate future.

Regarding complaints of exhibitors as to high terms being asked for "Peter Pan" and "Hans Christian Andersen", Grainger has replied to exhibitors that RKO is merely acting as distributing agent for both Walt Disney and Samuel Goldwyn, producers of the aforementioned films, and that they set the terms, and even do their own selling in many cases, and that RKO must adhere to their dictates. He reported only the normal amount of opposition to the films, and that he could find no exhibitors "who were starving."

He said that RKO would have 22 features for release between now and the end of October, and that he was in the market for outside films from independent producers if they were of a quality nature. He also reported that RKO is not planning to sell film to television, and there have been no such discussions, and he has no intention to discuss it at the present time.

He said that he had a lot of faith in the industry and its future, and opined that 3-D was a stimulant. He plans a trip to the coast shortly, as well as a visit to France and England in the summer.

ADD ANOTHER: Still another wide-angle process has entered the new gimmick industry sweepstakes with the arrival of the Todd AO Corporation, which, in turn, is a subsidiary of the Magna Theatre Corporation, which is the parent company in a deal with the American Optical Company to use processes developed by the latter to present a new wide-angle picture having extraordinary depth qualities, and entailing only the use of a curved concave screen, a new type of projector if 65mm. film is used,

New Jersey Allied Raps Late Clearance; RKO Policies

NEW YORK—The New Jersey Allied board of directors last fortnight came to the conclusion that a contributing factor to poor business in many parts of the state is the present system of release, particularly the clearance maintained by New York over Newark, N. J., which finds exhibitors in New Jersey playing pictures months after they have been seen in New York.

It was brought to the attention of the board that RKO is soliciting schools to make use of 16mm. film "in communities where they are trying to sell 'Peter Pan' at confiscatory deals." Disney subjects have been offered to non-theatrical groups at reduced prices, subjects that in many cases are not available to exhibitors, it was said.

The board also rapped RKO's re-issue policy, stating that these, too, are being solicited from 16mm. accounts. The board announced support of National Allied's policy, as formulated in Chicago, to continually pursue remedies in whatever channels necessary in the fight against alleged distributor abuses.

and a special lens for the projector. A single strip of film is used in one projector, and there is no need for glasses.

Joseph Schenck is chairman of the board of Magna, while George Skouras is president. Producer Michael Todd heads Todd AO. Schenck and Todd last week reported that tests are being conducted at present in both 65mm. and 35mm., and that future productions will be filmed in both sizes with initial roadshow situations using the 65mm. size and the 35mm. version being held in reserve for release at a later date to other houses as well as for release abroad.

It is expected that between 24 and 28 houses will roadshow the attractions in the first year during 1954, after which wide release will be in order. It is expected that the first picture will be ready for public consumption in February, 1954, and that the Rivoli, Broadway, will probably be the leadoff house, a flagship of the United Artists Circuit, which will be favored in future bookings. Theatres will be leased or purchased, or existing circuit members will be used in the exhibition of the process.

It is expected that the first screen, to be constructed of an unnamed material, will measure 52 feet wide by 24 feet high, but it is expected that the width size could vary from 46 to 55 feet. Both the screens and the special projectors would, for the moment, at least, be turned out by American Optical's instrument division. The end result can be exhibited on CinemaScope screens if necessary. There are no prices, and since initial plans call for only 14 projectors to be turned out, there are no plans to sell equipment as yet to theatres. For roadshow dates, it is planned to use six channel magnetic stereophonic sound, while later 35mm. release may use three channel stereophonic sound. At present, there are four 65mm. cameras and two 35mm. cameras available for experimental use.

It is expected that the first feature will be ready by February, 1954, and will probably be in Technicolor if present negotiations go through, and it is planned to try to accumulate a backlog of films. The first production, probably a Rodgers and Hammerstein work to be supervised by the pair, will get under way in July at a multi-million dollar budget, with the final selection to be forthcoming in the near future.

The entire financing is being undertaken privately by the members concerned, and they thought that their process permits better audience participation, similar to Cinerama, than anything seen yet, and with comparatively simple equipment requirements. It is expected that a press showing of the process will be held outside of New York City on or about June 15. This is being looked forward to with interest.

VARIETY NOTE: Last week saw the establishment of a fund-raising committee of the Variety Club Foundation to Combat Epilepsy. William German, board chairman of the Foundation, announced that the following have agreed to serve, with possible additions in the offing: Leon Bamberger, Robert Benjamin, Al Daff, Emil Friedlander, Leonard Goldenson, Sid Kramer, Jack Mara, Burt Robbins, and Max Youngstein. He also reported that Ed Lachman, Chief Barker, Tent 35, has been named chairman of the planning committee, while Dr. Benjamin Fine, education editor, The New York Times, will head the public relations committee.

Dr. H. Houston Merritt, director of Neurological Services, Columbia Presbyterian Medical Center, described the medical procedures employed at the Variety Club Clinic for Children With Epilepsy, and estimated that the complete maintenance of the Clinic, which is supported by the Variety Club Foundation, would cost approximately \$55,000 for the fiscal year beginning on July 1, 1953. A film showing the clinic and its patients was run for the assemblage.

Among those present were: Bamberger, Jay Bonafield, George Brandt, Ned Depinet, Emanuel Frisch, Leon Goldberg, Monroe Goodman, Jack Hoffberg, Arthur Israel, Martin Kornbluth, Sid Kramer, Stanley Kolbert, Charles Lewis, Jack Mara, Ira Meinhardt, Abe Montague, Sam Rinzler, Mrs. Arthur Rosenthal, Fred Schwartz, David Snaper, David Weinstock, Douglas Yates, Bernie Brooks, Al Gorson, Harold Klein, Harold Rinzler, Burt Robbins, Morris Sanders, Cy Seymour, George Waldman, and Martin Levine, who presided in the absence of Lachman.

THE METROPOLITAN SCENE: The world premiere of "Salome" at the Rivoli was a memorable event, with celebrities galore thronging the theatre and thousands of John Q. Public on hand for personal observation despite TV coverage. When Rita Hayworth arrived, the shoving crowd broke through the police lines, almost mobbed her, and almost trampled Faye Emerson and Art Ford, who were emceeing the event for the TV cameras. The police restored order after a few moments. Yes sir, that old time excitement was really in the air. . . . Ben Shlyen, publisher of Boxoffice, announced the

(Continued on page 20)

Your Boxoffice Can Count On "Count the Hours!"

"Engrossing entertainment! The names of Teresa Wright and Macdonald Carey are as persuasive as any a showman might want for his marquee!"

— *Motion Picture Herald*

"Taut, absorbing melodrama highlighted by fine acting and direction!"

— *Hollywood Reporter*

"Praiseworthy on every count! Tensely exciting! Will pay off handsomely if shrewdly sold!"

— *Boxoffice*



Count the Hours!

Co-starring

TERESA WRIGHT · MACDONALD CAREY

with **DOLORES MORAN · ADELE MARA**

Produced by **BENEDICT BOGEAUS** • Directed by **DON SIEGEL** • Screenplay by **DOANE R. HOAG** and **KAREN DeWOLF**



The International Scene

Canada

Revised Ontario Act May Serve As Model

TORONTO—The revised Ontario Theatres and Cinematographs Act, which has been given its first of three readings by the Ontario legislature, is expected to be a model for similar legislation in the rest of the Canadian provinces, it was made known last week. The bill, which is a complete revision of the original act, the first since 1911, is to be known as the Theatres Act, 1953.

The Act was revised following consultations by chairman of the Ontario Censor Board, O. J. Silverthorne, with both distributors and the Motion Picture Theatres Association of Ontario.

Highlights of the new Act include the lowering of the minimum age from 16 to 14 under which children may attend movies alone; appointment of an assistant director of censorship; 16mm. exhibition under the authority of local officials; theatres showing 35mm. films being under the jurisdiction of the provincial board; no set number of men per booth; the Public Halls Act to be amended to include portable buildings and tents; many matters formerly considered as regulations incorporated as by-laws of the Act; power for enacting regulations for a British quota, and the matter of Canadian subjects in newsreels.

The lowering of the children's ages follows upon the recommendation of women organizations interested in children. When the Act is passed, children 14 and over may enter the theatre with a person 18 or over after 4 p. m. Children 14 and under may enter the theatre alone on school days from 4 p. m. to 6 p. m., except on school holidays, when they may enter earlier. A matron in a uniform, dressed in a type approved by the director, is required to be on duty during the period when the children may attend the theatre unaccompanied.

The change in the Act requiring no set number of men in the booth is expected to have interesting effects. At present, a theatre with over 1000 seats is required to have two projectionists, and, with revision of the Act, the number of projectionists in a booth will be dependent on what terms the theatre can come to with the union.

For the first time, the Act recognizes the operation of drive-ins, which is natural with the intense activity in the province in this field where more than half the drive-ins in the country are located. Of the 106 drive-ins operating in Canada in 1953, 53 were in Ontario, and of the 19 now reported under construction, 12 are in Ontario. There are also 21 projected, of which 14 are in the province.

The industry, through the Canadian Motion Picture Distributors Association, has been able to win a point from the



Vast crowds have been flocking to the Plaza, London, where Paramount's "Come Back, Little Sheba" has been having a sensational run.

government in the matter of the 10 per cent sales tax on mats and cuts used for newspaper reproduction. The exemption from the sales tax on mats and cuts became law on Feb. 20. The sales tax is exempt only on mats and cuts used for newspaper reproduction, and if a mat or cut is ordered from the engravers for an exhibitor, and such mat or cut is known to be required to make a herald or for a program, then the sales tax is applicable.

Ironical aspect to the Academy Awards was the revelation made known by a Toronto newspaper that Canada's only Oscar-winning film, "Neighbors", produced by the National Film Board, had not seen the light of day in Canadian theatres, though it had played in both the United States and England. None of the exhibitors would touch the film since it was an "offbeat" film. National Film Board officials blamed Canada's rejection of the film on the fact that theatres here are "too conventional." Following this revelation and winning of the Oscar, the film, distributed in Canada by Columbia Pictures Limited, was booked into Shea's, Toronto. The film was made by Norman McLaren, and uses the technique of making humans play cartoon parts. The sound track is synthetic, produced by McLaren making marks directly on the film.

Gary Cooper, Academy Award winner for his portrayal in "High Noon," was also winner of best player award in the Canadian Film Weekly's annual poll of Canadian press and radio critics of motion pictures. The Canadian critics chose "The African Queen" as the best picture. Academy Award winner "The Greatest Show On Earth" earned fifth place on the Canadian list.

New president of the Canadian Motion Picture Distributors' Association is Frank H. Fisher, general manager, J. Arthur Rank Film Distributors (Canada) Limited. He succeeds Harvey Harnick, Columbia. Vice-president is Peter Myers, 20th-Fox. . . . The annual meeting of the Toronto Film Board reelected Abe Cass, Columbia, president, and Russ Simpson, Para-

mount vice-president. . . . Wolfe Blankstein is new president, Winnipeg Film Board, succeeding Frank Davis. Joe Huber is vice-president and Davis is secretary. Fire marshal is Mike Mandell, and deputy fire marshal is Abe Feinstein. The credit committee is comprised of Davis, A. Levy, and S. Gunn. . . . New president of Famous Players Managers Association of British Columbia for 1953 is Charles E. Doctor, Capitol, Vancouver, who succeeds H. F. Thomson. Other officers are Dick Letts, Strand, Vancouver, vice-president; Wally Hopp, International Cinema, Vancouver, and E. W. Barlow, Alma, Vancouver, secretary.

CANADIAN CLIPS: Cinema Canada Limited moved its offices in Toronto next to the film exchange building. E. C. Buddy is general manager. Felix Lazarus is director of production, and M. Jackson Samuels is cameraman. . . . Less candy of a cheaper nature will be available to theatres following the recent extension of the 10 per cent sales tax and the 115 per cent excise tax on goods bought in bulk from manufacturers. The bulk buyer who did his own packaging and selling escaped the taxes under the old law. . . . Following upon a prolonged illness, Maurice Saifer, 40, former Calgary branch manager, Warners, died. . . . New members of the Canadian Picture Pioneers in Vancouver include Samuel Tyler, owner, Oak Bay, Victoria, and Robert McMillan, Olympia, Vancouver. . . . Dan Sutherland, father of Gerry, supervisor for Odeon in British Columbia, and an industry veteran, is ill with a heart condition. . . . Barry Freeman, manager, Kitsilano, Vancouver, will be in charge of the Famous Players Starlite Drive-in, Nanaimo, when it opens in April. . . . John J. Fitzgibbons, Famous Players managing director and president, has been in Florida. . . . R. W. Bolstad, vice-president, Famous Players, addressed the Ticker Club luncheon on Famous Players as an investment. . . . The European Flood Relief Fund, Woodstock, Ont., given a \$1000 dollar boost by the Variety concert show at Famous Players Royal. Manager Earl Scandrett and staff donated services. . . . The Boy Scout Jamboree in Ottawa will be filmed by Crawley Films for the Walter Lowney Candy Company. . . . Ottawa show business staged a Red Cross "Blitz Revue" before an audience of 3,500. . . . John Maxwell, manager, Community, Chesterville, Ont., was fined \$25 and costs for overcrowding. . . . An amusement tax has been authorized by City Council in North Battleford, Sask. . . . A visitor to Toronto and the subject of newspaper stories was Paddy Stone, Canadian, who appears in MGM's "Invitation To The Dance." . . . John Davis, managing director, JARO, was in Toronto for conferences.

—HARRY ALLEN, JR.

England

In London, 3-D films, in the person of Arch Oboler's United Artists' release, "Bwana Devil", and MGM's 17-year-old Pete Smith "Audioscopiks", were seen. The Metro short was booked into the Leicester Square Empire, and "Bwana Devil" opened in J. Arthur Rank's Marble Arch Odeon, accompanied by the first 3-D advertising film, boosting a popular brand of cigarettes.

Technicolor Congratulates

Academy Award Winners 1952

● **Best Motion Picture**

"THE GREATEST SHOW ON EARTH"

CECIL B. DeMILLE-PARAMOUNT
(Color by TECHNICOLOR)

● **Irving G. Thalberg Memorial Award**

CECIL B. DeMILLE

PRODUCER OF "THE GREATEST SHOW ON EARTH"
(Color by TECHNICOLOR)

● **Best Direction**

JOHN FORD

"THE QUIET MAN"
ARGOSY-REPUBLIC
(Color by TECHNICOLOR)

● **Best Cinematography—Color**

"THE QUIET MAN"

ARGOSY-REPUBLIC
WINTON C. HOCH AND ARCHIE STOUT
(Color by TECHNICOLOR)

● **Best Original Film Story**

"THE GREATEST SHOW ON EARTH"

CECIL B. DeMILLE-PARAMOUNT
FREDRIC M. FRANK, THEODORE ST. JOHN, FRANK CAVETT
(Color by TECHNICOLOR)

● **Best Scoring of a Musical Picture**

"WITH A SONG IN MY HEART"

20TH CENTURY-FOX
ALFRED NEWMAN
(Color by TECHNICOLOR)

● **Best Art Direction—Color**

"MOULIN ROUGE"

ROMULUS FILMS-UNITED ARTISTS
PAUL SHERIFF
(Color by TECHNICOLOR)

● **Best Set Direction—Color**

"MOULIN ROUGE"

ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
(Color by TECHNICOLOR)

● **Best Costume Designing—Color**

"MOULIN ROUGE"

ROMULUS FILMS-UNITED ARTISTS
MARCEL VERTES
(Color by TECHNICOLOR)

● **Best Special Effects**

"PLYMOUTH ADVENTURE"

METRO-GOLDWYN-MAYER
A. ARNOLD GILLESPIE, DEP'T HEAD
(Color by TECHNICOLOR)

● **Best Short Subject—One-Reel**

"LIGHT IN THE WINDOW"

ART FILMS PRODUCTIONS-20TH CENTURY-FOX
BORIS VERMONT, PRODUCER
(Color by TECHNICOLOR)

● **Best Short Subject—Two-Reel**

"WATER BIRDS"

WALT DISNEY-RKO
(Print by TECHNICOLOR)

● **Best Short Subject—Cartoon**

"JOHANN MOUSE"

METRO-GOLDWYN-MAYER
FRED QUIMBY, PRODUCER
(Color by TECHNICOLOR)

● **Best Documentary—Feature**

"THE SEA AROUND US"

RKO
IRWIN ALLEN, PRODUCER
(Print by TECHNICOLOR)

TECHNICOLOR

IS THE TRADE-MARK OF

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

What's New In 3-D ...

Twelve theatres in the United States are equipping for both 3-D projection and WarnerPhonic sound to exhibit Warners' "House Of Wax." Latest house to start installation is the Mastbaum, Philadelphia. Other theatres being equipped are the Paramount, New York; Warner, Washington; Stanley, Pittsburgh; Palace, Fort Worth, Tex.; Texas, San Antonio, Tex.; Majestic, Houston, Tex.; Majestic, Dallas; Paramount, Los Angeles; Paramount, Hollywood; Balaban and Katz, Chicago, Chicago, and Fox, St. Louis.

Warners and David White Company, manufacturer of the Stereo-Realist still camera, have set up a national promotion campaign to coincide with the national distribution date of "House Of Wax." Theatres playing "House Of Wax" will be equipped with several stereo viewers mounted in a specially constructed light box in which the public may view 3-D production scenes from the picture.

National Theatre Supply has been appointed dealers for Magic-Vuers, a new type of patent-protected polarized glasses for 3-D motion pictures. Announcement was made by Arch Oboler, main stockholder in Magic-Vuers, Inc. He has exclusive distribution of the polarized glasses, which the Polacoat Company, Cincinnati, manufacturers for Depth Viewers, Inc. John Dreyer, president, Depth Viewers and Polacoat, is the inventor of the polarizing material used in making Magic-Vuers. The product will soon be available through any of the 29 branches of National Theatre Supply, according to President W. E. Green and Vice-President W. J. Turnbull, who concluded the deal with Oboler.

United Artists' "Bwana Devil" opened at the Twin Open Air Drive-In and Chicago's Original Drive-In. These are the first drive-ins to equip for 3-D and mark the first open-air showings of a 3-D film anywhere.

The world's first around-the-clock motion picture premiere, highlighting 24 hours of showmanship and 12 spectacular opening ceremonies, will launch "House Of Wax", Warners' Natural Vision 3-D and WarnerColor offering in Los Angeles next month. Plans for the marathon opening are being worked out by Warners' studio press department, in collaboration with Jerry Zigmond, west coast division manager, Paramount Theatres. A midnight "spook premiere" will launch the gigantic 24-hour show at the Paramount Downtown on April 16. Every two hours thereafter another gala opening spectacle will be staged, with the final show of the 12 premieres-in-one scheduled for 10 p. m. on April 17.

A bill was introduced in the North Carolina legislature which would prevent 3-D theatres from reissuing polaroid

Schenck, George Skouras, Shubert, Others Head Wide Screen Venture

NEW YORK—Another new company entered the wide screen field last week with the announcement of the formation of The Todd A. O. Corporation, with Mike Todd and the American Optical Company as equal partners, which will be the exclusive licensing agency for a new panoramic lens developed by the optical company for film production and projection.

Representing the Todd group on the board of the new corporation are, in addition to Todd, Joseph M. Schenck and George Skouras. Schenck recently resigned from 20th-Fox to devote his time to his theatre and other interests, and Skouras is head, United Artists Theatre Circuit.

Others on the board are Walter A. Stewart, president, and Henry S. Woodbridge, vice-president, American Optical; Lee Shubert, whose company operates many legitimate theatres; Dr. Brian O'Brien, who developed the new system,

and Frederick M. Warburg, of the banking firm of Kuhn, Loeb, and Company.

The Magna Theatre Corporation was also formed by the group, and Schenck will serve as board chairman. The Broadway production team of Richard Rodgers and Oscar Hammerstein, II, announced its affiliation with Magna, and will serve on the board. They will start film production of a limited number of musicals, at least two of which will be released through Magna. Skouras will serve as president of Magna, and on the board are Todd, Shubert, Edward Small, Independent producer; Charles Seligson, professor of law, NYU, and Judge James M. Landis, former dean, Harvard Law School.

The Todd-AO process uses only one strip of film and one projector, and employs new principles in wide-angle photography that give the observer a sense of participation, according to Dr. O'Brien.

(See Mel Konecuff's column on page 12 for more details.—Ed.)

glasses after they have been worn once. Senator Hamilton Hobgood, Franklin County, who introduced the measure, said the bill was offered "in the interest of public health and sanitation." It would make it a misdemeanor for the theatre to reissue used glasses, and provides a maximum punishment of a fine of \$50 or 30 days in jail.

U-I announced that its forthcoming Technicolor outdoor production, "Wings Of The Hawk", will be filmed in the 3-D process with stereophonic sound. "Wings Of The Hawk" will be the second U-I production to be filmed in the new three-dimensional process.

It was learned that RKO is actually editing a completed stereoscopic feature with release planned for May. The film was photographed with the Norling camera. Much of the picture was photographed in Louisiana, and the producer is Jay Bonafield, RKO Pathe.

MGM rushed through a 3-D project for English screens. Finished prints of "Metroscopix", processed at Technicolor, were shown at the Empire, London. The subject, a 21-minute short, was a process developed years ago by J. F. Leventhal and J. A. Norling—plus "Third Dimensional Murder", a Pete Smith specialty directed back in 1936 by George Sidney. "Metroscopix" calls for no change in projection equipment. It does, however, require the use of special viewing glasses.

"Knock On Wood", Danny Kaye's next starring comedy, will be filmed at Paramount studios in combination 3-D and the large screen process which Paramount is now perfecting, instead of in England as planned, the studio announced. . . . Paramount showed off its new wide screen process at a trade press screening on the coast of scenes from several pictures, including "The Greatest Show On Earth", "Shane", and "War Of The Worlds." The films were shown to illustrate the fact that it is possible to ex-

Jack Warner Hits Confusion On 3-D

BURBANK, CAL.—In an address to visiting exhibitors attending a Warner studio demonstration of its 3-D "House Of Wax" in WarnerColor with new WarnerPhonic sound, Jack L. Warner last fortnight decried "irresponsible comments and criticism, self-elected spokesmen who make decisions for the public, and the mystic mumbo-jumbo beclouding the facts of stereoscopic film photography."

Warner told the theatre men "it is time for exhibitors and public to be informed of the scientific facts of three-dimensions on the motion picture screen.

"We at Warner Brothers believe as strongly as we believe in the motion picture industry that the public will patronize quality entertainment, that the public wants entertainment as exciting as three-dimension and WarnerPhonic sound can make it. We realize that the story is as important as ever, and that innovation alone is not enough.

"To summarize, I urge the motion picture makers to let the public decide in the matters of merit and material and to refrain from confusing with claims, counterclaims, statements impossible of proof, prophecies and early decisions on 'They will or they won't'. Let us eliminate confusion instead of creating it. Let us build our industry instead of tearing it down."

hibit conventional 2-D pictures, and still create the illusion of greater width and depth. Y. Frank Freeman, studio head, stressed the point that no one in particular holds wide screen patents, and that any exhibitor can avail himself of a process with a minimum outlay of capital. The Paramount screen uses an aspect ratio of 5 to 3 as compared with the conventional ratio of 4 to 3, and the wider screen presents no problem in projecting accepted 3-D films.



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from here
...to there!

By the reel, it's just so much film. On the screen, it's freedom... a magic carpet—from here—to there.

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Branches at strategic centers. Inquiries invited.
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East Coast Division,
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New York 17, N. Y.

Midwest Division,
137 North Wabash Avenue,
Chicago 2, Illinois.

West Coast Division,
6706 Santa Monica Blvd.,
Hollywood 38, California.

This Was The Week When

Louis de Rochemont Associates, producer, announced that "Martin Luther" would have its world premiere on May 4 at the Lyceum, Minneapolis, for a two-week, three-a-day run. . . . First key-city contracts were announced as signed for the 3-D version of the Rocky Marciano-Jersey Joe Walcott fight on April 10. . . . George J. Schaefer, sales representative, revealed that "The Paris Express" will be distributed in this country by McDonald Film in May. . . . The world bow of "Abbott And Costello Go To Mars" was held at the Melba, Birmingham, Ala., and the Paramount, Denver, with Mari Blanchard and three of the "Miss Universe" girls touring for the U-I show. . . . Paramount announced that "The Greatest Show On Earth" had grossed more than 18 millions in 8500 theatres.

Fine Arts revealed that more than 40 engagements had been set for "Curtain Up." . . . Lopert Film Distributing Corporation announced that six cities would show "Gilbert and Sullivan", Technicolor film, in the late summer. . . . Farley Granger began a 17-city tour in behalf of "Hans Christian Andersen." . . . J. R. Grainger, RKO president, indicated that he will conduct a series of regional meetings with his field sales force. . . . U-I began series of Oklahoma-Texas territorial openings starting in Ada, Okla., for "The Lone Hand", with Susan Cabot and Kathleen Hughes making a tour. . . . U-I's "The Cruel Sea" was premiered in the Leicester Square, London, for the benefit of King George's Fund For Sailors. . . . "Off Limits" got its world bow in Washington, D. C., at the Warner and Ambassador.

U-I declared that there was solid exhibitor backing for the 25-day period starting on April 8 for the tribute to Charles J. Feldman, general sales manager, in the windup of the company's "Charles J. Feldman Silver Anniversary Drive" with two of the May releases, "The Lone Hand" and "Law And Order", being made available also. . . . The board of Warner Brothers Pictures declared an initial dividend of 30 cents per share on the common stock. . . . UA's New York, St. Louis, and Montreal branches were the winners in their respective divisions in the second six-week lap of the "Bernie Kranze Drive." . . . Manny Reiner, Samuel Goldwyn Productions foreign sales manager, left for the Philippines on the first leg of an eight-week tour of the Near East and Far East. . . . UA announced four releases, plus a comedy reissue bill, for April and May, with "The Assassin", "Raiders Of The Seven Seas", "Rough Shoot", and "That Man From Tangiers" as the first quartet and "Love Happy" and "Africa Screams" as the twin bill. . . . Adolph Zukor, Paramount board chairman, was named to receive the Horatio Alger Award for 1952 by the American Schools and Colleges Association. . . . 20th-Fox set four stars, Anne Francis, Mitzi Gaynor, Debra Paget, and Jeffrey Hunter, to attend the world bow of "Titanic" at the U. S. Amphibious Base, Norfolk, Va., on April 11 and 12.

F and M Wins St. Louis Suit

ST. LOUIS—Federal Judge Roy W. Harper, U. S. District Court, ruled last week in favor of the defendants, Fanchon and Marco, St. Louis Amusement Company, and affiliated companies and officers in the Martin W. D'Arcy Shubert \$750,000 damage suit originally filed on Dec. 19, 1946.

Judge Harper ruled that there had been no monopoly or conspiracy, and that failure of the theatre under D'Arcy management was due to his "mode of operation." He added that at the time D'Arcy leased the theatre, it had been closed for years, was run down, and its projection equipment unsatisfactory. He said further that success of the venture depended on quality of the pictures, exploitation, theatre condition, and finances, and that D'Arcy lacked the finances to carry out the venture.

Harry C. Arthur, Jr., president, Fanchon and Marco, stated that the decision of Judge Harper fully vindicates the exhibitor defendants, who refused throughout the long period from the filing of the suit to the trial to settle the suit. The major producing companies settled with D'Arcy for a sum believed to be \$30,000 shortly before trial. Arthur persisted in his refusal to join in a settlement, and insisted on going to trial. He feels the decision of Judge Harper has confirmed that no violation of the anti-trust laws had been committed.

Monogram Shows Increased Profit

HOLLYWOOD—Steve Broidy, president, announced last week that the operations of Monogram Pictures Corporation and its wholly owned subsidiaries for the 26 weeks ended on Dec. 27, 1952, as shown by books without audit, resulted in a net profit before federal income taxes of \$309,771, compared with \$235,582 for the same period in 1951.

A reserve of \$88,000 was set up for federal income taxes, whereas, because of the loss carried forward, no reserve was required for 1951.

Because of this, net profit after taxes this year amounted to \$221,771, compared with \$235,582 for the previous year. The gross income for the 26-week period amounted to \$4,540,684, compared with \$4,330,861, for the same period in 1951.

SEC Reveals Stock Shifts

NEW YORK—Charles P. Skouras, president, National Theatres, last month purchased 7,500 shares of NT common, bringing his direct holdings to 19,410 shares, according to SEC reports filed with the New York stock exchange. Florence Skouras owns 200 shares.

During February, Allen B. DuMont, president, Allen B. DuMont Laboratories, purchased 1,000 shares of common, increasing his holdings to 53,400 shares.

Highest Court Ruling Asked In Bidding Dispute

WASHINGTON—The Jackson Park, Chicago, and Towne, Milwaukee, last week requested the U. S. Supreme Court to reverse a U. S. District Court ruling that they must bid competitively with other theatres in the same area.

Both cases, one in Chicago, and one in Milwaukee, present the same issue.

Distributors requested that the decree in the Jackson Park case be amended to provide that the theatre bid competitively against other first-runs in the same area. The U. S. District Court refused to make the change, but the Seventh U. S. Circuit Court of Appeals approved. The same process was followed in the Milwaukee case.

Reveal Program For Tex. D-I Meeting

DALLAS—Al Reynolds, vice-president and general manager, Ezell and Associates, and general chairman of the program for the Texas Drive-In Theatre Owners Association, scheduled to convene on April 14 and 15, announced last week that Claude Ezell, president, Ezell and Associates, and founder-organizer, International Drive-In Theatre Owners Association, will make the keynote address.

Three of Paul Short's surveys and campaigns will be discussed by Charles Weisenburg, president, Weisenburg Theatres, and president, Texas Drive-In Theatre Owners Association; E. L. Pack, vice-president and general manager, Lone Star Theatres, and Phil Isley, president, Isley Theatres, and president, Texas Allied Theatre Owners. The subject will be presented in open forum for the anticipated 250 drive-in theatre owners and managers from the southwest.

Weisenburg's subject will be "Why Twin Screens." "Not 3-D But 5-D" will be Isley's subject.

Included in the agenda will be the election of new officers and ceremonies officially establishing the Texas Drive-In Theatre Owners Association as the number one unit of the newly organized International Drive-In Theatre Owners Association.

U-I Sales Increase

WASHINGTON—In a report to the Securities and Exchange Commission last week, U-I revealed that world gross in the 13 weeks ended on Jan. 31 was \$15,526,975. In the same period last year, sales were \$12,426,766. Excise taxes are not included in gross sales totals, and sales include foreign operations only to the extent that funds are remittable to the United States.

Monopoly Hearing Opens

WASHINGTON—The monopoly sub-committee of the Senate Small Business Committee announced last week that hearings on problems of independent exhibitors will open today (April 1) in Los Angeles.

ASCAP Meets On April 7

NEW YORK—The general annual meeting and dinner of ASCAP will take place at the Astor Hotel on April 7.

Miscellaneous

In the Newsreels

IN ALL FIVE:

USA: F-86 Jet fires radar rockets.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 26) Yucca Flats, Nev.: Aftermath of the blast. England: Yugoslavia's Tito. San Francisco: The Trumans sail for Hawaii. Korea: Stevenson. England: Coronation previews. US Sector of Germany: F-86 jets arrive. Hollywood: Academy Awards.

NEWS OF THE DAY (Vol. XXIV, No. 260) Bonn, Germany: Reds riot. San Francisco: The Trumans sail for Hawaii. Korea: Stevenson. England: Yugoslavia's Tito. Oakland, Cal.: Plane crash. England: Coronation previews. Hollywood: Academy Awards.

PARAMOUNT NEWS (No. 63) Bonn, Germany: Reds riot. Korea: Stevenson. San Francisco: The Trumans sail for Hawaii. Washington, D. C.: Ernst Reuter, mayor of West Berlin, visits President Eisenhower. Hollywood and New York: Academy Awards.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 450) Yucca Flats, Nev.: Aftermath of the blast. Oakland, Cal.: Plane crash. Korea: Stevenson. San Francisco: The Trumans sail for Hawaii. Chicago: Escaped German prisoner of war faces deportation. Virginia: The Marines' successor to the jeep. France: Paris spring fashions.

WARNER PATHE NEWS (Vol. 24, No. 65) Yucca Flats, Nev.: Aftermath of the blast. England: Coronation previews. Bonn, Germany: Reds riot. Virginia: The Marines' successor to the jeep. USA: GI's toughen up in "struggle pit." Hollywood: Academy Awards.

TELENEWS DIGEST (Vol. 7, No. 13-A) Czechoslovakia: Zapotocky, Red leader. Bonn, Germany: Reds riot. Over Europe: RAF bombers. Germany: Duke of Edinburgh inspects ground troops. Yucca Flats, Nev.: Aftermath of blast. Chicago: Party honors plucky orphan. Boston: Boston Celtics win basketball playoff against Syracuse.

IN ALL FIVE:

Yucca Flats, Nevada: Atom bomb. Off Korea: Bomb mishap on ship. England: Yugoslavia's Marshal Tito welcomed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 25) Korea: Stevenson visits. Korea: Reds wage war of words. Australia: Troops off to Korea.

NEWS OF THE DAY (Vol. XXIV, No. 259) Korea: Stevenson visits. California: Elizabeth Taylor's baby. Kansas City: Hoosiers of Indiana top Kansas Jayhawks.

PARAMOUNT NEWS (No. 62) New York: Floral welcome. Kansas City: Hoosiers of Indiana top Kansas Jayhawks.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 449) New Hampshire: Polar gear. New York: Spring bonnets. Kansas City: Hoosiers of Indiana top Kansas Jayhawks. New York: Judge Leibowitz honored (New York only). St. Petersburg, Fla.: New owner of Cards (St. Louis only).

WARNER PATHE NEWS (Vol. 24, No. 64) West Germany: Sabre jets now patrol German skies. Majorca: Resort sweaters.

TELENEWS DIGEST (Vol. 7, No. 12-B) Korea: America's F-86-D gets added punch. Fort Dix, N. J.: Aliens in armed



H. M. Warner, Warners' president, was recently honored with General James A. Van Fleet at the Los Angeles Junior Chamber of Commerce 30th anniversary banquet. Warner reviewed 30 years of progress in the motion picture industry, and Van Fleet reported on the Korean War. Seen, left to right, are Harvey Humphrey, master of ceremonies; Warner; Van Fleet, and Bob Van Buskirk, the Chamber of Commerce president.

forces. England: Yugoslavia's Marshal Tito welcomed. Indo-China: French score against Communists. West Palm Beach, Fla.: Seminole golf tourney. USA: Auto thrill circus.

NATIONAL LEGION OF DECENCY

March 26, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Call Me Madam" (20th-Fox); "Desert Legion" (U-I); "Fangs Of The Arctic" (AA); "Fort Vengeance" (AA); "The 49th Man" (Col.); "Ghost Of Cross Bone Canyon" (AA); "Glory At Sea" (English-made) (Souvaine); "I Beheld His Glory" (Cathedral); "Off Limits" (Para.); "Small Town Girl" (MGM); "Son Of Belle Starr" (AA); UNOBJECTIONABLE FOR ADULTS: "Break-Up" (RKO); "Count The Hours" (RKO); "The Girl Who Had Everything" (MGM); "The Girls Of Pleasure Island" (Para.); "The Last Posse" (Col.); "Oriental Evil" (Classic); OBJECTIONABLE IN PART: "The Blue Gardenia" (WB).

NATIONAL BOARD OF REVIEW

March 21, 1953

STARRED SELECTED FEATURE: "Shane" (Para.); SELECTED FEATURE: "Split Second" (RKO).

March 14, 1953

STARRED SELECTED FEATURE: "Call Me Madam" (20th-Fox); SELECTED FEATURE: "Justice Is Done" (Burstyn-Silver).

Loewenstein Resigns Okla. Post

OKLAHOMA CITY—Morris Loewenstein, long-time president, Theatre Owners of Oklahoma, submitted his resignation last week. TOO is affiliated with the Theatre Owners of America and Loewenstein is a member of the TOA board. TOO's annual convention is scheduled for May 11 and 12, and it is expected that a successor to Loewenstein will be named at that time if his resignation is accepted, informed sources report.

Video Independent Theatres, whose 107 theatres comprised over half the membership of TOO, recently became members of the recently organized Allied Theatre Owners of Oklahoma, affiliated with Allied States Association.

3-D Glasses Steril. Claimed By Process

NEW YORK—Quest for an effective, odorless method of sterilizing polarized eyeglasses supplied by theatres for use and reuse by patrons in viewing 3-D motion pictures has been successful with the discovery that ozone, a form of oxygen, meets all germicidal requirements in this connection, it was claimed jointly by Paul Raibourn, Paramount Pictures vice-president, and Dr. Leon J. Warshaw, Paramount medical director, last week.

"A machine has been devised which is capable of sterilizing and deodorizing any of the various kinds of glasses used for viewing 3-D movies," Raibourn and Warshaw said. "By exposure to high concentrations of ozone, even the paper frame glasses can be successfully treated in 30 minutes, without in any way affecting the optical quality of the lenses (both coated and impregnated types) or affecting in any way any part of the frames, paper or plastic."

The tests were made with apparatus, designed by Dr. Warshaw and built by Electro-Aire Corporation, Long Island City, for the Paramount experiments.

They pointed out that among the major problems arising from widespread interest in the exhibition of 3-D pictures is the shortage of polarizing spectacles necessary for each patron and the relatively high cost of such spectacles.

The Paramount experiment with the Electro-Aire machine consisted of deliberate contamination of 3-D glasses with contagious forms of skin and eye infections. After 20 minutes' exposure to ozone the glasses were found to be completely sterile, all of the organisms having been destroyed, it was claimed.

Paramount has no investment in, or control over the distribution of the machine, Raibourn said.

Reported associated with Herman Goldstein, Electro-Aire Corporation, in the machine are said to be Joseph P. Kennedy, once ambassador to Great Britain, and I. M. Rappaport, Baltimore, Md., exhibitor.

Jack Kirsch Reelected

CHICAGO—At the 23rd annual meeting of Allied Theatres of Illinois, Inc., last week, Jack Kirsch was reelected president for a three year term. Other officers chosen for one year are: Van Nomikos, vice-president; Benjamin Banowitz, secretary-treasurer; B. Charuhas, Jack Clark, James Gregory, Robert V. Harrison, Donald Knapp, Verne Langdon, Charles Lindau, Howard Lubliner, Sam C. Meyers, Richard B. Salkin, Arthur Sass, Arthur Schoenstadt, Nate Slott, Joseph Stern, and Bruce Trinz.

Harry Nepo was again appointed sergeant-at-arms.

WB Rebuilding Facilities

HOLLYWOOD—It was announced last week that Warners will rebuild its burned studio facilities, and expand its technical research and development during a 90-day period. During the period of reconstruction, the company will intensify its laboratory research for "films of the future." Production will taper off during the reconstruction.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

U-I

"The Lone Hand"—Average open-airer.

AA Schedules 1st Internat. Meeting

HOLLYWOOD—Steve Broidy, Allied Artists' president, announced last week that the company's first international sales convention will be held at the Roney Plaza, Miami Beach, Fla., from May 18-20. The entire British sales force and over 150 sales representatives will attend.

Executives, managers, and salesmen of Associated British-Pathe, AA distributor, will be headed by MacGregor Scott, general sales manager, and Ken Murray, secretary. V. Comer and P. Giles will attend as executive delegates from the ABC Theatre Circuit, and other AA distributors from 50 countries will be on hand.

Norton V. Ritchey, president, company's foreign subsidiary, will preside. Attending will be Bernard J. Gates, Latin America supervisor; C. G. Dickinson, United Kingdom representative, and Ernest Wettstein, continental representative.

Young, Lupino Form Unit

HOLLYWOOD—Collier Young and Ida Lupino, after a six-month study of national distribution problems facing independent producers, announced last week that they have set up Filmmakers Releasing Organization with 29 key city exchanges and individual operators as partners and investors in a new Filmmakers production program. Other financing will come from private sources.

Filmmakers plans a four picture program and hopes to attract other independent producers to the company. The organization is now handling "The Young Lovers", made by Filmmakers in 1950, followed by "Egypt By Three", narrated by Joseph Cotten, and produced and directed in Egypt by Victor Stoloff. Young and Miss Lupino, sole stockholders in Filmmakers, Inc., elected Irving H. Levin, a Los Angeles exchange man, president-general sales manager.

Heller Introduces Anti-Tax Bill

WASHINGTON—Bills introduced aimed at repealing the 20 per cent federal amusement tax went over a dozen last week as Representative Louis B. Heller, Democrat, New York, introduced another such measure. Heller termed the tax a wartime measure which was supposed to be repealed six months after World War II, and called it unnecessary.

Columbia Officers Reelected

NEW YORK—All Columbia officers re-elected at a meeting last fortnight of the the board of directors are: Harry Cohn, president; Jack Cohn, executive vice-president; A. Schneider, vice-president and treasurer; A. Montague, N. B. Spingold, B. B. Kahane, J. A. McConville, and Louis Barbano, vice-presidents, and Charles Schwartz, secretary.

Konecuff

(Continued from page 12)

appointment of Don Mersereau to the post of associate publisher and general manager of the organization. Mersereau, formerly in a similar capacity with Film Daily, will headquarter in New York. . . . U-I's Herman Kass has been promoted to supervisor of field exploitation representative, according to Charlie Simonelli, manager, eastern advertising and publicity department. . . . Arthur Mayer, most recently a successful author (plug for "Merely Colossal"), addressed NYU book and film clubs. It looks like a strong campaign is in progress. . . . Macy's is getting more and more motion picture conscious with two lavish spreads last week in advertising in the metropolitan papers. One was "Call Me Madam" and the other on "Penny Princess", a U-I import. . . . RKO's Leon Bamberger became a grandpop for the third time when his daughter gave birth to a girl. . . . Condolences go to RKO Theatres' Joe Becker on the loss of his mother. . . . Publicist Irving Shiffrin was out on the road on "Salome", working the Kentucky area. . . . 20th-Fox is out with a jumbo pressbook on "Call Me Madam" with all kinds of high class gimmicks. . . . Okeh pressbooks are in on "Off Limits", "Destination Gobi", and "The Girls Of Pleasure Island."

Allied Artists Sets Heavy Prod. Schedule

HOLLYWOOD—Executive producer Walter Mirisch last week announced that 23 pictures will be put before the cameras at Allied Artists studio during the next six months as the culmination of plans developed by studio executives, including President Steve Broidy, Harold Mirisch, G. Ralph Branton, and George Burrows, vice-presidents, and the executive producer.

Four will be in Technicolor, and "The Maze" will be in 3-D.

The four Technicolor productions are "The Black Knight", "Annapolis '53", and "Wichita", which Mirisch personally will produce, and Walter Wanger's "Hajji Baba." Also in color are "The Forty-Niners", which William Calihan, Jr., will produce; "Pride Of The Blue Grass", to be produced by Hayes Goetz; "The Green Hills Of Idaho", and "John Brown's Raiders." Included, also, among the large productions is "Bitter Creek", to be produced by Scott R. Dunlap.

"Bowery Knights", 39th in the "Bowery Boys" comedy series, has Ben Schwalb as the producer. "Safari Drums" is the ninth in the "Bomba" series.

"Fighter Attack" is to be produced by Calihan and filmed in color; "Murder Without Tears", a mystery-comedy will be produced by William F. Broidy, and "Northern Patrol", is a Lindsley Parsons production.

During May, five pictures will go into production, two of them in color. They are: "The Queen's African Rifles", "The Deserter", in color; "Mexican Quest", "Vigilant Rebellion" and "Massacre at Deer Creek."

To be launched in June are: "Slade", in color; "Clipped Wings", a "Bowery Boys" comedy, "West Of Texas" and "The Great Southwest."

20th-Fox Reveals April-August Releases

HOLLYWOOD—20th-Fox announced last week that 16 productions would be released between April and August, with six in Technicolor, one in Cinecolor, and one in color polaroid.

The list included:

April—"Call Me Madam", Technicolor; "The President's Lady" and "Tonight We Sing"; May—"Titanic", "Man On A Tightrope", "Invaders From Mars", Cinecolor, and "The Desert Rats"; June—"The Girl Next Door", Technicolor; "Powder River", Technicolor, and "Pickup On South Street"; July—"White Witch Doctor", Technicolor; "The Glory Brigade", and "The Kid From Left Field", and August—"Gentlemen Prefer Blondes", Technicolor; "Sailor Of The King", and "Inferno", 3-D.

Wisconsin Allied

(Continued from page 9)

Speaking at the drive-in session, Marcus said that there was no national drive-in policy on the part of the distributors, and that everything is on a local level. He declared that distributors love bidding, but that "if we are smart, we should insist on a fair deal."

Snaper indicated that "if necessary, we must now take the public into the argument, and say we need help." He also declared that honorable steps should be taken to stop the bleeding of exhibitors by distributors.

Goldberg was reelected to head the officers for 1953. Others reelected were: Oliver Trampe, treasurer; Ed Johnson, secretary; Russell Leddy, vice-president, and Marcus, representative to National Allied. The board, now 14 to give greater representation to some counties in Northern Wisconsin being served out of Milwaukee, includes: A. Provinzano, J. Goderski, F. J. McWilliams, Russell Leddy, John P. Adler, John O'Connor, Floyd Albert, Lucille Fowler, and Fred Miner, among others.

Among those heard at the session devoted to drive-ins were: S. J. Papas, Milwaukee, and Dean D. Fitzgerald, Madison. Elmer Brennan, Green Bay, discussed drive-in advertising and exploitation, and Henry Tollette, S and M Theatres, maintenance. There were about 600 at the banquet with George Murphy as m.c. Following the meeting, the board session of Allied States Association was held.

Isley Plans "Oscar" Contest

DALLAS—Phil Isley, owner, Phil Isley Theatres, 12-house Texas circuit, last week announced that he will stage a campaign next year to precede the Academy Awards with \$10,000 in prizes to go to the patrons polling most nearly the actual "Oscar" awards. Isley also stated that he would meet with the executive board of Texas COMPO, and make the project available for a campaign capitalizing on the Academy Awards.

16mm. Deadline April 15

HOLLYWOOD—Counsel for the government and the defendants in the 16mm. case last week signed a stipulation giving defendants until April 15 to file objections to interrogatories served earlier.

PEOPLE

NEW YORK—The promotion of Herman Kass, U-I eastern advertising and publicity department, to supervise and coordinate the activities of the field exploitation representatives was announced last week by Charles Simonelli, manager, eastern advertising and publicity department. He will be under the direction of the eastern advertising and publicity department cabinet consisting of Simonelli, Philip Gerard, eastern publicity manager, and Jeff Livingston, eastern advertising manager.

HOLLYWOOD—The resignation of Jonathan B. Lovelace from the board of directors of Walt Disney Productions was accepted last week, and Gordon E. Youngman was elected to the vacated position. Lovelace had served as a director for more than ten years. Youngman, former RKO vice-president, chief legal counsel, and board member, is now a partner in the law firm of Bautzer, Grant, Youngman, and Silbert.

WASHINGTON—Appointment of a former Washington newspaperman, Leo D. Hochstetter, to the information staff of the Motion Picture Association of America, was announced last week. Hochstetter resigned as Deputy Director of Information for the Mutual Security Agency to accept the new post.

NEW YORK—Leslie F. Whelan, advertising-publicity director, 20th Century-Fox International, was elected chairman, MPAA's International Film Relations Committee, last week for one year. He succeeds Lawrence H. Lipskin, Columbia executive.

NEW YORK—Eric Johnston, president, Motion Picture Export Association, announced last week that Harry Stone, International Department, has been assigned to a post in Rio de Janeiro, Brazil.

Trade Answers A T and T

WASHINGTON—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee last week charged that the A T and T opposition to the industry request for authority in the realm of theatre television came from a desire to keep all the business for itself. The groups filed a statement with the FCC answering telephone company charges that the industry was seeking preferential treatment in its request that the FCC solve the controversy by authorizing a special theatre TV common carrier, using regular common carrier frequencies.

The MPAA-NETTC statement denied such charges, and also A T and T claims that the public would benefit most if the phone companies provided the theatre TV service, which they could do adequately. The industry statement charged that A T and T was trying to keep all other carriers out of the field, and further said that, in the past, the telephone companies have failed to furnish service sufficient in quality or quantity to meet the industry's minimum requirements, and was only stating their willingness to provide such a service now because pressures forced such a statement.

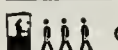
The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date in accordance with newer information, exhibitors will be able to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (APRIL 1, 1953)



Registering grosses in the highest brackets.



Good, although not breaking down the walls.



Just fair, nothing out of the ordinary, average.



Disappointing, below what was expected.

The Week's Newcomers

BATTLE CIRCUS (90m.) (MGM)	
CALL ME MADAM (114m.) (20th-Fox)	
DESERT LEGION (85m.) (U-I)	
DESTINATION GOBI (89m.) (20th-Fox)	
SHE'S BACK ON BROADWAY (95m.) (WB)	
TAXI (77m.) (20th-Fox)	
THE STORY OF THREE LOVES (121m.) (MGM)	

Continuing

ABOVE AND BEYOND (122m.) (MGM)	
ANGEL FACE (91m.) (RKO)	
BWANA DEVIL (87m.) (UA)	
CITY BENEATH THE SEA (87m.) (U-I)	
COME BACK, LITTLE SHEBA (99m.) (Paramount)	
CONFIDENTIALLY CONNIE (71m.) (MGM)	
GIRLS IN THE NIGHT (82m.) (U-I)	
GUNSMOKE (79m.) (U-I)	
HANS CHRISTIAN ANDERSEN (111m.) (RKO)	
I CONFESS (95m.) (WB)	
INVASION, U. S. A. (74m.) (Columbia)	

JEOPARDY (69m.) (MGM)	
LIMELIGHT (141m.) (UA)	
MEET ME AT THE FAIR (87m.) (U-I)	
MOULIN ROUGE (121m.) (U-A)	
NIAGARA (89m.) (20th-Fox)	
PETER PAN (76½m.) (RKO)	
THE BAD AND THE BEAUTIFUL (118m.) (MGM)	
THE CLOWN (92m.) (MGM)	
THE JAZZ SINGER (108m.) (WB)	
THE MISSISSIPPI GAMBLER (98m.) (U-I)	
THE NAKED SPUR (91m.) (MGM)	
THE REDHEAD FROM WYOMING (80m.) (U-I)	
THE SILVER WHIP (73m.) (20th-Fox)	
THE STAR (89m.) (20th-Fox)	
THE STARS ARE SINGING (98m.) (Paramount)	
THE STOOGES (100m.) (Paramount)	
TONIGHT WE SING (109m.) (20th-Fox)	
THE THIEF OF VENICE (91m.) (20th-Fox)	
TREASURE OF THE GOLDEN CONDOR (93m.) (20th-Fox)	
TROPIC ZONE (94m.) (Paramount)	

BETTER MANAGEMENT

Exploitation Keys To Profitable Merchandising

More Units Aid UA's "Moulin Rouge"

NEW YORK—United Artists' strongest national promotion campaign in recent years moved into high gear last fortnight for "Moulin Rouge" according to an announcement by Francis M. Winikus, United Artists national director of advertising, publicity, and exploitation.

Adding their weight to the "Moulin Rouge" campaign are: Modern Photography magazine, Pulitzer ties, Pioneer suspenders, Seven Test nylons, Lady Duff lingerie, Mary Jane shoes, United States Banking, and the American Hair Designers Institute.

Modern Photography is conducting a national "Moulin Rouge" photography contest, with 50 prizes to be given for the best photographs taken of street scenes in the immediate vicinity of theatres presenting "Moulin Rouge." Among the top prizes will be still and motion picture cameras, projectors, home-movie screens, and typewriters. The magazine itself and the Leica, Bolsey, and other camera companies offering the prizes will provide promotional material to more than 13,000 photography dealers, and local contest promotions will be developed.

Pulitzer will feature "Moulin Rouge" designs to be promoted through national magazine advertisements and window and counter displays in 1,500 department stores and men's shops from coast to coast.

Pioneer features Jose Ferrer in a national campaign for the company's new elastic belt. Brochures, counter, and window cards will go to the thousands of Pioneer outlets across the nation.

Seven Test will feature Zsa Zsa Gabor and Can-Can dancers from "Moulin Rouge" in a campaign utilizing radio, television, and store displays. Cooperation also will be developed between "Moulin Rouge" exhibitors and Seven Test outlets by offering nylons as prizes in locally-promoted contests.

Lady Duff lingerie presents Miss Gabor and "Moulin Rouge" in a full-page Mademoiselle magazine advertisement, window displays, and television commercials. Mary Jane Shoes is instituting a new "Moulin Rouge" Can-Can shoe, promoted through newspaper advertisements, radio and television commercials, motion picture



Examining winning campaigns in 20th-Fox's recent national showmanship contest for "Something For The Birds" at the company's home offices in New York are, left to right, Harry Goldberg, Stanley Warner Theatres director of advertising and publicity; Rodney Bush, 20th-Fox exploitation manager; Harry Mandel, RKO Theatres national director of advertising and publicity; Ernest Emerling, Loew's Theatres director of advertising and publicity, and Abe Goodman, the veteran 20th-Fox advertising manager.

"Texan" Pushed By Lippert

LOS ANGELES—The most complete line of exploitation items since "The Steel Helmet" has been prepared by Lippert for "The Tall Texan," it was revealed last week.

Feature of the campaign is a 10-foot sepia photographic blowup of a bare-chested Bridges in the title role, made available in combination with a lettered display. This shot was actually blown up to 10-foot size from a tiny 33mm. negative, and the same photo is the key art in the ad campaign.

Items also include a free promotional record of a song titled "The Tall Texan," sung by Jack Carlin with the "City Cowboys" on a Superior label. Free 50-second and 20-second open-end television trailers were produced in addition to the regular theatre trailer, and contain footage specially filmed for the TV clip on New Mexico locations of the production. One of the most successful Lippert exploitation devices, the four-color comic strip of tabloid herald, has been repeated for "The Tall Texan."

magazine advertisements, complete window displays in all stores owned by the Mary Jane chain, and a mailing to 600,000 persons.

United States Banking will present Ferrer and Miss Gabor in transcriptions for radio commercials in behalf of banks, savings and loan companies, and other financial institutions throughout the country. The American Hair Designers Institute, having created a new hair style inspired by "Moulin Rouge", will publicize the film and the hairdo through newspapers, beauty shop posters, mailings to beauty shop customers, and department store advertisements from coast to coast.

"Anna" Campaign Gets \$150,000

NEW YORK—The sum of \$150,000 for cooperative advertising with theatres in 400 key cities has been allocated by IFE Releasing Corporation on its American-language film, "Anna", it was announced last week by Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity, and exploitation.

All key dates, said Rosenfield, will be assisted by IFE field exploiters, armed with special promotion material.

In addition to the wide pre-selling publicity on "Anna" in newspapers, magazines, radio, and television, each engagement has been heavily exploited.

One promotion alone, with disc jockeys, has resulted in radio plugs, with playdate credit wherever required. Recordings from the sound track of the film of the "Anna" samba, sung by Silvana Mangano, were sent out free to the jocks by Broadcast Music, Inc., and the Hollis Music Company, bearing a Mars label. MGM Records has just brought out a commercial recording for public sale.

More free time on television has been promoted through the use of a 16mm. clip of the samba sequence, offered free to exhibitors for planting on TV programs and for use in projectors in the lobby.

Doctor Wins "Birds" Contest

NEW YORK—First prize winner in 20th Fox's national showmanship contest for "Something For The Birds" is Charlie Doctor, Capitol, Vancouver, British Columbia, it was announced last week.

Doctor wins a \$1000 bond. Second place choice and winner of a \$500 bond, is George Atton, Theatre Del Mar, Santa Cruz, Cal., with third position and a \$250 bond going to J. P. Harrison, Campus, Denton, Tex. Five runners-up each coping a \$100 bond are Bob Retzer, Solano, Fairfield, Cal.; H. C. Chappel, Palace, Guelph, Ontario; Willis E. Shaffer, Fox, Hutchinson, Kans.; Joseph Jarvis, Jamestown, Jamestown, R. I., and Eldon Coffman, Saenger, Hope, Ark.

Judging the entries were Ernest Emerling, director of advertising and publicity, Loew's Theatres; Harry Goldberg, director of advertising and publicity, Warner Theatres, and Harry Mandel, national director, advertising and publicity, RKO Theatres.

Exhibit Aiding "Monster"

NEW YORK—An exhibit of electronic-magnetic miniature models that will provide a look into the future by demonstrating the operations of devices that now seem the sole property of science-fiction devotees will go on a nation-wide tour of major cities from coast to coast, it was announced last week by United Artists, sponsoring the exhibit in connection with "The Magnetic Monster."

MANAGER For Drive-In Theatre

Experience necessary. Car furnished. Free life insurance. Hospitalization plan. Liberal vacation and sick leave policy. Opportunity for advancement. Salary \$3,900 per year plus bonus to start. Write resume of past experience to

P. O. BOX 3-J, RICHMOND, VIRGINIA

PHYSICAL THEATRE



Although the poet may use a license that is free and write of the birds, flowers, and the morn, the tender verse found on this drive-in marquee, though well meaning is strictly a bit of corn. However, it helps convey, and it should be said, the drive-in season is underway-happy days ahead.

Devoted exclusively to the theatre structure, its design, construction, furnishings, maintenance, and specialized equipment, with a special section for drive-ins, devoted to their design and operation.

Arnold Farber, Editor

IN THIS ISSUE:

THEATRE CONSTRUCTION FOR 1953	Page 5
CAPITOL DRIVE-IN	Page 8
3-D FOR DRIVE-IN THEATRES POSSIBLE	Page 10
CINEMASCOPE	Page 11
NEW PRODUCTS	Page 12
DUAL PURPOSE SCREENS	Page 18



Most Highly Regarded

theatre equipment in the world

that's



Motiograph quality is the outcome of a lofty aim, diligent work,
long experience, and faithfulness to one's craftsmanship.

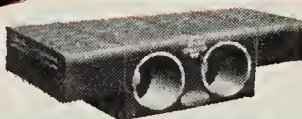
"Craftsmen to the Theatre Since 1896"



PROJECTORS



SCHOOL-TV



THEATRE-TV



IN-CAR SPEAKERS



MOTOR-GENERATORS



SOUND SYSTEMS

MOTIOPH

4431 WEST LAKE STREET

CHICAGO 24, ILLINOIS



LAYING IT

On The Line

My How He's Grown!

At this very moment drive-in theatres all over the country are shedding their winter clothing, and getting ready for another season of supplying fine entertainment to thousands of patrons. Today the outdoor theatre is so much a part of the regular pattern of the American scheme, that it hardly seems possible that the first patent for such a theatre was taken out less than 20 years ago.

This growth is even more amazing when it is realized that in 1947 there were only 300 drive-ins in operation, and most of these showed films that would not even meet the rather desperate needs of home television. They were primarily frequented by couples looking for a nice dark place to neck, and the ozoners were generally tagged with the unsavory name of "passion pits."

By 1948 there were 700 drive-ins in operation, and it was about this time that both the caliber of the films shown and the theatres began to rise. The dizzy spiral continued and in 1950 1,700 outdoor theatres were reported, and the latest figures are somewhere close to 4,000, with every likelihood that hundreds, if not thousands, of new houses will be constructed in 1953.

Such phenomenal growth does not occur without a reason. One of the most important of these was the individuals who operate the nation's theatres. Greatly because of the fine efforts of these men the drive-in lost its honky-tonk atmosphere and became a family institution. As theatremen saw the trend toward the outdoor theatre, they were astute enough not to let a good thing die. Drive-ins were built and operated with the customer in mind, and today supply a list of services that can be found in no other entertainment medium.

Another important reason for the drive-ins present-day position is the manufacturers and suppliers who made available the equipment and guidance vital to such an operation.

Other factors that play an important role are the steady movement of the population into suburban areas, the record number of cars on the road, and the increasing size of families. All of these things have been responsible for getting "the folks" into the habit of going to the drive-in.

At the outset of this 1953 drive-in season, the motion picture industry finds itself engaged in an industrial revolution of its own. Three-dimensions, panoramic screens, television are all developments which should have far-reaching effects. It seems a good bet, however, that when these innovations are assimilated, the drive-in will have adapted and adopted them in a manner that will mean more entertainment for the legions of outdoor theatre enthusiasts.

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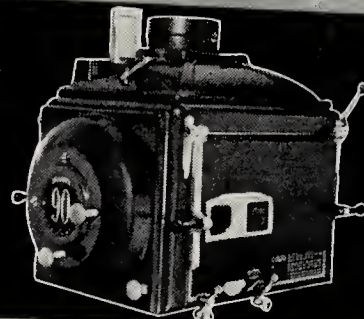
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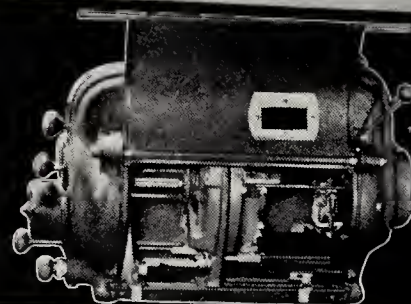
STRONG MIGHTY "90"
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STRONG. MOGUL
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STRONG UTILITY
One-Kilowatt 40 Ampere High Intensity
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*When the lamps are **STRONG** the picture is bright!*

The Lamps that are **SCREEN-ENGINEERED**

Screen sizes are not determined on the basis of the lamps which are to be installed. Rather, lamps are selected on the basis of the prevailing or desired screen size as determined by the size of the theatre.

While lamps such as The Mighty "90" would work admirably on any size screen they would be uneconomical and unnecessary with small size screens. Similarly The Utility 1 KW lamp would put a "cheaper" light on a giant-size screen, but the results would be unsatisfactory.

That's why Strong has designed a full range of lamps, a line which includes lamps to exactly fill the light requirements for screens of all sizes. That's why every Strong lamp is engineered for maximum efficiency under a specific set of conditions.

THE STRONG ELECTRIC CORPORATION

21 City Park Avenue

Toledo 2, Ohio

Please send free literature on the () Mighty "90";
() Mogul; () 46-Ampere Utility; () One-Kilowatt.

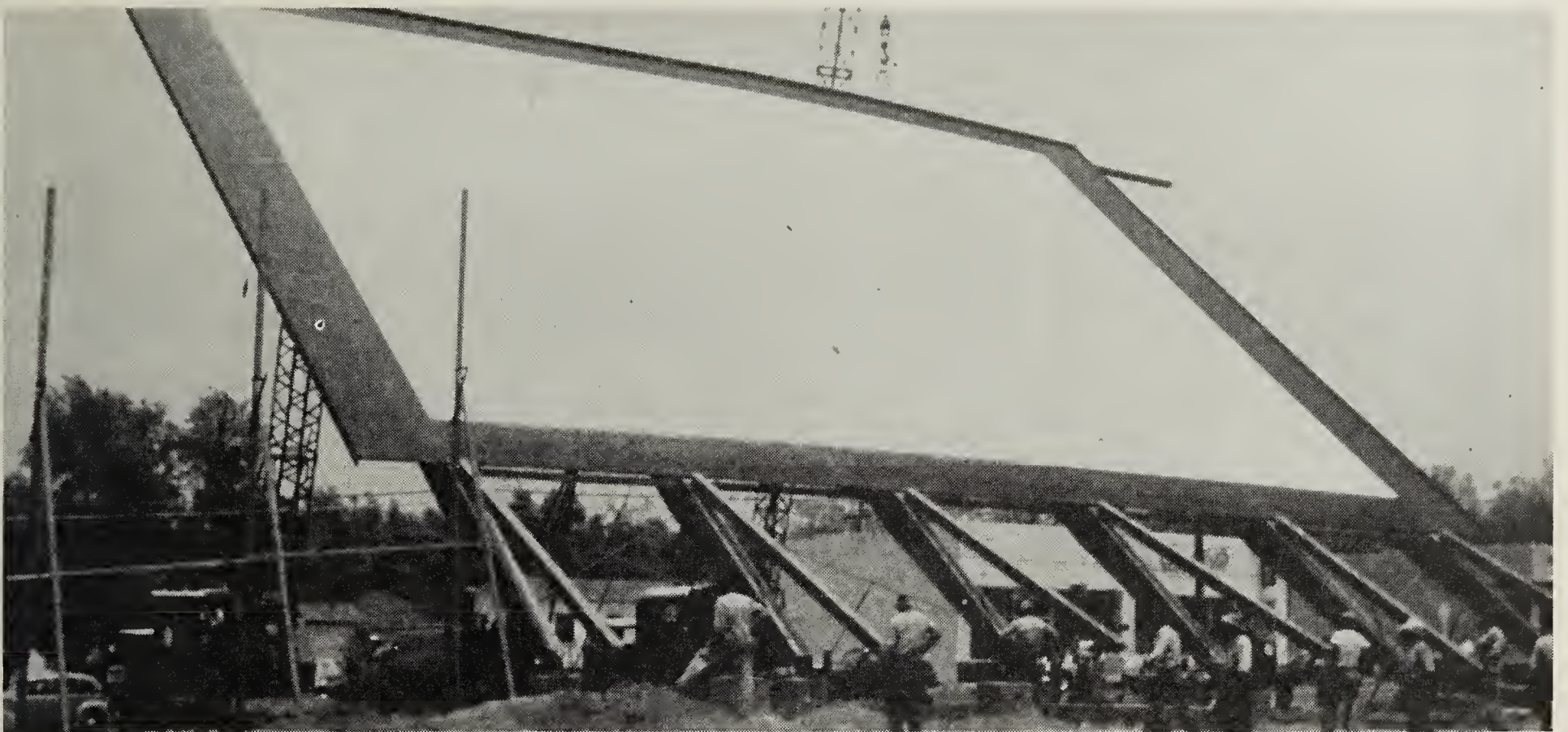
NAME

THEATRE

STREET

CITY & STATE

NAME OF SUPPLIER



Theatre Construction for 1953

A Breakdown by Territories of New D-I's Their Locations, Capacities, and Owners

As of June 30th all Government restrictions on theatre construction and the allocation of building materials will be lifted. If there is not a drastic change in the world situation, there seems little doubt that 1953 will be one of the largest since the end of World War II in the matter of theatre construction. It also seems quite evident that the major area of construction activity will be in outdoor theatres. Estimates ranging anywhere from 1,000 to 5,000 new drive-in theatres have been offered from various sources. However, as with all "estimates" they are guesses, and very often colored by personal beliefs, prejudices, and opportunities for gain.

In an attempt to offer its readers something more than just a guess on drive-in theatre construction trends for 1953, the editors of *PHYSICAL THEATRE*, have conducted an exhaustive survey of 26 film distribution territories in order to determine what theatres are actually being constructed, or are definitely in the planning stage.

Naturally, it must be remembered that this survey was conducted at a time when most of the nation's drive-ins were not yet open for the season. The results, therefore, while certainly not anywhere near the total number of drive-ins that will probably be built, does give some valuable indications as to how many are being planned, where they are being built, and how large they are going to be.

At the time this survey was completed it was reported by the 55 Supply Dealers who participated, that 297 completely new drive-in theatres are being actually constructed or planned in the 26 territories that were covered. Proving once more that

the south seems to be most receptive to outdoor theatre operation, the Atlanta territory led the others with a total of 30 new theatres on the planning boards, with 17 actually under construction. Bringing up the rear are a pair of rather strange bedfellows. Both the Dallas and New York territories reported that only one (1) new drive-in is being constructed. The fact that makes this interesting is that in 1952 the Dallas territory led all the others with a total of 367 outdoor theatres, while the New York territory showed a very modest 36. It will be interesting to see if this indicates whether or not the Dallas area, which has been one of the drive-ins most fertile spots, is reaching the saturation point as to the number of theatres it can support. Of course, it is likely that a spurt of construction activity in the latter half of this year will reverse this trend.

Of this total of 297 drive-ins, about half, or 141, are actually under construction or nearing completion for early openings.

A revealing point of comparison is the fact that in the same 26 territories, it was reported that only 33 new roofed theatres are either being constructed or planned. This total is distributed over 16 territories, while 10 show that NO new roofed theatres are on the way in 1953.

In contrast to the 297 new ozoners, only

49 were reported as undergoing any major remodeling or enlargement. This total of theatres undergoing major renovations was spread over 19 territories with seven (7) areas showing no activity along these lines. However, of the 49 theatres involved, St. Louis with 10 and Memphis with 10 represent over 42 per cent of all the remodeling work being done.

Comparing this with roofed theatres once more, the indication here seems to be that conventional theatre operators are more willing to remodel their houses than they are to build new ones. A total of 57 theatres in 16 different areas were said to be undergoing the face-lifting treatment, with Charlotte being most active and showing 10 such projects planned or underway.

One of the questions asked of those who participated in this survey was what will be the probable car capacity of the new drive-ins being constructed? The total car capacity for the 297 theatres came to 122,785. When broken down this means that the average car capacity of the new drive-ins will be 413. This is slightly smaller than the national average of 428 cars per theatre.

The fact that the new drive-ins are going to be a bit smaller adds some weight to the theory of many exhibitors that it is more profitable, over a long period of time, to operate a smaller drive-in as opposed to huge operations, where the risks and expenses increase with the size of the theatre. However, the Cleveland area is apparently going against this trend for the new drive-ins being planned there have an average car capacity of 775. One reason for this might be that in 1952 this

PHYSICAL THEATRE

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April 1, 1953

territory only had 92 outdoor houses, and this might be a move to meet the increased needs of the Cleveland territory.

The number of newcomers that enter a field is quite often a good indication of how vital and alive an industry is. When there is nothing to attract fresh blood, money, and ideas it usually means that an industry, or a part of that industry, is in rather bad condition. Therefore, one of the things which this survey attempted to discover was just what kind of people are being attracted to the drive-in branch of the motion picture exhibition. On the basis of the results it appears that the outdoor theatre is still appealing to outsiders, as well as theatremen, in a number that reflects a healthy outlook.

Of the 297 new houses being built 212—or 71.4 per cent—of the total are under the control of theatremen with experience in some branch of exhibition. This means that 85—or 28.6 per cent—of the theatres are under the guiding genius of newcomers. The conclusions that may be drawn from these figures are that while the bulk of the construction is being done by men with background and training in theatre operation (which is as it should be) a respectable number of newcomers have been convinced that the drive-in holds out promise of bringing satisfaction and profit. And it is very often from the ranks of these strangers to the field, who are ignorant of the things that “can’t” be done, that the most interesting and exciting new innovations develop.

CANADA

By every economic barometer indications are that the U.S.A.’s neighbor to the north, Canada, is heading into one of the

most prosperous periods in that country’s history. It seemed likely, therefore, that the drive-ins would also benefit from this happy situation. For this reason, among others, Canada was included in this survey of theatre construction during the first quarter of 1953.

The information is based upon replies of 12 Canadian Supply Dealers.

At the present time there are a total of 48 new drive-ins definitely planned, or already in construction. Of this number the great bulk of construction is to be found in Ontario and the Northwest. This compares favorably with the 31 roofed theatres that are being built, with the bulk once more being found in the Northwest.

The total car capacity of the new outdoor theatres comes to 19,550, or an average of 407. This figure is almost identical with the size of current developments in the United States.

On still another point this country and her northern neighbor show an amazing similarity. In reply to the question as to how many theatres are being built by theatremen and outsiders the results show that 68.8 per cent of the work is under the supervision of experienced hands, and 31.2 per cent is being conducted by newcomers.

Recognizing the fact that Canada’s total population is little more than that of the state of New York, it seems quite evident that this country is following very closely the pattern found in the U.S.A.

CONCLUSIONS

Last year there was a total increase of
(Continued on page PT-16)

1953 THEATRE CONSTRUCTION

Territory	ROOFED			DRIVE-IN					
	New	Remodel	New	Total Cars	Theatre men	Out-siders	Under Way	Under Enlarge	Under Way
Albany	0	0	3	1,500	0	3	3	0	0
Atlanta (5)	1	3	30	9,050	20	10	17	3	0
Boston (2)	0	0	12	4,200	1	11	12	2	0
Buffalo (3)	0	0	5	3,500	3	2	2	0	0
Charlotte (3)	3	10	10	2,570	5	5	0	4	4
Chicago	0	0	6	2,050	5	1	0	1	0
Cincinnati	2	3	10	3,500	4	6	2	2	1
Cleveland (2)	1	0	4	3,100	4	0	3	1	1
Dallas	0	0	1	500	1	0	1	1	1
Denver	4	1	6	2,400	6	0	4	1	1
Detroit	0	0	3	1,850	3	0	1	0	0
Indianapolis (3)	0	0	14	4,550	9	5	5	0	0
Los Angeles (2)	3	6	18	6,000	18	0	4	1	0
Memphis (2)	3	2	10	3,800	6	4	5	10	10
Milwaukee (2)	2	4	23	10,925	19	4	9	3	1
Minneapolis (4)	2	2	20	8,000	15	5	8	3	1
New Orleans	2	2	12	7,000	11	1	5	2	1
New York	0	0	1	900	1	0	0	0	0
Omaha	2	0	12	4,250	12	0	6	0	0
Philadelphia (2)	1	3	15	7,380	8	7	10	1	1
Pittsburgh (2)	0	3	6	3,100	1	5	4	1	1
Portland (2)	2	3	20	8,500	20	0	11	0	0
St. Louis (2)	0	2	25	10,775	13	12	11	10	6
Salt Lake	2	1	6	2,400	4	2	3	1	1
San Francisco (3)	2	6	7	2,500	7	0	5	1	1
Washington, D. C. (4)	1	6	18	8,485	16	2	11	1	0
TOTALS	33	57	297	122,785	212	85	141	49	31

NOTE: DES MOINES is combined with Omaha. KANSAS CITY, NEW HAVEN, OKLAHOMA CITY, and SEATTLE did not cooperate within the specified time. Small number back of the list of territories shows the number of dealers who co-operated in each.

1952
DRIVE-IN THEATRES AND
THEIR CAR CAPACITIES
BY STATES

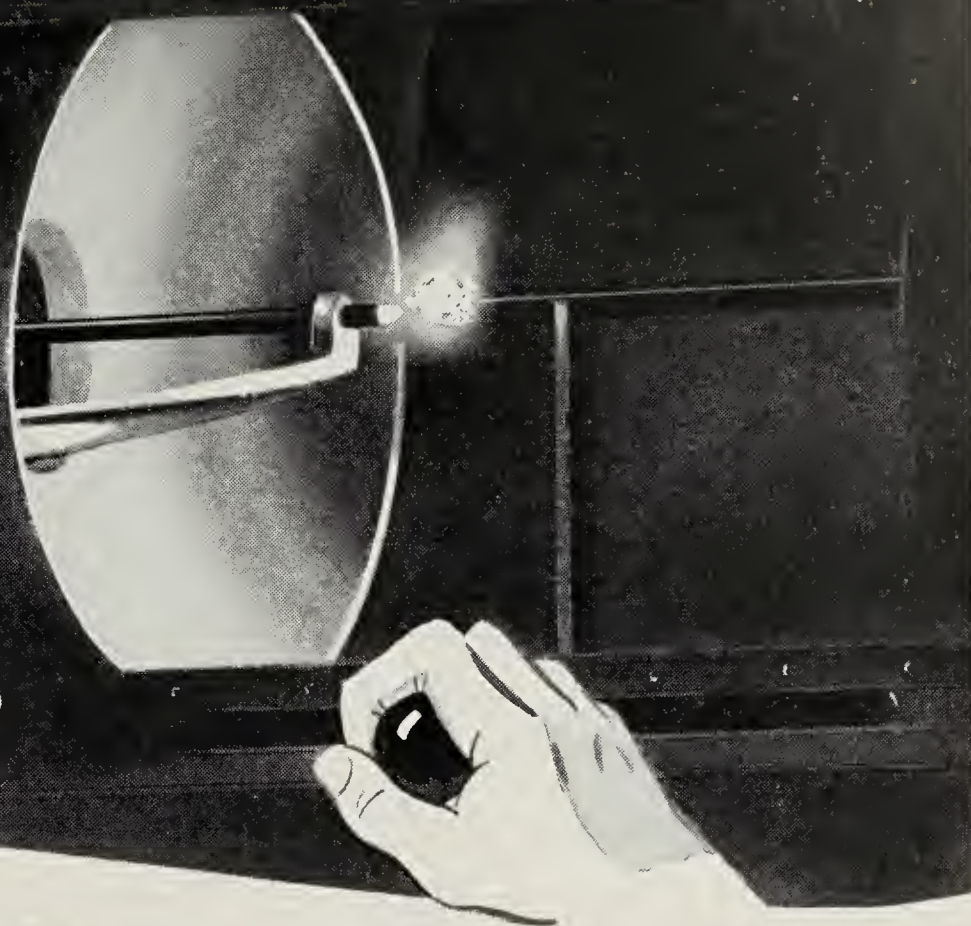
NOTE: Only operating theatres, or those due to operate during the 1952 Season, are included in these totals.

States:	No. of Theatres	Total Cars
Alabama	79(2*)	29,728
Arizona	23	10,369
Arkansas	46(1*)	17,511
California	153(1*)	93,296
Colorado	38(1*)	19,334
Connecticut	22(3*)	14,327
Delaware	5	2,726
Florida	114	44,162
Georgia	100	35,462
Idaho	26	9,510
Illinois	99(1*)	58,803
Indiana	111(3*)	52,681
Iowa	41	16,637
Kansas	58(1*)	25,057
Kentucky	65(1*)	25,939
Louisiana	57(1*)	24,788
Maine	24(1*)	11,520
Maryland	19(1*)	7,283
Massachusetts	59(3*)	35,189
Michigan	77	44,016
Minnesota	32(2*)	13,912
Mississippi	45	17,078
Missouri	74(6*)	31,491
Montana	25(2*)	8,907
Nebraska	24(1*)	9,636
Nevada	3	1,496
New Hampshire	19(1*)	7,969
New Jersey	25	16,732
New Mexico	41(2*)	15,979
New York	112(1*)	56,248
North Carolina	213(1*)	55,624
North Dakota	7	3,034
Ohio	166	73,666
Oklahoma	94(12*)	39,926
Oregon	35	16,345
Pennsylvania	159(1*)	80,678
Rhode Island	5	3,400
South Carolina	96(1*)	23,085
South Dakota	13	5,184
Tennessee	94(1*)	33,367
Texas	351(2*)	143,942
Utah	29(1*)	13,604
Vermont	18	6,862
Virginia	109(2*)	32,874
Washington	30	14,477
West Virginia	74(2*)	23,511
Wisconsin	35	19,725
Wyoming	21	6,866
Hawaii	1	750
Total	3,166(58)	1,354,706

(*) Whenever car capacities could not be ascertained, the theatres themselves were included in the totals, and the number unverified was signalled in the accompanying parenthesis. For each such theatre, the average car capacity of the known theatres in the particular territory was then added to the gross car capacities of the territory, in order to project the most probable totals. Theatres so treated represent less than two per cent of the grand total.

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theatres can
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NATIONAL 7mm
TRADE-MARK
"SUPREX" CARBON

BE WISE—DEMAND



TO SEE THE DIFFERENCE

Closely following general acceptance of the sensational, new 9mm "Suprex" carbon, NATIONAL CARBON now offers greatly improved screen light for theatres with variable-feed, mirror-type lamps, using 7mm high-intensity carbons. Specifically, the new "Suprex" carbon provides the following advantages:

- Brighter and whiter light
- More light at same current or consumption
- Same light at lower current and carbon consumption

For unequalled uniformity and arc stability, for the *best* in carbons—that research is constantly making *better*—get complete information on this and other recent NATIONAL CARBON developments. Write us—or see your theatre supply dealer who is NOW READY TO SHIP THE NEW 7MM "SUPREX" CARBONS.

ORDER THESE NEW 7mm CARBONS NOW*

- 7mm x 12" Cat. No. L 0521
- 7mm x 14" Cat. No. L 0525

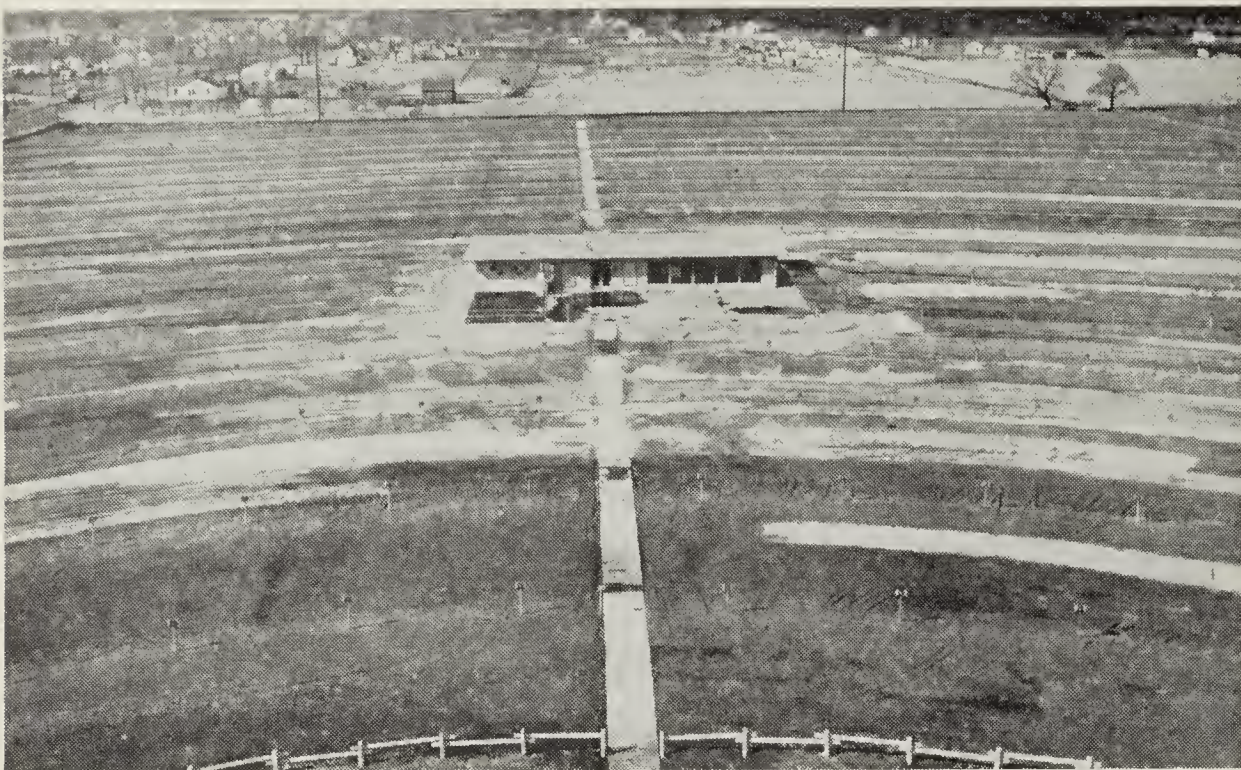
*Not recommended for 1 KW fixed feed ratio lamps.

The terms "National" and "Suprex" are trade-marks
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Capitol Drive-In

Outdoor Theatre Features Good Films, Service, and a Flair for Showmanship

Located one-half mile north of Des Moines, Ia., is one of the nation's newest and finest outdoor theatres, the Capitol Drive-In. Opening late in 1952 the Capitol has combined good equipment and a flair for showmanship, and has come up with a formula that is proving itself pleasing to the public and lucrative to the management.

Said to be the largest drive-in in the state, the Capitol currently has 728 speaker locations with plans on the way to adding 300 more. The screen tower is a large 62 and a half feet by 45 and a half feet. All buildings, including the concession, operator's booth, boxoffice, front sign, and storage building are of brick and glass-brick construction, giving the ozoner a modern and clean-cut appearance. The patio and walk-ways around the patio, 50 feet by 75 feet, is located directly in front of the concession and it is equipped with tables and deck chairs for use of early arrivals.

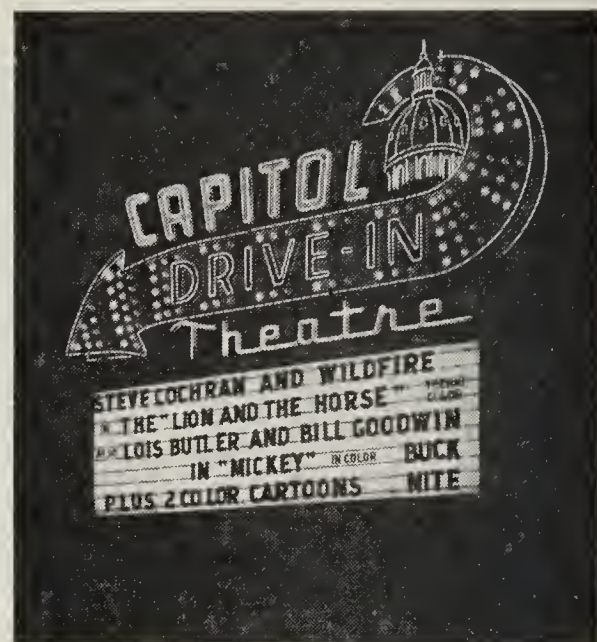
A safety feature of this drive-in is that the boxoffice is located 500 feet from the highway, allowing a large backlog of cars with no hazard to the highway. For emergency cases, where large overflow

crowds might be on hand, a rear exit has been provided to avoid any possible traffic hazard.

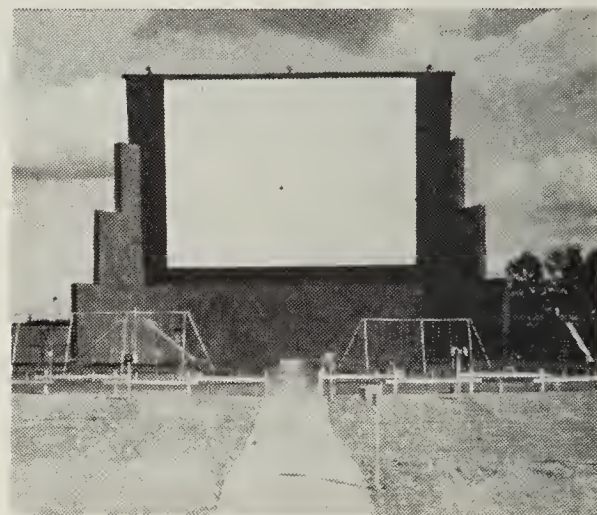
The concession area was constructed with convenience and speed of service in mind. There are two large rest rooms built with outside entrances, and two drinking fountains installed one on each side of the building. The concession stand is glass enclosed, making it possible for patrons to see and hear the picture while they are making purchases from the modern snack bar and self-service cafeteria. Eleven employees are required to serve the customers in the concession area. As an extra added service the management not only provides bottle warming facilities for babies, but also supplies the tots with free homogenized milk.

There is a large playground in front of the screen, and it is equipped with slides, teeter-totters, swings, etc., and pony rides are also available when desired. Immediately in back of the playground there are seats provided for 400 "walk-in" patrons.

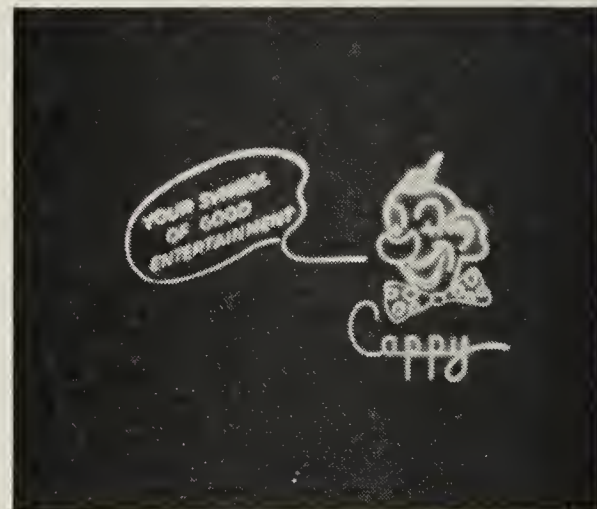
All the sound and projection equipment was manufactured by RCA and purchased from Missouri Theatre Supply, Kansas City, Mo.



On the left is an aerial view of the Capitol Drive-In, the largest in the state of Iowa. Above is a view of the large neon sign which greets the patrons of this well-run ozoner.



Above: This large screen measures 62½ feet by 45½ feet. In the foreground is the children's playground equipment. Below is the attractive boxoffice which can serve two lanes at once.

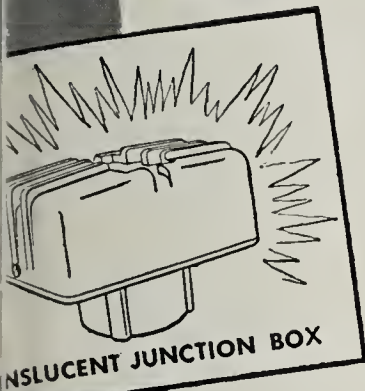


Left: Concession building was built for speed of service and comfort. The patio in front is provided with 150 chairs. Above is the cheery neon face of "Cappy," the ozoner's trademark.



Announcing

THE BRAND NEW EPRAD "UNIVERSAL" Die Cast ALUMINUM Speaker!



TRANSLUCENT JUNCTION BOX

★ TRANSLUCENT JUNCTION BOX!

This beautiful "Glo-top" junction box is available in 4 brilliant colors: green, red, amber and blue. The "Ears" for hanging the speaker have been designed to make it practically impossible to knock or blow the speaker off the junction box. Down-lights are available at extra cost.



QUICK DISCONNECT TERMINALS

★ RAPID INSTALLATION!

Simple assembly and exclusive, quick-disconnect terminals make this the easiest speaker to install because tools are not required.



SILICONE TREATED CONES

★ SILICONE-TREATED CONE!

Full fidelity and dynamic range are acquired with Eprad's silicone-treated cone. This cone will last almost indefinitely because the non-evaporating silicones prevent drying, and a paraffin base moisture-proofs the cone. The four-inch driver unit makes full use of cavity resonance to give better base response. Eprad's plastic "raincoat," which does not impair sound or efficiency, is also available at slight additional cost.

★ FUNGUS- and MOISTURE-PROOF TRANSFORMERS!

Eprad transformers are double-hard varnished and vacuum-impregnated to make them fungus- and moisture-proof. Because of a better transformer and a larger magnet on the speaker, the over-all efficiency is the highest, and you get more sound volume and better quality than by any other system.



VARNISHED TRANSFORMERS

★ DELUXE STAMPED-STEEL and SAND-CAST ALUMINUM SPEAKERS!

Eprad also makes a rugged, light-weight, stamped-steel speaker that has been designed to last a lifetime. They have a special primer and two-tone vinyl-finish baked on over Parkerized steel. One-screw assembly and exclusive, quick disconnects make it the easiest speaker to service. The spiral-wire volume control is the BEST!



DELUXE STEEL SPEAKER

IS THIS WHAT YOU WANT? IN A DRIVE-IN SPEAKER?

A SPEAKER THAT HAS:

- QUICK-DISCONNECT TERMINALS FOR RAPID ASSEMBLY AND DISASSEMBLY
- A BEAUTIFUL GLO-TOP JUNCTION BOX IN 4 BRILLIANT COLORS
- A FIBERGLAS ACOUSTICAL PAD TO IMPROVE SINGING VOICES
- A CORD WHICH CAN BE CHANGED IN 60 SECONDS
- A VOLUME CONTROL AT TOP WHERE IT BELONGS
- THE FINEST, CLEAREST, MOST-NATURAL TONE
- ELIMINATED THE NEED FOR CHECK-OUTS
- THE LOWEST-KNOWN MAINTENANCE COST
- A TROUBLE-FREE VOLUME CONTROL
- A NON-SHORTING JUNCTION BOX
- A LIFETIME TRANSFORMER
- SIMPLEST MAINTENANCE
- A REASONABLE PRICE
- LONGER CONE LIFE

EPRAD "Voice of the Drive-In" SPEAKERS Have All These Features!

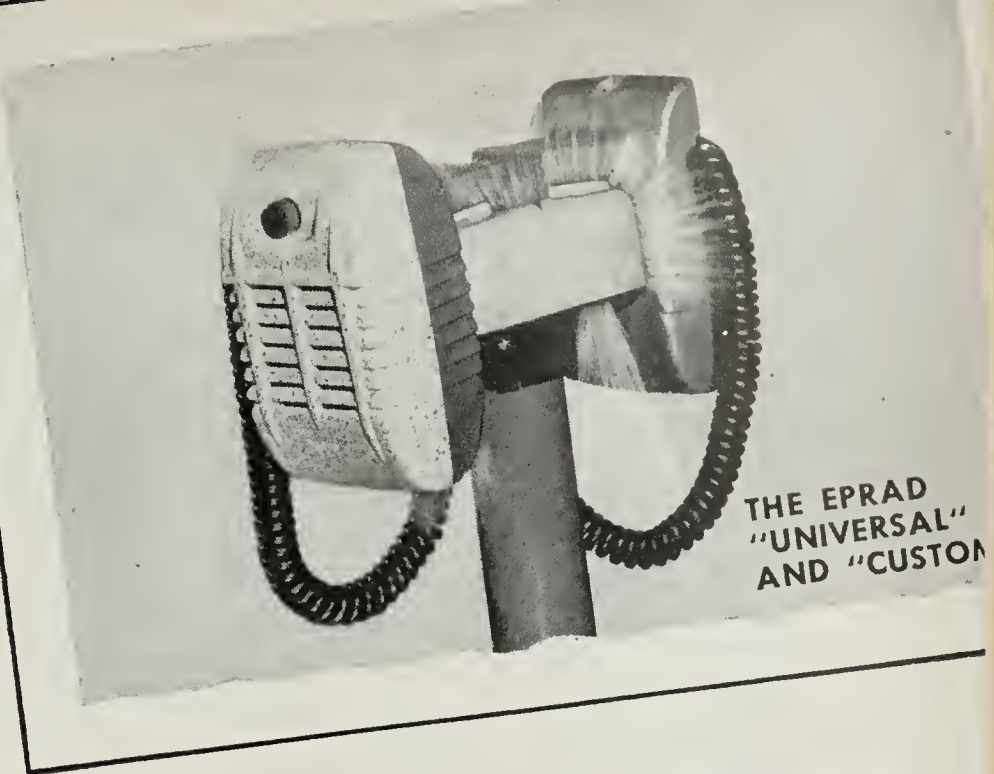
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Increased Demand Necessitated Our Moving To
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THE EPRAD
"UNIVERSAL"
AND "CUSTOM"

3-D For Drive-In Theatres Possible

One of the problems perplexing operators of drive-in theatres is whether or not it will be practical to show three-dimensional films outdoors, and what will be necessary to prepare an outdoor theatre for such presentations. The McCarty Theatre Supply Co., St. Louis, recently announced that it has sold 3-D equipment to the Star Vue and Cape Drive-Ins, both near Cape Girardeau, Mo. It was also announced that a number of tests were being made at the Cape, and the results of these experiments should prove to be of value and interest.

In cooperation with Howard Bates, a paint chemist, Milton L. Gunzburg, of the Natural Vision Corp., and associates of the Cape Drive-In, McCarty Theatre Supply Co. head, Paul McCarty, has been working on the problem of presenting Natural Vision stereoscopic productions in outdoor theatres, for the past few months. The major problem has been to get a screen surface that would properly polarize light, not reduce the viewing angles excessively, and still allow the normal flat pictures to be shown. According to McCarty, these problems have been met and overcome successfully.

"The light reflected from the screen at the Cape is highly acceptable and the flat pictures show an increase in brilliancy throughout a large portion of the viewing angles, tapering off toward the outside, or ends of the ramps, where the visible light is 70 per cent of normal as compared with the old white finished screen," McCarty said.

The equipment at the Cape consists of

Century projectors, Motiograph sound, a Motiograph 115/230 ampere generator and high intensity lamps, normally operating with 115 amperes at the arc. For all tests this amperage was reduced to 90 amperes.

For 3-D presentation a 100 ampere rectifier was added. The interlock used was the Motiograph mechanical type. A number of different materials were used for polarization and rejected for a number of reasons. The filters used in final tests were supplied by the Century Projector Corp. DIT-MCO porthole blowers supplied adequate cooling.

Some of the conclusions drawn from these tests indicate that a vertical screen tower (one that does not lean toward the projectors) will have too great a loss of light. Additional work is being done on this problem, but due to the reflection angles and diminished refraction qualities of the necessary metallic finish, it is doubtful that such a screen will be of much value for 3-D. However, it is much too early to make any positive statement on this subject, McCarty declared. The screen at the Cape is a curved surface.

Twenty-two different paint samples were applied to the screen at the Cape before one was found that would meet the required specifications. Numerous other mixtures were discarded after laboratory tests.

Another cause for concern for many drive-in operators was the possibility of the modern automobile windshield nullifying the polarization. After checking with engineers from the Libby-Owens-Ford Glass Co., McCarty found that no known

automobile manufacturer is using, or planning to use, a Polaroid windshield. The tinted glass now in use will only filter the infra-red rays of light. This will only cause a slight loss of brilliancy from the screen. If ever the auto manufacturers do decide to use Polaroid glass, the planes of polarization will not conflict with the filters used for Natural Vision.

On the basis of the tests at the Cape Drive-In it seems very likely that the advantages of stereoscopic motion pictures will not be denied outdoor theatres.

Raytone Stresses 3-D Screens

NEW YORK—The Raytone Screen Corporation recently announced that their maximum production facilities are now being devoted to stereo-screens for 3-D projection. Production schedule is so tight that Raytone is promising no deliveries before April 30th.

A specially developed 3-D stereo-screen paint has also been made available. The paint can be used for drive-ins and indoor theatres, according to the company. However, it cautions drive-in operators to use the paint on smooth surfaces only. Waffle-type surfaces or shingles are not a satisfactory surface, it is claimed.

Argus Rings Up Record Income

ANN ARBOR, MICH.—Argus Cameras, Inc., reported a record net income of \$412,445 for the six month's period ending on Jan. 31, 1953, an 86.2 per cent increase over the \$221,486 reported for the same period last year.

The net earnings reached an all-time high for any six months' period in the company's 21-year history.



MINIATURE TRAINS WILL INCREASE PROFITS FOR AT LEAST 100 DRIVE-INS DURING 1953!



IN THE LAST THREE YEARS NEARLY 100 DRIVE-INS HAVE INSTALLED MT MINIATURE TRAINS

According to the reports from these Drive-In Theatres, MT MINIATURE TRAINS HAVE CAUSED BOXOFFICE RECEIPTS TO INCREASE UP TO 33-1/3%—CONFECTIONERY RECEIPTS UP TO 50%! They attract the family crowds who arrive earlier to enjoy the thrills of riding the MT Miniature Trains.

MT CAN BE YOUR MOST IMPORTANT SOURCE FOR INCREASED REVENUE!

MT MINIATURE TRAINS ARE MADE FOR YOUR LOCATION.

ANY SIZE . . . ANY CAPACITY . . . ANY PRICE RANGE

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



FREE—Handsomely Illustrated Brochures, plus complete details on MT Installations For Drive-Ins. Write direct to: Dept. E

MINIATURE TRAIN CO. RENSSELAER, INDIANA

The new CinemaScope concave screen process, makes possible wide lifelike panorama which with stereophonic sound, gives the illusion of audience participation in the action. This sketch prepared by art director George Davis.

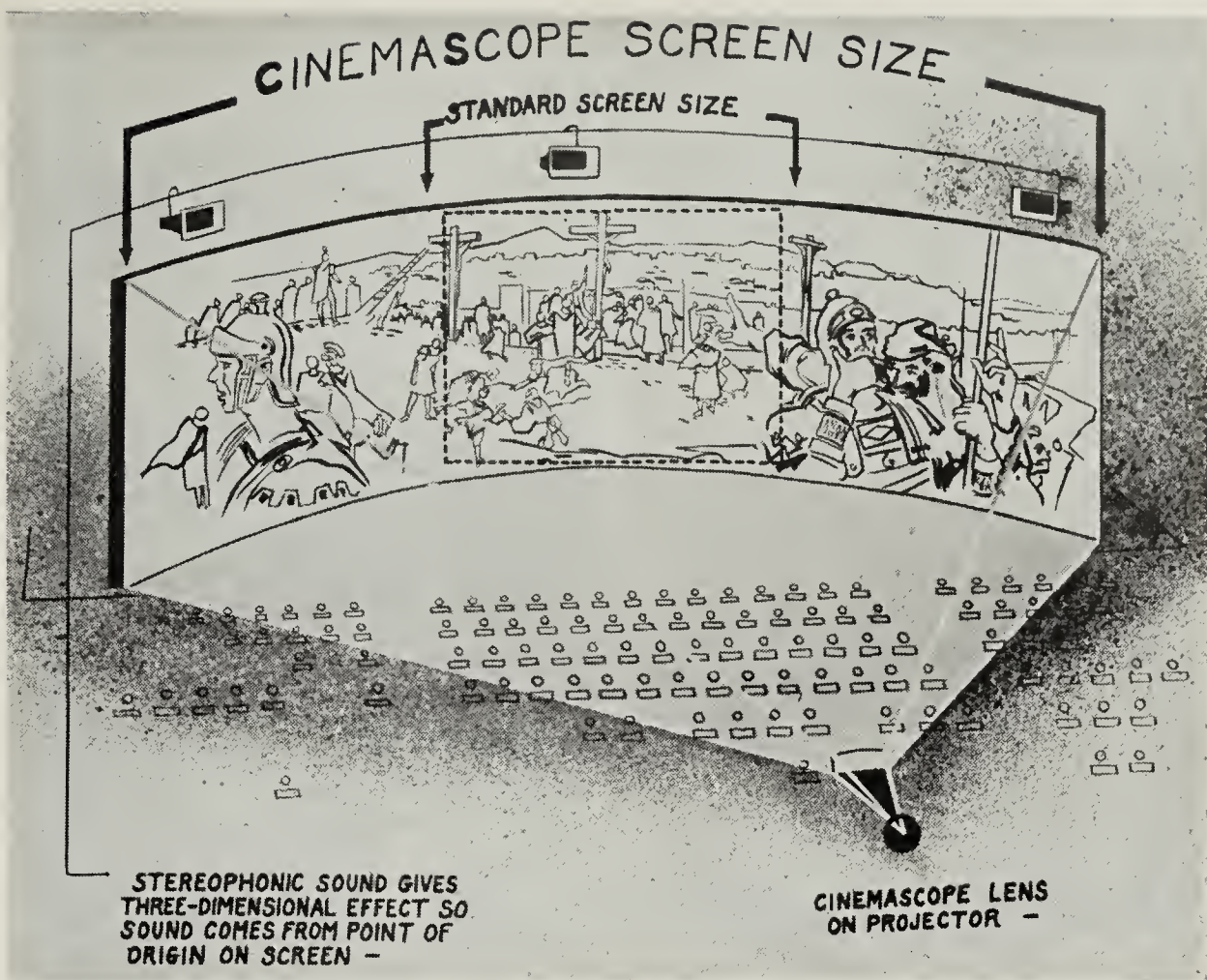
Twentieth Century-Fox's revolutionary CinemaScope has passed a long series of exacting tests and is heralded as one of the greatest technological advancements since motion pictures found their voice 20 odd years ago.

Following President Spyros P. Skouras' and production chief Darryl F. Zanuck's decision to go all out for the life-like curved screen process with third dimensional sound, the studio also announced that directors, cameramen and technicians had moved with speed, confidence and efficiency to make CinemaScope pictures available to theatres this Fall.

After the audience-participation medium had been subjected to experiments to master the improved technique which it makes possible, it was put to work on the studio's biggest production in years, the \$4,000,000 "The Robe", a Technicolor film-ization of Lloyd C. Douglas' best-seller. At the same time six other films were scheduled for CinemaScope treatment while samplings of every conceivable action and locale were photographed to demonstrate the advantages of the new medium for every type of film—action, drama, musical or comedy.

Simple and inexpensive and not requiring glasses for viewers, CinemaScope is said to achieve with one camera and one projector the audience participation qualities of more costly and complicated methods using three cameras and three projectors. From its huge panoramic screen, scientifically designed to present scenes in the wide but low field the eye is adapted to see, actors seem to walk into the audience, vehicles roar into the front rows, off-screen actors sound as though they speak from the wings while waiting to come on stage, audiences are taken for breath-taking rides on roller-coasters and are made to feel they are part of the exciting action instead of merely watching it. Of equal importance,

A scene from *The Robe* indicating the size of the screen that will be used for the viewing of films using the Fox CinemaScope process.



CinemaScope

Fox's Wide Screen Method Might Be the Small Exhibitors Answer

both to the spectator and the theatre owner, images are crystal clear no matter where the viewer sits—front, middle, side or rear—making one seat in a theatre as good as another for the first time in film history.

Back of this startling development which has monopolized Hollywood and theatre owners' conversation and bred new confidence in motion pictures from Wall Street to Main Street are imaginative men of science.

For years the movie industry has wanted to enlarge its screens to increase audience enjoyment. In Sept. of 1929 Fox Films released a 70 millimeter picture,

"Grandeur", twice the width of the conventional 35mm. film, at the Gaiety, New York. But the great American depression prevented its adoption.

Meantime, optical scientists here and abroad strove to overcome these obstacles by finding ways to make the standard 35 millimeter camera and 35 millimeter projector do the work of wider angled equipment to thus avoid costly changes in theatres and studios.

In France, one Henri Chretien, an honorary professor at the Sorbonne and at the Optical Institute, had developed by 1937 a so-called anamorphoscope, a lens
(Continued on page PT-19)



NEW PRODUCTS

... that have theatre interest

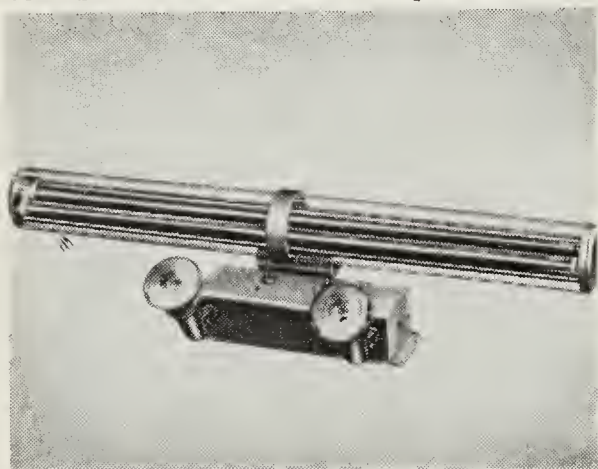


Black Light Fixture

A new streamlined, weatherproof black light fixture for illumination of outdoor signs and billboards was recently announced by Ultra-Violet Products, Inc., South Pasadena, Cal.

Blak-Ray units employ two self-filtering long wave ultra-violet tubes with a specially designed reflector that delivers far greater intensity, according to the manufacturer. Thus fewer fixtures are required per lineal foot of copy, and brilliant fluorescent colors are obtained even at locations where an unusual amount of visible light exists.

Tubes and reflectors are housed in a large-diameter, ultra-violet transmitting Pyrex tube that is adjustable so its powerful horizontal beam is directional, it is claimed. Units are available with two 150-Watt white flood-type bulbs as an integral part of the fixture, and an intermittent flasher for those white lights may be installed in the base if specified.



Ultra-Violet Products, Inc., is marketing its streamlined, weatherproof black light fixture for lighting of outdoor signs and billboards.

Protective Coating For Metal

Galvanized iron treated with a Vinylite resin-based coating lasted twice as long as ordinary galvanized iron under severe conditions of a salt spray fog cabinet test before showing any signs of corrosive breakdown. These tough, yet flexible coatings are manufactured by the Plastic Coating Corporation, Houston, and are said to resist moisture, abrasion, aging, weathering and most chemicals.

The chemical inertness of Vinylite resins makes coatings based on them ideal for protecting metal surfaces exposed to severe weather conditions and corrosive chemical atmospheres. Drive-in theatre operators might find that they will get much greater use and life from buildings and equipment made of galvanized iron by applying these plastic coatings.

Chair-Back Receptacles

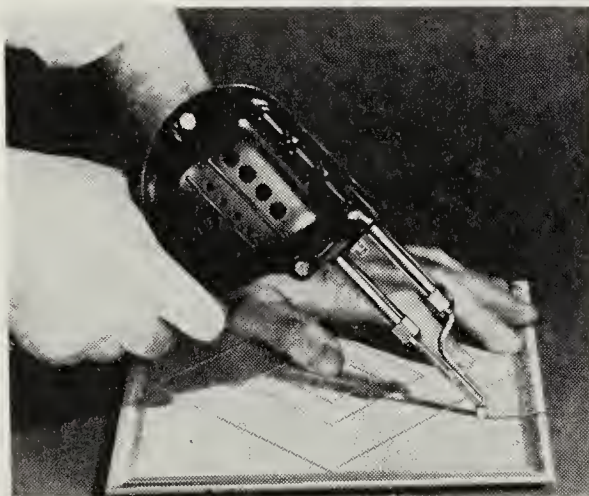
Chair-back ash receptacles manufactured by Lawrance Metal Products Co., New York, are being used in theatres as well as in sales conference rooms. Wherever chairs are set in rows these ash receptacles are especially useful. Em-



Chair-back ash receptacles, made by Lawrance Metal Products, can be cleaned and emptied by the use of the featured lift-and-dump action.

ployed in meeting rooms, they eliminate the need for spot smoking stands on the floor. With a lift-and-dump action, they can be readily emptied and cleaned by an attendant. A hinged cover prevents stale odors from permeating the room until cleaning time.

Another ash receptacle made by Lawrance is designed for folding chairs and might be used in temporary seating stands set up in outdoor theatres. A flat back plate only is permanently fastened to the chair. The receptacle itself is placed on with a twist motion.



This new item made by Wen Products, Inc., is a combination electronic soldering gun and a handy, easy to use, plastic tile cutting tool.

Soldering-Cutting Tool

The Wen Products Co., Chicago, is now manufacturing a combination electronic soldering gun and a plastic tile cutter. When acting as a soldering gun, this handy addition to a theatre's maintenance equipment plugs in on ordinary 120 Volt A.C. current, and is said to get hot within three seconds when the trigger is pressed. A built-in spot light automatically illuminates the work. The long tip reaches spots inaccessible, and is easily replaceable.

By changing the soldering tip to one

designed for hot-cutting, the Wen Gun is instantly converted into a plastic tile cutting tool, according to the manufacturer. It is claimed that it can cut straight lines, diagonals, curves, etc., in odd shaped molded trim pieces as well as regular tile.

Prefabricated Building Panels

New prefabricated, prefinished panels are now being marketed by Marsh Wall Products, Inc., Dover, O. These panels are said to combine quick installation, economy, permanence, and low maintenance costs.

This new hollow core panelling may be used in the construction of drive-in concession stands and auxiliary buildings. The rigid panels are self-aligning and require no backing other than joists, studs, or furring strips on masonry or partition walls, thus saving in labor, time, and material, according to the manufacturers.

These panels can be installed without the use of backing materials, adhesives, clips, division mouldings and bracing. A tongue and groove system with special joints provides easy accurate fitting and a finished appearance without the use of mouldings.

Available in two sizes, 24 inches by 48 inches and 24 inches by 96 inches, the panels are manufactured in cream and white, and in wood patterns.

Durable and permanent it is an ideal paneling for walls in areas which are subjected to hard daily wear.



Prefabricated and prefinished panels, made by Marsh Wall Products, Inc., are said to be of a design that insures low maintenance costs.

WANT FURTHER INFORMATION ON
NEW PRODUCTS
SHOWN IN THIS ISSUE?

LIST ITEMS.....

ISSUE OF APRIL 1

WITHOUT CHARGE OR OBLIGATION PLEASE SEND
ADDITIONAL INFORMATION ON ABOVE ITEMS.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

Ezell Outlines the Goals and Purposes of New International D-I Owners Assoc.

Claude Ezell, president of Ezell and Associates, operator of one of the world's largest independent drive-in theatre circuits, and founder and organizer of the International Drive-In Theatre Owners Association, met recently with the executive committee of Texas COMPO to describe and clarify the operating procedures of the new association. The following are direct quotes from Ezell's address:

"The International Drive-In Theatre Owners Association was created primarily because drive-in theatres have, since their inception, been looked upon by certain elements necessary to our business as aliens and not an essential part of the motion picture industry.

"Our goal is to try to bring business management rather than cut-throat competition to drive-in theatre owners for the common good of all concerned.

"I have a full realization that the problems confronting drive-in theatre owners in northern, eastern, and western states are far less than in the south where such a vast number of drive-in theatres exist. We believe that through recognized accomplishment all inequities can be adjusted economically and fairly.

"Today in many Texas cities the bidding for product has been eliminated, even where 16 or more theatres exist in a city. The simultaneous playing of the same picture has been eliminated advantageously and profitably to both exhibitors and distributors.

"The newspapers have been approached

in several cities and after putting the problems of the drive-in theatre owners before the publishers an adjustment in rates have been brought about. We are working earnestly for constructive planning in this business, and where undue selfishness has not existed many worthwhile projects have already been accomplished.

"As we see the situation, the banding together of the drive-in theatre owners throughout the world can mean but one thing, the general betterment of every element that makes up the drive-in theatre operation. This unity is necessary if we are to successfully combat some of the laws being passed in certain states, counties, and cities, aimed directly at drive-in theatres, such as unfair zoning, extra and discriminatory taxation, etc.



CLAUDE EZELL

"The tremendous shortage of prints is a primary problem necessitating that many drive-in theatres be served by air express. Where the drive-in theatre is several miles from the airport and business center it not only involves greater expense but a great amount of inconvenience for the manager to pick up the film, and after its use, midnight or later, return it for immediate shipment on a plane. We know of several cases where the transportation cost has exceeded film rental costs.

"Another problem confronting the drive-in operation is the increase in insurance rates. With the unified efforts of our new association I feel sure that we can bring about greater savings in these rates by advocating proper construction and other points making this relation different.

"We have no idea of beating down film rentals to a point of unfairness, of one group taking advantage of another, or anything of that nature. To the contrary, it is through working together that we may eliminate so-called "bucknites", showing of pictures unfit for ladies and children to see, etc. It is our goal to operate in a manner to secure the support of civic clubs, schools, churches of all denominations, and the general public instead of doing things that would bring wrath, condemnation, and disrespect from these groups.

"The place of the drive-in theatre in our great industry is firm and definite. It was intended and still is our purpose to cater to families, and all that great mass of people who would be unable to

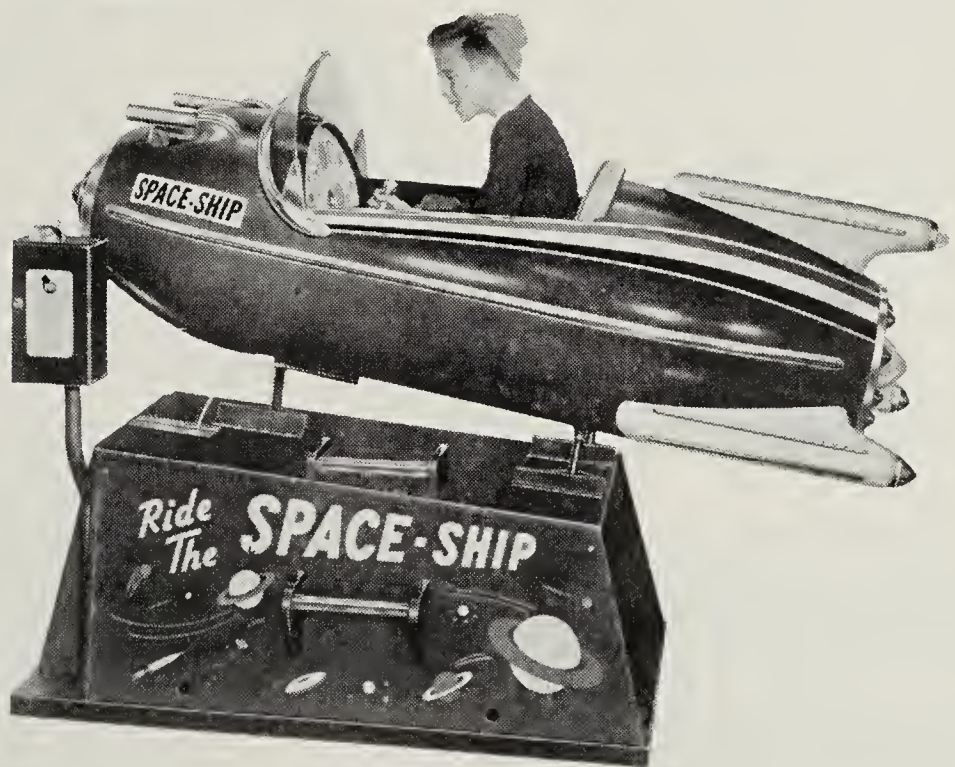
(Continued on page PT-17)

GET MORE FAMILY TRADE (AND EXTRA PROFIT)

WITH POPULAR KIDDY-RIDES

NO INVESTMENT

PAY NO MONEY to get the Bally SPACE-SHIP OR THE CHAMPION horse-ride in your place of business. Authorized distributor supplies equipment on attractive share-the-profit basis. No construction or wiring required. Simply set aside a small bit of floor space, plug in to wall outlet, watch the dimes roll in. Automatic coin-operation eliminates need of attendant. Write, wire or phone for the name of your nearest distributor.



BALLY MANUFACTURING COMPANY
2644 BELMONT AVENUE CHICAGO 18, ILLINOIS



AMERICAN *Approved* PLAYGROUND EQUIPMENT

Unsurpassed in Design, Safety and Performance

● It's the *plus* factor that makes American the most respected name in Playground Equipment . . . *Plus* in design—American leads the field. . . *Plus* in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service . . . *Plus* in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

Send for Literature



Miniature Trains Good Bet for D-I's

As every alert outdoor theatre operator is well aware, it takes more than just the presentation of films, regardless of their caliber, to run a drive-in successfully. One of the reasons for the growth of this type of theatre is the extra services and facilities that are offered. Since the drive-in caters to family trade, the question of how to amuse the youngsters is an extremely important one.

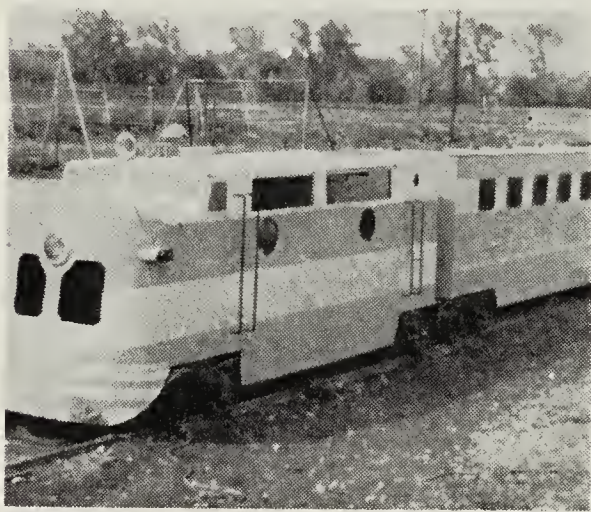
Even in this "Atomic-Jet" age that we live in, children of all ages are still thrilled by trains. Despite the fact that there is a heavy initial investment the installation of miniature trains at a drive-in has proven itself to be a sure-fire method of attracting patrons—and the trains usually pay for themselves in a short period of time.

One of the companies offering a complete train outfit is the Drive-In Theatre Manufacturing Co., Kansas City, Mo. At the present time, they are marketing two styles. The "Streamliner" as the name implies is patterned after the present-day

diesel locomotive and coaches. The "Casey Jones" represents the old-time steam locomotive and wooden coaches in use at the turn of the century, and which have become such a colorful part of this nation's history.

According to DIT-MCO, the "Streamliner" will seat 21 children or 12 adults, and the "Casey Jones" will seat 30 children or 18 adults. All of this firm's miniature train outfits come complete with 300 feet of steel track, 120 cross ties, and necessary spikes.

One point that drive-in operators should not overlook is the fact that miniature trains have as much fascination for Pop as they do for the kids. Even though the standard pieces of playground equipment are "musts", almost every study has indicated that these pint-sized railroad systems are something that few of the children can resist. When searching around for a new source of revenue and good will, exhibitors could do worse than look into miniature trains.

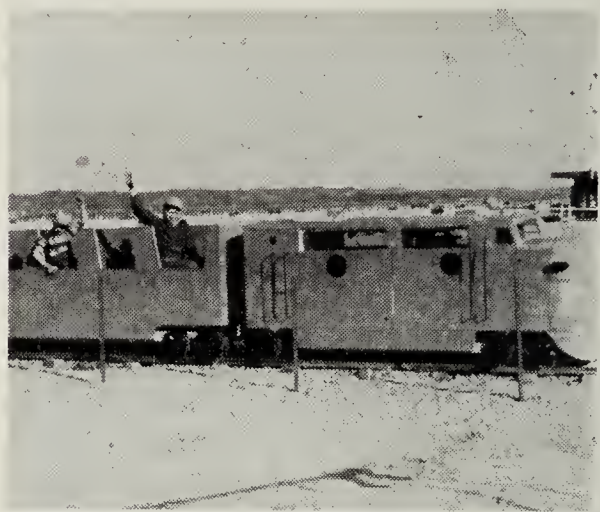


D-I Baby Promotion Gimmick Gets Underway

CULVER CITY, CAL.—The syndicated "Welcome Baby Pass" promotion plan introduced last year to all drive-in theatres, appears to have been such a success that the Danken Associates have added another free pass folder as a companion piece. The new addition is a "Happy Birthday", folder and envelope, designed for mailing to youngsters on their first birthday.

Both promotion pieces consist of a free pass, entitling the family to one admission plus one guest, with children admitted free. Experience has shown that extra snack bar profits make this promotion self-liquidating, it is claimed.

The baby folders and envelopes are printed in an attractive pink and blue "Baby" design, which is probably one reason for the success of this patron promotion plan.



Movi-Park Announces Plans To Construct 6 Drive-Ins

DOVER, DEL.—The Movi-Park Company was recently organized and announced its plans to construct six drive-in theatres in Delaware, Maryland, and Virginia.

Plans at present provide for a modern ozoner to be built near Harrington, Del., and another in Sussex County. Two plots of land, one of 19 acres, near Salisbury, Md., and a 21 acre tract near Cambridge, Md., have been obtained. A 31 acre plot is scheduled for a Movi-Park in the vicinity of Norfolk, Va.

It was said that the newly formed company will offer a new idea in drive-in operation by using circus acts and a rotating zoo.

The officers are Reese B. Harrington, president; Harry Keith, vice-president, and Harrison Scarth, secretary-treasurer.

Goldman To Build Drive-In

PHILADELPHIA—William Goldman, president, announced that building operations on the first William Goldman Theatre drive-in was begun last month.

The new outdoor theatre, unnamed as yet, is located between the boroughs of Pottstown and Collegeville, Pa., on the William Penn Highway, Route 422. It will cover an area of 18 acres and have accommodations for 750 cars.

All the latest innovations and modern conveniences for drive-in theatres will be featured, it was said. David Supowitz is the architect. Plans call for an opening about the middle of May.

D-I Check List For Reopening

With a new drive-in season getting underway, here are a few tips on reopening an outdoor theatre.

Promotion: After a definite opening date has been set, advance publicity should be sent to all newspapers in the drawing area announcing the reopening and outlining contemplated, or actual, improvements made since last season.

Publicize the types of entertainment to be presented, and general theatre policy.

Arrange for an impressive and colorful opening day program.

Physical Preparation: Notify the utility companies to turn the water, electricity, gas and telephone lines back on.

Make sure that all necessary personnel are hired and ready to do their job.

See to it that the maintenance crew takes care of relamping, replacing bulbs, fixtures, and floodlights; painting and erecting all entrance, exit, or other directional signs.

Remove panels from doors and windows of buildings.

Clean, paint and set up playground equipment.

Check and repair all road areas and ramps with holes, sunken spots, or wash-outs.

Concession Stand: Unpack and clean all equipment such as griddles, coffee urns, popcorn machines, etc.

Test all equipment at least one week prior to opening and see that it is in perfect operating condition.

Repaint floors, counters, and signs.

Contact food suppliers.

Projection and Sound Equipment: See that the projection booth is unsealed and proper heated ventilation is provided for a period of a week, if possible, before any equipment is turned on.

Check all ramp circuits for continuity, and make all necessary repairs.

Speaker posts should be checked and thoroughly cleaned.

All speaker units must be inspected and placed in first class condition.

The screen or screen surface should be carefully cleaned or refinished.

Projectors, sound heads, and lamphouses, should have all the rust preventatives removed.

All oil-bath gear boxes, intermittents, etc., should be drained, flushed, and re-filled according to manufacturer's instructions.

Starting at the film path, the optical system is checked for damage to lens and slit assemblies, mirror silvering, exciter lamps and lamp bracket assemblies, along with condition of the photo-cell.

Sound head wiring should be checked for possible damage to insulation by oil.

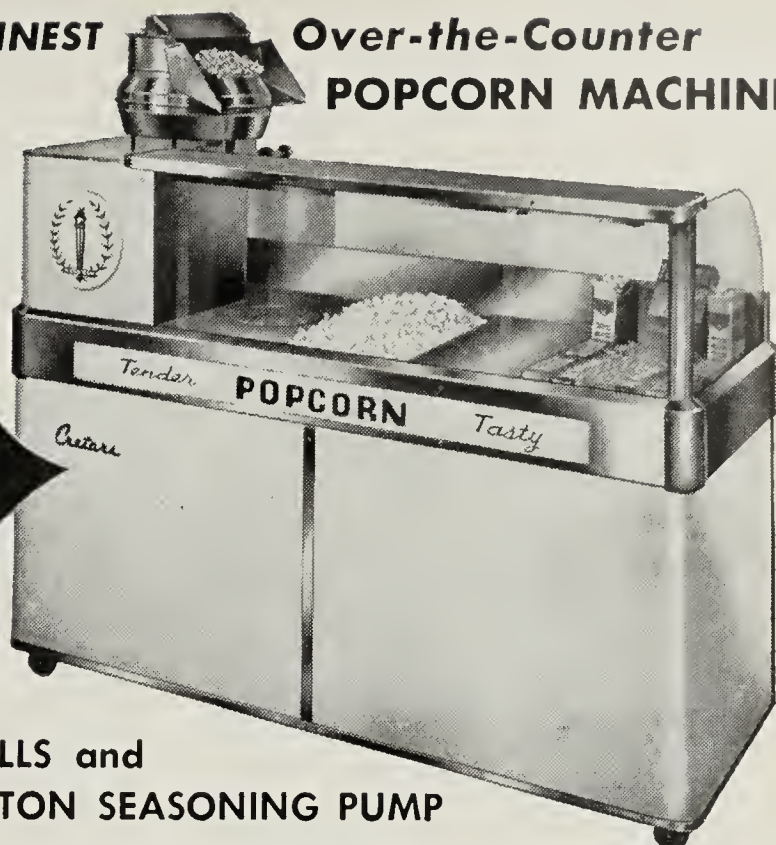
Check the ramp control panel and replace all fuses in the power circuits.

By following the points outlined here, the average drive-in operator should find that he is ready to offer his patrons another season of fun and entertainment, with little danger of inconvenience due to faulty equipment.

WORLD'S FINEST

Over-the-Counter
POPCORN MACHINE

The New
CRETORS
"Olympic"



TWIN ELEVATOR WELLS and AUTOMATIC PUSH-BUTTON SEASONING PUMP

- **Greater Warming Capacity**—holds equivalent of 200 boxes popped corn.
- **New Forced Air Warming**—Thermostat controlled; keeps corn crisp, fresh.
- **Automatic Electric Seasoning Pump.**
- **Ample Space** for 2 busy attendants.

To get everything you need for top popcorn profits, operate CRETORS' magnificent all-new "Olympic" . . . a Champion throughout! Sleek, streamlined all-metal cabinet in gleaming enamel and stainless steel, plus illuminated animated "Olympic" Torch for new concession glamor and over-the-counter sales punch. CRETORS' exclusive super-efficient, Super-Production gas or electric Steel Kettle outpops all others, by any test—gives years of trouble-free, economical service. Many other performance-perfect features!

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32 ALL-STEEL MODELS

Conventional type or the convenient Slide-Back type which, with smooth, effortless retraction, gives 100% more passing space and eliminates the necessity of standing.

LUXURIOUS COMFORT
BEAUTIFUL NEW STYLING

Full length back panel eliminates pinching hazards. No protruding parts to snag clothes.

THE MOST SERVICEABLE CHAIR MADE

For maximum service, more even usage, seat cushions are easily removable for relocating without the use of tools.

Free Planning Service

GET THE EXTRA MONEY
Ideal's Comfortable, All-Weather
DRIVE-IN CHAIRS
attract in pedestrian business



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Grand Rapids, Mich.
519 Ann Street, N.W.
Please send free literature on Ideal chairs.

Name.....
Theatre.....
Street.....
City and State.....

D-I Construction

(Continued from page PT-6)

463 new drive-ins constructed and in operation as compared with previous year. As it stands at the present moment this figure will easily be surpassed in the year of 1953. With the season barely under way, and before all restrictions on construction and building materials have been lifted, there are already 297 new theatres on the way. While it appears that the figure of 5,000 new drive-ins being built is optimistic, to say the least, on the strength of this survey it seems almost positive that a record number of outdoor theatres will be constructed.

The survey has proven once more that the outdoor theatre is the most active area of growth in the motion picture theatre field. Despite the problems of large screen theatre television, and now three-dimensional films, the drive-in continues to expand.

It has already been proven that theatre television can be adopted to the outdoors without much difficulty. Currently there is much activity going on in an attempt to solve the knotty problem of bringing the third dimension to the drive-in. There can be little doubt, however, that this problem will also be solved in a short period of time.

Tinted Windshields Threat to Drive-Ins?

DALLAS—The International Drive-In Theatre Owners Association finds that tinted auto windshields reduce vision approximately 34 per cent, and are a "detriment" to drive-in theatre patrons. These facts were made known as the result of a survey just completed by Paul Short, National Screen Service Executive, for Claude Ezell, founder and organizer of the organization.

When the information was revealed at a recent meeting of the Texas Drive-In

Theatre Owners Association, it was reported that seven members who were planning to build new drive-in theatres ordered preparations stopped until further information was available regarding the effect that tinted windshields will have on future outdoor theatre operations. It is expected that over five million cars will be manufactured this year, and over 75 per cent will be equipped with tinted windshields.

In order to solve this problem Short said, "we have designed a campaign which we honestly feel will be of major interest to the automobile industry and its affiliates." He expressed the belief that the automobile industry, and the other industries concerned, will be receptive to a plan to discontinue equipping automobiles with tinted windshields, and will cooperate by supplanting them with a flexible type of tinted material that is adjustable.

Short's survey, campaign and recommendations have been submitted to the Executive Planning Committee of the International Drive-In Theatre Owners Association, for further action.

3-D Interlock Devices From Motiograph

CHICAGO—Users of Motiograph projection and sound equipment will have a choice of either a mechanical or an electrical interlock system for adapting their equipment to synchronous projection of third dimension films, the company announced recently.

The mechanical system is available for immediate delivery. This system interconnects the soundheads through gear reduction boxes mounted in front of the soundhead castings and joined by a slowly revolving cross-rod. It is adaptable for use with any make or model of mechanism except certain obsolete models having unorthodox drives.

The more costly electrical system using Selsyn motors can be used with any type mechanism.

This and That Around the Trade

... The first installation in the New York area of the Raytone "Transcenic" Screen Surround has been made in the New Amsterdam, it was announced by the company recently. The "Transcenic" system provides a light surround of steady intensity by means of a slide projector operated at low voltage in the projection booth. Raytone claims that the "Transcenic" Surround can be used with great effect in the showing of 3-D pictures ...

... The Westrex Corporation will be conducting a managers' conference in New York April 6-17 ...

... The Camera Equipment Co., of New York City, has been appointed as another distributor for the Prestoseal "butt-weld" film splicer ...

... Edward Wolk Co., Chicago, recently announced that it will make available by the end of this month new 24-inch film magazines that hold 5,000 feet of film for the presentation of 3-D pictures ...

... W. Allen Taft, who for the past year has been assistant district manager of the Chicago sales office of the DuPont Co.'s Photo Products department, was recently appointed director of sales of the department with headquarters in Wilmington, Del. ...

... William Lescaze, the architect who created the designs for the installation of Cinerama in New York, recently spoke before the Michigan Society of Architects in Detroit, with special references to Cinerama installations. ...

... The election of George F. Maedel as president of RCA Institutes, Inc., was recently announced in New York. Maedel, vice-president and general superintendent of RCA's technical school since 1948, succeeds Major General L. Van Deusen, (USA, Ret.) who resigned ...

... "Taco Presents UHF", a new brochure offered by Technical Appliance Corp., Sherburne, N. Y., contains up-to-date tips on the "do's and don'ts" for the TV technician in UHF areas. The new brochure is a 12-page, pocket-size, two-color booklet illustrated for quick, easy reading ...

... A. A. Breuer, president of Breuer Electric Mfg. Co., Chicago, has announced the company's acquisition of additional plant facilities. The company has purchased a plant of 8,000 square feet adjoining the present plant. The new plant will be used to expand production of the company's line of Tornado industrial vacuum cleaners, portable electric blowers, and floor scrubbing machines ...

... The annual meeting of the Texas Drive-In Assoc. will be held April 14-15 in the Adolphus Hotel, Dallas, it was recently announced by Charles Weisenberg, president of the organization ...

... D. W. Moor, president of the D. W. Moor Co., Toledo, O., recently announced the appointment of Paul Hirschberg, Chicago, as area manager.

DRIVE-INS CASH IN ON WALK-INS

for your Spring opening!



AMERICAN WALK-IN CHAIRS
FOR COMFORT, CONVENIENCE, DURABILITY

More and more drive-ins are reaping handsome extra profits by installing 100 to 1000 American Walk-in chairs to accommodate pedestrian traffic. These are the same comfortable, durable, all-weather chairs used by 13 major-league baseball parks, and by many minor league clubs.

Heavy, steam-bent, solid-wood slats form the body-fitting cradleform seats and deep-curved backs in roomy 21" width. Wood is treated with a wood-sealing preservative. Metal parts are protected with a special rust-inhibitor. Both wood and metal are finished with two coats of durable baked enamel. In beautiful sage-green-and-beige color combination.

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WRITE TO US about the area available and let us recommend an installation for your opening.

Ezell (Continued from page PT-13)
secure entertainment in any other type of theatre."

Ezell stated that he is making special arrangements with Herman Robbins, president of National Screen, for the services of Paul Short, executive of that organization, to be chairman of the Executive Planning Committee to prepare advertising, promotional, and public relations campaigns, and to design surveys involving the future operations of the drive-in theatre. The results of these surveys will be revealed at the international conclave of the Texas COMPO Conference and the International Drive-In Theatre Owners Association, Sept. 28, 29, 30.

S.M.P.T.E. Sets Program For 73rd Convention

NEW YORK—Stereoscopic motion pictures and the engineering of drive-in theatres stand out in the schedule of sessions for the Society of Motion Picture and Television Engineers' 73rd convention at Los Angeles on April 27th to May 1st, it was announced by program chairman, Ralph Lovell of N.B.C. Television, Hollywood.

Other special subjects slated for serious discussion are color television standards being developed by National Television Systems committee, subscription television, magnetic recording and editing and high-speed photography.

Letter To The Editor

Gentlemen:

We would like to take exception to part of an article which appeared in the **EXHIBITOR**, Physical Theatre Department, March 4, 1953, in which you mention that no specific screen has as yet been designed for 2-D and 3-D presentation.

We would like to call attention to the fact that we have been making such a screen since 1950, when we knew that 3-dimension was a matter of a year or so away. This screen is the Walker High Intensity screen and was designed with one thought in mind—to give the best possible 2-dimension picture, 3-dimension picture and be suitable for theatre television.

The screen, while metallic, and hence, non-depolarizing for 3-dimension work, is not specular and has an extremely wide range of distribution. It has been used successfully in the widest and largest theatres in the country for 2-dimensional projection before 3-dimension came out.

It is being used in the Roxy, New York, and the Fox, St. Louis, to name two of the biggest theatres in the country. It is also used in numerous other large theatres in the country. It is also used in numerous other large theatres in the country, with the screen placed in a vertical position.

The screen is a modification of one made by us during the war for the United States Navy Mark 1 Gunnery Trainer which used Polaroid 3-dimension to simulate actual combat conditions.

Knowing that you are as anxious as we to have the facts presented to the industry, we are respectfully submitting this information for your consideration.

Richard L. Walker,
WALKER AMERICAN CORP.

Altec Equips Houses For New Sound System

NEW YORK—Four more key first-run theatres, bringing the total to eight, have contracted with Altec Service Corporation to be completely equipped with Warner-Phonic sound systems in time for "House Of Wax" openings.

The four additional theatres are Bala-ban and Katz's Chicago, Chicago; Stanley-Warner's Mastbaum, Philadelphia; Stanley, Pittsburgh, and Warner, Washington, D. C., according to an announcement made by L. D. Netter, Jr., Altec general sales manager.

Other theatres which are being equipped by Altec are the Paramount, New

York; Paramount, Los Angeles; Paramount, Hollywood, and the Fox, St. Louis.

Although all of the Altec engineering personnel and plant facilities are being devoted to a full time effort to produce and deliver stereophonic sound equipment, it appears that at the present time the eight theatres represent the maximum number of houses which can install Warner-Phonic sound equipment in time for the opening of the "House Of Wax."

NPA Decontrols Bldg. Materials

WASHINGTON, D. C.—Authorized theatre builders and builders of other types of construction have been authorized by the National Production Authority to buy supplies of steel, copper, and aluminum without official government priorities.

May We Put in a Plug for Ourselves



Often we get new jobs, with sugar-coated recommendations from pleased customers. That delights us. In case you don't know us, may we modestly recommend our own set-up? We're tops in seating rehabilitation—repair of parts, upholstering of seats or backs, replacement of worn cushions or backs with new ones—on any type or make chair. **SKILL . . . ? Professional! QUALITY . . . ? Super! SERVICE . . . ? FAST! GUARANTEE . . . ? 100%.** And, there's no interruption of your daily show. May we quote on your needs? Write today.

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—may be your problem, but you still require the best in sound reproduction, and while we feel all our competitors offer good, high quality merchandise, we feel **DAWO ACOUSTICRAFT** offers more in high Quality projected sound and at prices 0 so low when you can buy the D30 set from your local dealer or direct from the factory for only \$15.90 per set.

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box and quality.



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Koiled Kords —
standard junction
box and quality.



D-32

Straight Cords —
junction box with
jeweled down lite.



D-33

Koiled Kords —
junction box with
jeweled down lite.

New Carbon From National

NEW YORK—National Carbon Company announces a brand new "Suprex" positive projector carbon, for use specifically in all mirror type variable feed ratio lamps.

Designated as the 7mm. "Suprex" positive carbon, it is rated at 42-50 amperes. At these currents it gives more light at the same carbon consumption; moreover, it gives the same light at less current and lower carbon consumption than its predecessor. In addition, the new carbon is unequalled in uniformity and operates with an arc stability far superior to any other 7mm. carbon, giving a brighter and whiter light and cooler operating lamp. All of these important advantages are outstanding with all types of power sources. It is available in two sizes, 7mm. x 12" and 7mm. x 14".

This 7mm. positive carbon is the latest in the new line of "Suprex" carbons.



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COLORED PLASTIC LETTERS

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VOCALITE SCREEN CORP.

Dual-Purpose Screens

Modern Reflective-Type Screens Suitable for 3-D and 2-D Films

Sharper, crisper screen images, comparable in eye appeal to the effect produced when a poor quality projection lens is replaced by one of good quality, are obtained when a diffusing-type projection screen is replaced by a modern-style reflective-type screen, according to Richard L. Walker, of Walker-American Screen Corporation.

The advantages of reflective-type screens of modern design are in fact only beginning to be appreciated by theatremen, Walker believes. It was three-dimension enthusiasm, starting with the success of "Bwana Devil", that brought to the attention of American showmen the fact that they have available to them a projection screen of very superior properties. The reflective-type screen is a "must" with 3-D pictures. The common white diffusive type cannot be used. The attention of exhibitors, attracted by 3-D, naturally extended to a consideration of the kind of screen that must be used with it, and it was with some surprise that many of them realized that so far as screens are concerned they had been overlooking a good bet, Walker reports.

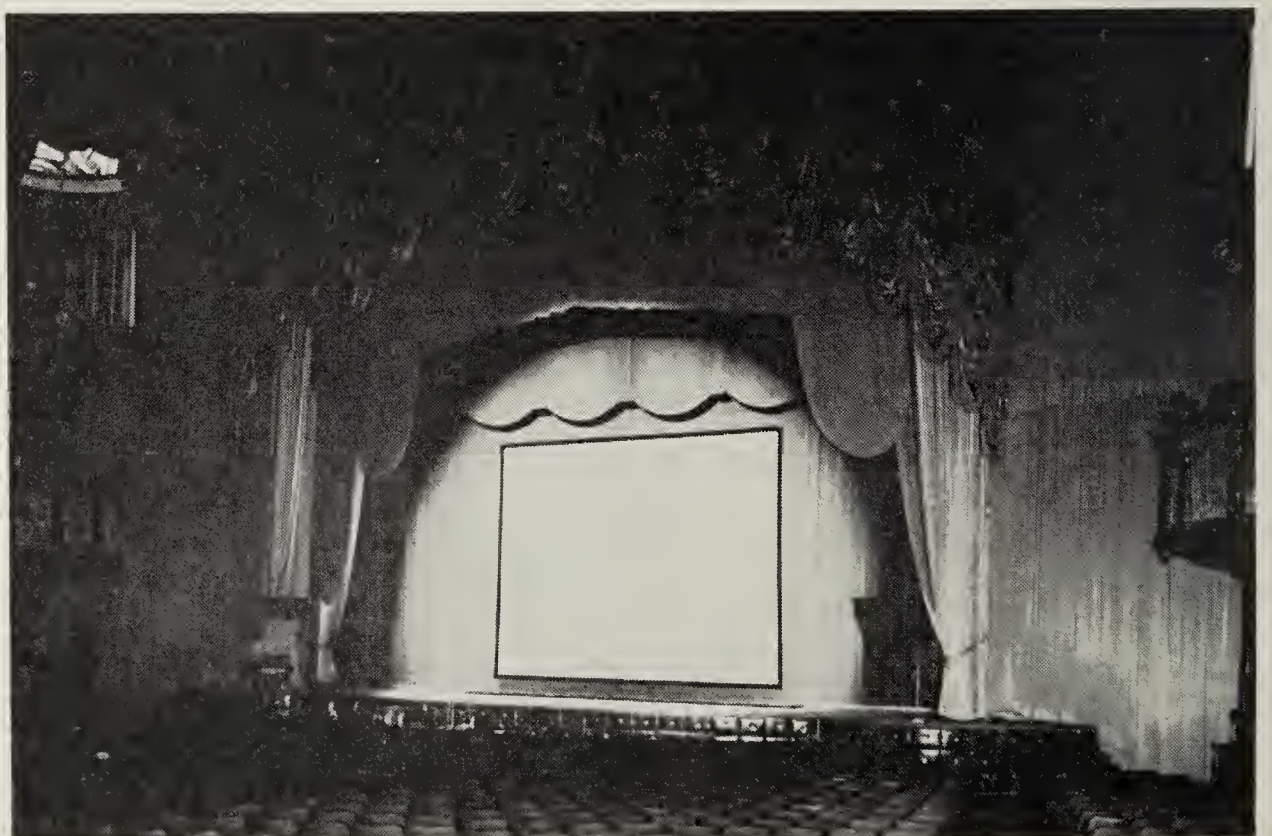
The modern reflective-type screen, needed for 3-D because it does not diffuse the polarization, also does not diffuse the outlines of the projected images, but leaves those outlines sharp in reflection. It thus offers the same advantage, so far as crispness of image is concerned, as that offered by a high-quality projection lens over one of poor quality that blurs the outlines of objects.

With polaroid-type 3-D (the only kind of "true" 3-D available or in sight for the reasonably near future) two images are placed before the patron in such manner that each of his eyes (if he wears his spectacles) sees one image only. This is accomplished by projecting two films, from two interlocked projectors, through

polarizing filters mounted in front of the projection lenses. The lightbeam from each projector undergoes polarization on passing through the filter; the two light beams are oppositely polarized; each eye of the patron sees only that image which has been light-polarized to correspond with the polarization of the filter in that side of his spectacles. The common white diffusing projection screen would upset the whole process by diffusing the polarization; each eye would see part of both images; the sharp illusion of depth would be replaced by a very fuzzy two-dimensional image and a lot of eyestrain. Only the reflective, non-diffusing type of screen can be used for 3-D.

The theatre does not need (and certainly does not want) two screens. The same reflective type, if of modern design such as the Walker High Intensity, is suited to auditoriums of any width or height and produces not only an equal but a superior image in two-dimensional showings. The image is sharper, and appears more accurately focussed because, as stated, the surface does not exert a diffusing effect on the outlines of objects. Additionally, the image is brighter with equal light or of equal brightness with less light, because the screen is a more efficient reflector. It retains enough of the directional reflectivity of earlier types of reflective screens (which were too directional for use in wide or tall auditoriums) to avoid excess waste of light on walls or ceiling; and its reflective ingredient is a shining metal alloy instead of a white powder.

Still a further advantage of the modern type reflective screen, according to Dick Walker, is its truer shading. Highlights in the image can really glisten with metallic brilliance when that is the effect the cameraman put into the film, because such lights are actually reflected to the audi-



WALKER HIGH INTENSITY SCREEN RECENTLY INSTALLED IN 5,000-SEAT NEW YORK ROXY THEATRE.

ence from a shining metal surface. Jewels or beads, for example, or chrome-work on an automobile, literally glisten when they are supposed to, if the screen base is metallic. But at the same time that highlights are brighter, shadows are darker, because the natural appearance of the screen surface is gray instead of white. The contrast of the screen image is therefore greater than can be obtained with a white, diffusing screen.

Readers may naturally wonder why this type of screen, if it has so many advantages, was not more widely used long ago. The answer is that earlier models had a drawback also, which since has been eliminated. The drawback was that they were too directional. The older reflective-type screens reflected the picture partly (of course not entirely) searchlight-wise; they concentrated it upon the center portions of the seating area. Patrons located to left or right, or far up on the balcony or far down in front of the orchestra, saw only an undesirably dim image because too much of the reflected light was reflected "front and center". Larger theatres, with wide auditoriums or high balconies, could in those days use only the diffusive type of white screen; and since those theatres more or less set the pattern, that type became generally popular. The reflective type was restricted to long, low, narrow auditoriums where its superior economy in light, crispness of image and range of contrast kept it in favor.

CinemaScope

(Continued from page PT-11)

which returns to its original shape an image previously distorted. This lens made it possible for a 35mm. camera to "reach out" to each side as the eye does and "compress" a wide angle scene onto a narrow strip of film. When this film was projected through a compensating lens it spread the image horizontally to its original shape. By projecting this panorama on a curved screen a feeling of being surrounded by things to see was given the viewer. No longer was the action on the screen imprisoned by a small proscenium—there was so much to see that the viewer was not conscious of the limitations of the framework.

By Sept. 1951, Chretien had made and patented improvements on his anamorphoscope, which he designated a Hypergonar process at a lecture given to the Congress Technique International at Turin.

Shortly after his revelations, Earl Sponable, 20th Century-Fox research director, flew to Paris on Skouras' orders to obtain rights to the process for the company. Obtaining these rights, Sponable returned to this country with a camera lens and projector lens with which experiments were begun under the direction of Sol Halprin, head of the studio's camera department. Success of these experiments led to adoption of the process, which was called CinemaScope.

This optical technique, combined with stereophonic sound—that is, horns strategically placed behind and at either side of the screen to make sound seem to come from its exact point of origin—give a life-like quality to motion pictures.

A special CinemaScope screen designed to give it added brilliance, is two and a half times as long as it is high. These are

Walker-American Screen Corporation, which made and still makes both types, progressively improved the light distribution (the chief drawback) of the reflective kind, and when 3-D appeared were ready with a reflective screen that could be, and today is, used in the widest and highest auditoriums. It is shown here installed in the Roxy Theatre, New York, where the seating area spans 156 feet and the balcony is so lofty that the projection room is located under it instead of above it.

National Theatre Supply, which made the installation at the Roxy, reports a rush demand for the Walker High Intensity screen so great that orders cannot always be filled with customary promptness. Walter Green, president of National Theatre Supply, attributes this demand not only to the fact that the screen is a necessity for 3-D showings, but also to its better definition and other superior qualities, and to the fact that the one-time drawback to use of reflective screens in larger theatres no longer exists in the case of the modern High Intensity model. The Roxy, for example, did not show 3-D and had no plans to do so when the screen here pictured was installed; they put it in on the recommendation of R. H. McCollough of the Fox West Coast organization, who had observed the screen's overall performance during the first "Bwana Devil" showings in California, and during following two-dimensional showings.

approximately the proportions of the eye's field of vision, the eye being capable of seeing more from side to side than up and down. Median size of screens is expected to be approximately 65 by 25 feet, although a screen in a theatre the size of the Roxy would be about 80 feet long. Where necessary the company is providing extra brilliant projection light in the CinemaScope equipment it is packaging to theatres.

The medium was not without problems. Because three microphones are used to record sound on the sets instead of one, the cameraman had three times as many microphone shadows to eliminate in his lighting. Recording sound on the film posed difficulties with which sound engineers are still coping. Several methods are being tested, including the use of three separate sound tracks on the film, one at the extreme right of the image, the other two between the sprocket holes and the film's edge on either side. Another possible method entails the use of a separate film for the sound tracks synchronized with the projector. Whatever method is found most effective will be used.

Fox has announced that CinemaScope is being made available to all theatres and studios as soon as equipment permits.

Prestoseal To Introduce New Film Splicer

NEW YORK—Elaborate plans for the forthcoming year were announced for the Prestoseal Manufacturing Corporation of Long Island City, New York, by its president, Leonard A. Herzig. Included is the introduction of a new professional model Prestoseal film splicer, extensive promotion of their compact PRO Model micro-film splicer, and the overall sales and advertising program already under way.

The Prestoseal film splicer, one of the most advanced operations presented to film editors, recording studios and micro-film users, performs an electric "butt-welded" splice which makes former methods obsolete. It eliminates emulsion scraping, brushes, drying out and distortion; it eliminates double thickness and overlapping, assuring perfect frame-alignment and a permanent splice that lasts the life of the film itself, all in a matter of 10 seconds.

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you're right!

Our new "SUPER" SCREEN paint has features never before incorporated in a product used for this purpose—thanks to chemical research. A trial will convince you that RAYTONE is whiter and better. For asbestos, wood, metal, concrete.

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We're on Our Way to Your Drive-In!



... because we want *more* than just a good movie. We want a brilliant, steady picture; and we want a speaker that brings clear, natural sound into our car. We don't want to go to drive-ins to squint at dark, hard-to-see pictures. We don't want to put up with speakers that rattle or blast or muffle sound.

Now, we go to the drive-in that gives us the best presentation of films!

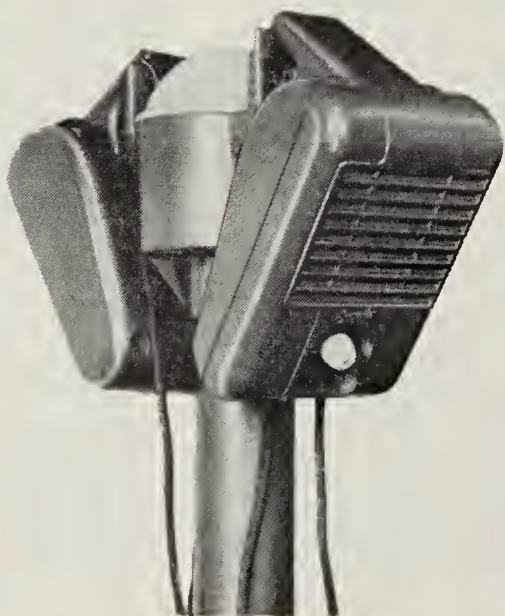
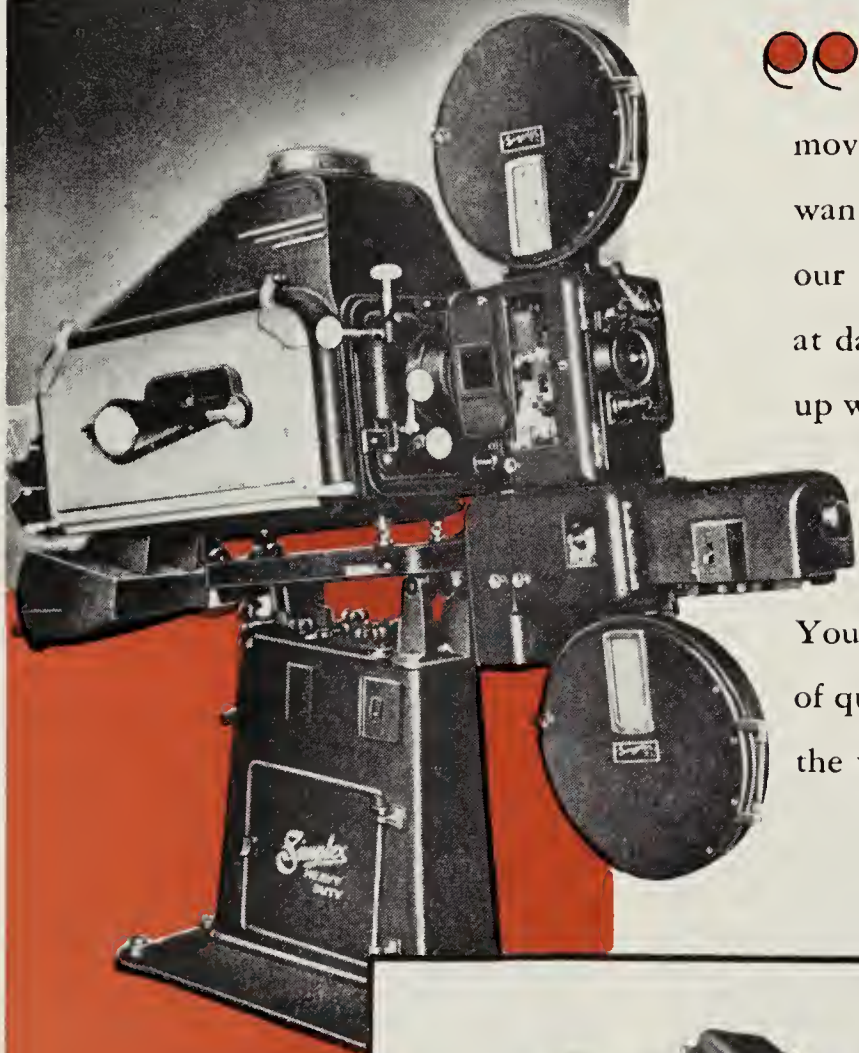
Your patrons are growing more and more conscious of quality in projection and sound... and exhibitors the world over know—the standard of excellence is

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NEWS OF THE

Territory

BRANCHES

Atlanta

The stork passed over the home of Mr. and Mrs. Bill Douglas, Benton Film Express, and left a girl, and over the home of Mr. and William Appleson, U-I, and left a son.

Mrs. Harry Williams, wife of Harry Williams, Wallace Films, returned from the hospital. . . . The county zoning board of High Springs, Fla., granted a zoning change for a drive-in near High Springs. The drive-in will be built by MGM Theatres and J. B. Young.

Mrs. Hattie Cagle, 57, Pell City, Ala., resident, who had been affiliated with the Higgs Theatres for the past two years, died. Survivors include a son, James B. Cagle, manager, Higgs Theatres.

The Foley, Foley, Ala., installed Simplex Four-Star sound, and also added new seats. . . . A 225-car drive-in for Negroes was started in Jacksonville, Fla., by Roosevelt interests.

George A. Black is the new owner, Starlight Drive-In, Oakland Park, Fla. . . . Frank Peterman was appointed sales representative, Wil-Kin Theatre Supply.

W. B. Hamaker, Jr., owner, Starlight Drive-In, Murfreesboro, Tenn., opened. . . . Betty Whitmire, with Wometco Theatres, Miami, Fla., for the past few months, returns here as secretary in Al Rock's film booking office.

Charlotte

William B. Zoellner, MGM shorts and newsreel sales head, was in on the last lap of a trip.

Memphis

At Marked Tree, Ark., a charter of incorporation has been granted to Poinsett Drive-In Company, Inc., to operate a drive-in. Incorporators are L. V. Ritter, Jr., J. E. Singleton, and L. V. Ritter, Marked Tree.

A tornado which ripped through Newbern, Tenn., damaged the Palace, where 150 persons were viewing the show when the twister ripped off the roof and marquee. No one was injured.

New Orleans

Charlton Heston arrived from Memphis to engage in a day-long series of publicity events for "The President's Lady." The actor was met at the airport by an official welcoming committee, held a press interview at his hotel, went on a guided tour, and was guest on several radio shows as ambassador for the picture, opening at the Saenger. In Memphis, Heston was guest of honor at special preview at the Strand.

Ann Molzon is here often in the week from Labedville, La., on short stays because there is so much to do around the home and theatre. Another of the fairer sex who is hither and yon is Mrs. O. Barre, Luling, La.

RKO manager Roger Lamantia was a Mobile, Ala., and Pensacola, Fla., business caller. . . . Chapman Davis, who not so long ago added the opposition Delhi to his Cave, Delhi, La., from E. I. Hawkins, shuttered it.

H. G. Proffit advised that he reopened the Star Drive-In, Monroe, La. . . . Hank Jackson, who donned civilian clothes after fulfilling the required military training, is back with A. L. Royal Theatres, Meridian, Miss.

Dan Brandon, head, Film Inspection Service, Inc., is fully equipped to handle 3-D films.

Seen about were Ed Jenner, Ellisville, Miss.; Mike Ripps and Ed Fessler, Do Drive-In Theatres, Inc. Mobile, Ala., and Matthew Guidry and Percy Duplissey, Pat, Lafayette, La., and Surf Drive-In, Lake Charles, La. . . . Mrs. Sadie Gremillion, manager, Joy, Cottonport, La., visited Joy Theatres headquarters.

Lefty Cheramie announced the opening of the Jet Drive-In, Cut Off, La. His associates in the project are State Representative Richard Guidry, Galiano, La., and R. J. Soignet, Thibodeaux, La.

In Morgan City, La., Robert Henley, manager, Dixie, which was destroyed by fire lately, has been transferred to Abbeville, La.

Spencer Brothers began work clearing the site of the Arcade, Saint Joseph, La., for immediate reconstruction. Dixie Roberts, manager, said the new theatre will be modern and air-conditioned.

At Opelousas, La., a charter of incorporation has been granted Rose Theatre, Inc., with capital stock listed at \$30,000.

Bentley Davis, who up until recently managed the Pelican Drive-In, Jennings, La., before R. C. Sweeney sold it to Joseph Marcantel, was named manager, New Moon Drive-In, State Highway 42 near the Prien Lake Road intersection, three miles south of Highway 90, Lake Charles, La. Open Air Theatres, Inc., values the project at \$400,000, it features an auditorium seating about 500 and a 1000 vehicular capacity.

Chairs in Fred T. McLenden's Foley, Foley, Ala., have been recushioned. Simplex Four Star sound has also been installed. . . . Usy Pellegrin, Rex, Chauvin, La., before going about his business, called on William Cobb and his staff at Exhibitors Poster Exchange.

Thomas McElroy, president, Broadmoor Theatres, Inc., operating as McElroy Theatres, assumed ownership-operation of the Joy, Monroe, La., from Joy Theatres, Inc. The new management

will take over on April 4. E. G. Perry, general manager, Pittman Theatres, Inc., will handle the buying and booking along with McElroy's Centenary, Broadmoor, and Rex, Shreveport, La., and Tem, Monroe, La.

Robert Long, former coowner, Rebel Drive-In, Baton Rouge, La., packed for a jaunt to Havana to make the final arrangements for an outdoor theatre project.

Ed Thomasie, Marrero, La., is feeling fit after a stay in the hospital. . . . John M. Harvey, Nabor, Oberlin, La., visited. So did G. L. Cobb, popcorn dealer, Baton Rouge, La., and Doyle Maynard, Don, Natchitoches, La.

Johnnie Harrell, Martin Theatres' booker, returned to Atlanta.

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MOTIOGRAPH

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L. W. Stevans, Legion Drive-In, Coushatta, La., opened up. . . Joy N. Houck, president, Joy Theatres, Inc., and Paramount-Gulf's president and general manager Gaston J. Dureau, Jr., and their vice-president in charge of theatre operations, Henry G. Plitt, were in Hollywood for the demonstration of CinemaScope.

John M. Harvey, Nabor, Oberlin, La., advised that "The Greatest Show On Earth" was an all-time record breaker. . . Frank Smith will de-cast his foot in a week or so.

Among those attending the annual convention of Allied Theatre Owners of Wisconsin and the national drive-in convention in Milwaukee were Mr. and Mrs. Abe Berenson and E. R. Sellers, Yam Drive-In, Opelousas, La. Berenson, national director, also attended the national board meet.

In to book and visit were Ernest Drake, Ponchatoula, La.; Mayor Lew Langlois, New Roads, La.; Pick Mosely, Ritz, Picayune, Miss.; Ed Delaney, Pike, Magnolia, Miss., and Cy Carolla and John Nobles, Arcade, Slidell, La.

E. I. Hawkins, Jackson, Miss., owner-operator, Lathon, Flora, Miss., and his son, W. E. Hawkins, Hawkins, Newellton, La., made the rounds. Another father-son pair seen were the Wateralls, Charles, Sr., and Jr., Waterall Circuit, Prichard, Ala.

Mrs. Jack Auslet gradually subdued a siege of sneeze, wheeze, and 'kerchoos. . . Drive-in screen towers damaged as reported after raging winds swept across Louisiana, Mississippi, Arkansas, and other mid-south states were the Lee, Monroe, La.; Fox, Bunkie, La., and Joy, Greenville, Miss.

Alabama Birmingham

U-I's "Abbott and Costello Go To Mars" had its gala premiere at the Melba with Renate Hoy, "Miss Germany," one of the "heavenly bodies" in the "Miss Universe" contest, appearing in person.

Florida Jacksonville

Using the slogan, "The theatre you save might be your own," the Motion Picture Exhibitors of Florida is supporting the national effort to bring about the repeal of federal admission taxes under the leadership of Bill P. Cumbaa, Leesburg theatreman and president of the group. The MPE of Florida's board held a meeting here to coordinate the fight against the admission tax. A general meeting of the MPE of Florida's general membership is scheduled here on April 27. Tax repeal will be the main topic at the meeting, though panel discussions are also planned on 3-D and other subjects.

State out-of-town exhibitors in were: H. A. Dale, Palatka; J. S. Carscallen, Tampa, and Harlow Land, Mayo.

Miami

Picture of the 27th Avenue Drive-In attraction sign with "Easter Sunrise Service" listed thereon, was featured on the religious page of the morning newspaper.

Mrs. Mitchell Wolfson, wife of the Wometco coowner, was elected to a three-year term on the Board of the Symphony Club, University of Miami. . . Sonny Shepherd and Harvey Fleischman, Wometco executives, attended the demonstration of CinemaScope in California. . . Flynn Stubblefield, Town, was still in Mercy Hospital. Also in Mercy for an appendectomy was Frances Myers, Wometco main office secretary.

Standings in the Wometco showmanship contest showed the Ritz and Carib leading the benefits portion of the four-way contest; the Lincoln leading the quota section with 127 points; the Carib receiving the maximum 45 points for house management, and the Boulevard Drive-In leading in campaigns, with 35 points. . . Mrs. Edward Claughton, Claughton Theatres, has been named to the international scholarship committee, Citizens' Advisory Board, University of Miami. . . Claughton's George Bolden is planning a television campaign in connection with "Jeopardy." . . A free kiddie show was held on March 28 at the Normandy, Miami Beach, Fla., for all children under 12. Free shows will follow on April 4 at the Grove, April 11 at the Trail, and April 18 at the Circle.

A crowd of 10,000 jammed Lincoln Road to cheer Ethel Merman leading a motorcade leading to the Florida world premiere of "Call Me Madam" at the Carib. The 20th-Fox production also opened at Wometco's Miami and Miracle. The motorcade, which saw 150 members of the Greater Miami Boys Drum and Bugle Corps supplying a musical accompaniment, kicked-off an evening of festivities. Miss Merman was welcomed at the Carib by the Mayor of Miami Beach, D. Lee Powell, who presented her with keys to the city. WTVJ had a special mobile camera crew on the scene beaming theatre-front activities to home viewers. A day crowded with interviews and appearances preceded the night's festivities. Miss Merman first met with reporters from all local papers and wire services and made appearances on three radio shows, following which she visited the Gulfstream Track to view a "Call Me Madam" handicap. Later, she appeared on-stage at Wometco's Miami and Miracle, where she was introduced by entertainer Guy Rennie.

Tampa

Frank Bell, west coast district supervisor, Florida State Theatres, was host to more than 200 theatreical executives and employees at a party held in honor of the reopening of the enlarged Hillsboro Drive-In. The party, at the new refreshment center of the drive-in, was followed by a private midnight screening of "Call Me Madam." Visitors from Jacksonville included Guy A. Kenimer, FST general manager; Harry Botwick, FST executive, and Mr. and Mrs. George

D. Green, Jr. The Hillsboro is being managed by Joe Taylor. Joe Johnson is in charge of sales at the refreshment center. Extensive remodeling was completed at the Hillsboro, which is the oldest outdoor in the Tampa area. Improvements include a king-size, magnascope screen; a large footlight stage; a roomy children's playground; increased parking space to accommodate 750 autos; extremely large restrooms along either side of the new deluxe refreshment center, said to be the largest and most modern in Florida; a new boxoffice, and a large popcorn-warming unit in front of the drive-in entrance. Also, there is a new patio lounge, equipped with tables and chairs. for outdoor diners. For the formal reopening, Ray Lucas and his orchestra were on stage, plus many entertainers from Tampa night clubs. Florida managers attending the opening included: From Tampa, O. G. Finley, Florida; Evelyn Faris, Garden; Edgar F. Smith, Palace; Donald F. Holcomb, Seminole, and Walter B. Lloyd, Tampa, and from St. Petersburg, Steve Barber, Cameo; William Ellery, St. Petersburg Drive-In; Billy Wilson, Florida; Ezra Kimbrell, La Plaza, and Will Brown, Pheil. Others were W. L. Banniza, Springs, Sulphur Springs; C. L. King, State, Plant City; Whitney Lindsey, Lake and Polk, Lakeland; D. L. Hull, Palace, Lakeland; Peyton Bailey, Arade, Fort Myers; Lorraine Jackson, Edison, Fort Myers; Dan E. Sangaree, DeSoto, Arcadia; Carlton Bowden, Ritz, Bartow; Harry F. Botto, Palace, Bradenton, and J. Foster Hawthorne, Jr., Capitol, Clearwater.

Georgia Athens

John L. Smith, manager, Martin Theatres, was bound to the McMinn County grand jury on a second charge of violating a state law prohibiting showing of Sunday movies. Bond was set at \$250. Three weeks before, Smith was bound to the grand jury on the initial charge, but the following Sunday the theatre was opened between the hours of 1 p.m. and 6 p.m., in accordance with a city ordinance passed on one reading in 1946, which Smith contends gives him the authority to show movies on Sunday.

North Carolina Fayetteville

Approximately \$445 was stolen from the boxoffice of the Flamingo Drive-In on Highway 301 by two holdup men who escaped in a car. Mrs. Thelma Hester said the two men came up to the ticket window, and one of them held a gun on her while the other scooped up the money in the office, and put it in a pillow case. The pair, she said, then jumped into a car and sped away. A state highway patrolman happened to be cruising in the area, and noticed the car leaving the drive-in without lights, at the same time, he heard a shout of robbery. He sped off in pursuit of the car, which turned off a side road, and finally mired down in the mud about two miles from the drive-in, the occupants fleeing into the woods. Two men, later, were jailed on robbery charges.

NEWS OF THE

Territory

Chicago

Minnie Buttner, who assisted the late Ludwig Sussman at the Adelphi for 28 years, resigned. . . . Herbert Wheeler, Stanley Warner Theatres district manager, and his wife vacationed. . . . Ruth Clausen, Clark office, joined the enterprises of Jim Booth, theatre man. . . . Ralph G. Smiha, Essaness executive, and his wife picked Hot Springs, Ark., as their vacation spot.

Audience response to collections for La Rabidia Sanitorium, Variety Club main charity, reached \$72,000, chairman Ralph G. Smith reported. . . . Eighty-six theatres in this area have drawn the curtains across their screens since 1949, it was reported. About 25 of them have been converted to other uses at costs ranging from \$4,000 to \$500,000.

Blain Tritt was named Roxy manager, Delphi, Ind.

Dick Bregenzer, youngest of the B and K publicists, joined the armed forces. . . . Kathleen Roberts, secretary to Albert Dezel, Albert Dezel Productions, recovered from illness. . . . A young man who was fined in court, and couldn't pay, for shooting firecrackers in the Rialto lobby, Bushnell, Ill., served a jail term. . . . Catherine Carpenter, Astor, is observing her 30th year with the industry.

Francine Sheinfeld was named secretary to Arthur Anderson, Warners' district manager. . . . N. S. Barger, drive-in owner, moved to more modern quarters at 600 South Michigan Avenue. . . . Sam Levin, veteran manager, Uptown, resigned to enter business at Homestead, Fla. . . . President E. R. Fensin, Fensin Seating Company, is recovering from a recent heart attack.

Clarence Lieder and Jack Nianick purchased the New Strand, and established 20-cent admission for adults and nine cents for children. Henry Strickler, with 25 years to his credit, is still manager.

Boris Riedel, veteran B and K art director, resigned, and went to the coast. . . . John Kirby and Leroy Boston are building the K and B Drive-In near Casey, Ill.

David B. Wallerstein, B and K vice-president and general manager, was vacationing.

The Delucca-Norwald \$250,000 anti-trust suit was dismissed by Federal Judge Sullivan under the state statute of limitations. . . . Jack Belasco, Woods manager, vacationed. . . . Dorothy Pieczynski, Bob Rosterman, and Vitus Sladek joined MGM.

Dallas

The R. N. Smith Theatres' Corral Drive-In, Raymondsville, Tex., celebrated its first birthday with the official presentation of the THEATRE CATALOG'S "Merit Award for 1953," with ceremonies participated in by the mayor and other civic officials. Nearly two pages of co-op advertising heralded the event. R. N. Smith has closed a deal whereby he is selling all his stock in the R. N. Smith Theatres, Inc., to a group of men from Athens, Tex., and Tyler, Tex. The group is composed of Owen Killingsworth, H. C. Moseley, and Jack Life, all of Athens, and R. D. Leatherman, former city manager, Interstate Theatres, Tyler. They took charge of the operations on March 12. The Texas group consists of 10 theatres; Border and Mission, Mission; Texas and Ramon, Raymondsville; the Rio and Corral Drive-In, Raymondsville; Pioneer and Cactus, Falfurrias, and Rig and Rex, Premont. Smith has retained his interest in the real estate, and has taken a 10-year lease on the building with option for 10 more.

Altec, after moving from Dallas to Oklahoma City, returned here. The new office is located at 2008A Jackson Street. Jack Zern is manager for the office, which services the southwestern territory.

R. D. Yowell, formerly with Long Theatres, now is associated with Heywood Simmons Booking Service. . . . Brann Garner, Breckenridge, Tex., stopped off en route from Hot Springs, Ark. Jack Deakins, Floydada, Tex., visited. . . . Johnny Blocker, who has the Twin Palms and Surf Drive-In, Corpus Christi, Tex., joined Allied Theatre Owners of Texas.

John Wayne, Bob Mitchum, Jane Russell, and Bob Waterfield will be at the Cotton Bowl on May 15 for the baseball event planned by Dick Burnett, owner, Dallas Eagles. . . . Interstate Circuit's President Karl Hoblitzelle lists the Texas Heritage Foundation among his many philanthropic activities. Hoblitzelle received an original letter signed by Thomas J. Rusk, a signer of the Texas Declaration of Independence, as a gift from Governor Allan Shivers.

Election of officers of the Lyric included George C. Lesile, reelected president, and Paul Vellucci, renamed artistic director. Other officers were Maria de Haro, vice-president in charge of membership; John Rahn, vice-president and general manager, and director of promotion and public relations; Mabel Freeman, recording secretary; Harold Walker, treasurer, and Elmer Scott and Lindsay Greene, directors-at-large.

In Houston, Tex., the South Main Drive-In announced that it would join the Shepherd Drive-In's dusk-to-dawn movieathon experiment each Saturday night. Both theatres are showing five features continuously from sunset to sunrise. Admission price remains 60 cents, and the snack bar stays open for the 11-hour stint.

Dorothy Malone had a busy week. She appeared as guest star on "Hot From Hollywood" in connection with the southwestern premiere of "Torpedo Alley," which opened simultaneously at six local drive-ins, making a personal appearance at each. While on the television show, she received a plaque for appreciation from Charles W. Weisenburg, president, Texas Drive-In Theatre Owners Association. On the same day, Miss Malone learned she had received the annual award of the Catholic Film and Radio Guild, and will receive, along with producer Leo McCarey, statuettes of St. Patrick and St. Brigid for "traditional, faithful ideals of the Irish people as set forth in the Constitution of Ireland." Miss Malone also consented to appear with the Dallas Symphony Orchestra in its final appearance. In connection with "Torpedo Alley," Torpedoman Second Class David Dooley appeared on "Hot From Hollywood," giving interesting factual experience. George O'Bannan, producer and emcee of the new drive-in-sponsored TV show, reported managers enthusiastic.

R. Q. Coleman, Matex, Mabank, Tex., visited. . . . The stars of "The Girls Of Pleasure Island" come here in May for an appearance in Dallas and a tour of Texas. . . . The kiddie show put on at the Palace by manager Jimmie Allard was from Gainesville, Tex. It consisted of a trained monkey, dogs, and a pony. The show concluded the current series of "Circus Time" performances on the weekly Saturday "Stars Of Tomorrow" program.

C. D. Leon, Leon Theatres, visited. He still hasn't announced the date for moving the office to Abilene, Tex., where he now lives.

PETTICOAT PRATTLE — Rowley United Theatres added Glenda Madera to its accounting department. She formerly worked for the company. Another newcomer here is Nadine Beasley, former booker of shorts for Republic, who will be in the booking department. . . . Jack Zern, Altec, has his former secretary, Novia Willmon, back again. She had worked for him a period of seven years previous to the transfer to Oklahoma City. . . . Mosecs' committee of the girls' luncheon club, Margaret Falls, Manley, Inc.; Mildred Fulenwider, Ezell and Associates, Inc.; Verlin Osborne, Paramount, and Winnell Quinn, National Screen Service, mailed Easter-bunny reminders to the members of the luncheon meeting. Guest speaker was Manning C. Clements, Federal Bureau of Investigation. . . . Verlin Osborne, Paramount, reports an extra-curricular activity neatly executed by the Soroptimists, civic organization of which she is a member.

Four motion picture folks appeared on WFAA-TV to predict winners of the Academy Awards. The panel consisted of Mrs. Clarence Echols, president, Motion Picture Reviewing Board; Paul Short, National Screen Service regional manager; James O. Cherry, city manager, Interstate, and John Rosenfield, The Dallas Morning News, who acted as moderator.

Denver

Televising of the Academy Awards is blamed for cutting grosses in Denver from 40 to 50 per cent, and, in some instances, theatre managers said they might as well have stayed home and seen the proceedings themselves, considering the small crowds. The Paramount, the only theatre here equipped for large screen television, showed the affair to the customers, and many expressed their appreciation to Jack Wodell, Paramount manager.

The government seized a print of the burlesque film, "A Night At The Follies," from the Welton at the request of City Councilman Ed Mapel, with the theatre replacing it with Mapel's copy of the same film. The government acted at Mapel's request and as a result of a civil suit in U. S. District Court, in which Mapel, who also runs a theatre, accused the Welton of violating his copyright on the use of the film in the Denver area. The Welton acquired its print from a distributor in Texas. This was the second time Mapel has been involved in court altercations in which he has claimed exclusive rights of release on films for the Denver area. Back in 1948, he sued in District Court asking a restraining order and \$125,000 damages from the management of the Plaza for allegedly showing a film entitled "Facts Of Life."

Pauline Hall, manager's secretary, Paramount, is taking an extended leave of absence due to poor health. Her place is being filled by Betty Moe. . . . C. E. McLaughlin, Las Animas, Colo., theatre owner, in on a booking and buying trip, lost his automobile to car thieves.

Marvin Skinner, Fox Intermountain Theatres city manager, Boulder, Colo., is the father of an eight and one-half-pound daughter, Rickie Alan Skinner. . . . Karol Smith, assistant city manager, Fox Intermountain Theatres, was in Fitzsimons Army Hospital. . . . C. E. Bradshaw, owner, Inland, Martin, S. D., his son Russell, and William Wells bought the Starlite Drive-In, Rock Springs, Wyo. . . . Harry E. Huffman, retired district manager, Fox Intermountain, was recuperating from a throat ailment that kept him confined. . . . Merf Evans, owner, Lake, Johnstown, Colo., has been named a tax assessor.

Theatre and film folks who went from here to Los Angeles to see the Cinema-Scope demonstration included Frank H. Ricketson, Jr., president; Robert Selig, vice-president and Mel Glatz, purchasing agent, all of Fox Inter-Mountain Theatres; James Dugan, branch manager, 20th-Fox; Harris and John Wolfberg, father and son, Wolfberg Theatres, and Mr. and Mrs. Richard Klein, Rapid City, S. D., Black Hills Amusement Company.

Seen on Film Row were: John Groy, Beuna Vista, Colo.; John Murray and George Nescher, Springfield, Colo.; Carlin Smith, Glenrock, Wyo.; Elden Menagh, Fort Lupton, Colo.; Albert Petry, Pagosa Springs, Colo.; Charles King, Crook, Colo.; Frank Burdick, Moorecroft, Wyo.; Hy Bischoff, Lovell,

Wyo.; John Sawaya, Trinidad, Colo.; Lyle Myer, Yuma, Colo., and L. T. Rademacher, Rushville, Neb.

The city gave its final approval to plans for the construction of an ultra-modern \$800,000 theatre at 16th Street and Cleveland Place. Being built by Fox Intermountain, this is the first major theatre construction in downtown Denver in the past 20 years.

Late showings of films were barred to teen-agers when police enforced the juvenile curfew. The drive came about when many theatres announced showing of midnight "horror films" on Friday, March 13. Deputy Chief Girard said the theatre owners may be subject to charges of contributing to juvenile delinquency, but counsel for the Colorado Association of Theatre Owners said "managers and owners want to co-operate with the police, and understand their problem, and that the showings were not intended for youngsters."

U-I's "Abbott and Costello Go To Mars" had a gala premiere at the Paramount with Mari Blanchard, featured in the film, and two of the "Miss Universe" girls, Anita Ekberg, "Miss Sweden," and Judy Hatula, "Miss Michigan," appearing in person.

Des Moines

M. E. Lee, head booker, Central States Theatre Corporation, returned from a vacation in Florida. . . . Myron Blank, head, Central States, returned from a Tucson, Ariz., vacation. . . . Robert Freer has been named manager, Arrow, Cherokee, Ia., succeeding Don Barnes, who left for the army. . . . Local citizens are working to repair the fire damage to the Monte, Montezuma, Ia. The Joyces donated their efforts to repair and replace the fire-damaged seats in the house, and other citizens are constructing a concrete block wall. . . . Al Myrick, Lake View, Ia., president, Iowa and Nebraska Allied, celebrates his anniversary in the theatre every year in March with a novel approach slanted at public relations. This year, he is admitting all children free during the month of March if accompanied by their parents.

Kansas City

Latest stop on 20th Century-Fox's national exhibition tour of Dean Cornwell illustrative paintings for "The Robe" was Macy's.

Theatre audience collections for "The March of Dimes," for Jackson County, Mo., as reported by Arthur Cole, treasurer, "The March of Dimes" committee, Motion Picture Association of Greater Kansas City, were: Admiral, \$17.94; Aladdin, \$100.91; Apollo, \$505.99; Ashland, \$140.53; Benton, \$240.76; Brookside, \$468.11; Byam, \$46.11; Carver, \$132.70; Castle, \$98.50; Englewood, Independence, Mo., \$187.05; Giles, \$55.39; Gladstone, \$156.84; Granada, Independence, \$273.00; Isis, \$787.81; Lincoln, \$379.84; Linwood, \$277.21; Loew's Midland, \$48.80; Lyric, Buckner, \$45.24; Maywood, Independence, \$72.89; Missouri, \$1,051.94; Oak Park, \$462.71; Paramount,

\$941.50; Plaza, \$911.90; Plaza, Independence, \$33.46; Regent, \$213.15; Ritz, \$83.16; Rockhill, \$314.28; Summit, \$61.48; Tampico, \$61.50; Tivoli, \$31.20; Tower, \$891.61; Uptown, \$1,318.74; Vista, \$312.91; Vogue, Lees Summit, Mo., \$130.41; Waldo, \$296.34; Warwick, \$254.86; Fox Midwest and employees, \$267.50, and miscellaneous collections, \$20.00; total, \$11,796.50. Wyandotte County, Kans., \$1,736.05; Johnson County, Kans., \$972.33; Clay County, Mo., \$956.02; grand total, \$15,357.79.

Robert Shelton, Dick Orear, and M. B. Smith, all of Commonwealth, returned from Harrison, Ark., where they attended the opening of the remodeled Lyric. . . . Elmer Rhoden, Jr., returned from a fishing trip in Texas. . . . The Adrian, Adrian, Mo., reopened. R. A. Bennett is the new owner.

The new manager of the Parsons, Kans., Drive-In is Henry A. Brownlee, former manager, Ritz, Oklahoma City. . . . Charles Sherman, Dickinson's city manager, St. Joseph, Mo., resigned to accept a position with the Indiana-Illinois Theatres, Inc. . . . Commonwealth's new drive-in at Warrensburg, Mo., will open in May.

The second 3-D film to be shown in this territory will be "Bwana Devil," Paramount. . . . Finney Bryant, Columbia shipper, is rehearsing for "Stalag 17," which opens soon at the Resident. All members of the cast were recent blood donors, and 400 tickets have been contributed to the Red Cross in support of the present drive for blood.

Los Angeles

Off to Arizona was Al Budman, Columbia salesman. . . . After suffering a heart attack, Buck Stoner was confined to a hospital in Palm Springs, Cal. Stoner is assistant to Herman Wobber, 20th-Fox division manager. . . . The Cherry-Pass Drive-In, Beaumont, Cal., has been reopened by Jimmy James. . . . Dave Bershon, Leimert, was injured slightly in a freak accident. . . . Irving Levin, Realart franchise holder, flew to New York. . . . Herman Goldberg, home office purchasing agent, Warners, was in. . . . Milt Lefton assumed operation of the Oriental. . . . Out-of-town exhibitors on the Row were: Fred Siegal, Ben Bronstein, and Ernie Harper.

In Vista, Cal., Victor H. Clarke, associated with the industry from 1920 to his retirement in 1948, died at the age of 72. In 1920, Clarke became manager of Famous Players at the Lasky Studios at Astoria, L. I., and came to California in 1923 to become manager, FPL studios.

Milwaukee

Erwin Koenigsreiter, Douglas, Racine, Wis., was in booking, as was Harry Karp, Jefferson, Jefferson, Wis. . . . A bill introduced into the legislature would ban construction of drive-ins within one quarter of a mile of county or state highways. The bill specifies that exits of theatres built after that date must lead to township roads or village streets.

Manager Donald E. Smith, Hollywood, Eau Claire, Wis., used a novel stunt to enlist the aid of children in plugging "The Crimson Pirate." Two weeks before playdate, Smith ran a free show for kids, following which he organized three different crews "to sail with Crimson Pirate." A captain, first mate, second mate, and brigmaster were also elected to head each crew. These officers were instructed to recruit crew members and to return the following Saturday for another meeting. At the meeting, all crew members received head bands and badges which read "Crimson Pirate," plus theatre name. They were also required to come to the theatre three times weekly in full dress before the opening date. On the opening morning, all theatre employees were present in pirate costumes with the entire crew. All employees wore pirate costumes, and carried real swords. On the opening night, a parade was held, over 200 crew members participating.

William Friese, former manager, Rivoli, La Crosse, Wis., has been promoted to director of advertising and publicity, La Crosse Amusement Company. His successor as manager, Rivoli, is Hayden Owen. . . . Frank Milavetz, Ironwood, Mich., died at Miami, Fla. Milavetz built the Range, Hurley, Wis., and Community, Wakefield, Mich.

Minneapolis

A huge pair of bloomers believed to be the largest in existence is attracting considerable attention at Paramount. Nailed to the wall, they bear the inscription, "Paramount shorts for every change—cartoons, singles, and two reel musicals in color." The pink bloomers are size 100.

Recent out-of-town exhibitors in were: Pete deFea, Milbank, S. D.; Fred Schnee, Litchfield, Minn.; Frank Lesmeister Blair, Wis.; Sid Heath, Wells, Minn.; Ira Smith, Osakis, Minn.; Bill Crouse, Eveleth, Minn.; George Gould, Glencoe, Minn.; Mrs. Van Tassel, Watertown, Minn., and Mrs. Robert Alexander, Broham, Minn.

John Thompson, RKO press representative, was in beating the drums for "Hans Christian Andersen." . . . Mrs. Birdian Larson, clerk, RKO, resigned. . . . Barbara Walzer receptionist, RKO, was on jury duty. . . . Harry Levy, 20th-Fox, salesman, vacationed. . . . Representatives of the film companies will be back soon to resume negotiations with the front office employees for a new contract. Representing the employees in negotiations are Dick Kolling, 20th-Fox; Ben Lander, 20th-Fox; Glenn Wood, U-I; George Engelking, Paramount, and Joe Rosen, Paramount.

Harold Field, president, Pioneer Theatre Circuit, was ill in Florida. . . . W. H. Workman, branch manager, MGM, was released from Mount Sinai Hospital, and is recuperating at home. . . . Ben Berger, president, North Central Allied and Berger Amusement Company, attended the drive-in convention in Milwaukee along with Lawrence Solen, Alexander Film Company; Gil Swen-

berger, Berger Amusement Company manager; Reno Wilk, drive-in theatre operator, and Martin Lebedoff, neighborhood operator.

Louis G. Roesner, 73, operator of theatres in Winona and Rochester, Minn., died in Winona. At one time, he operated theatres in partnership with Minnesota Amusement Company. . . . Minnesota Amusement Company closed its neighborhood Granada on April 2, and will darken its neighborhood Arion on April 17. The theatres are both leased from Abe Kaplan and Charles Rubenstein.

Oklahoma City

Morris Loewenstein, president, announced that the annual convention of Oklahoma Theatre Owners has been set for May 11-12 at the Biltmore Hotel.

U-I's "The Hand" is being given a series of Oklahoma-Texas territorial openings starting in Ada, Okl., April 1, and launching a series of dates in the two territories. Susan Cabot and Kathleen Hughes, two of U-I's stars, will tour almost 40 cities and towns in the two territories starting in Oklahoma City.

Omaha

Elaine Weese is the new bookkeeper for Warners, taking the place of Ruth Fingerlos. . . . Ralph Kettering was in in preparation for "Bwana Devil," Omaha, manager Carl Hoffman announced. . . . Abe Muetting sold his theatre at Fonda, Ia., to Roman J. Noecker.

W. E. Davis sold his theatre at Ewing, Neb., and he and his wife are going to take a western vacation. New owner is Elmer Kloepper, young business man. . . . Ed Cohen, Columbia salesman, is wrapped up in training his four-months-old German shepherd. . . .

Jimmy Sparks, with RKO here before serving in the army, and now salesman in the Des Moines exchange, was in.

Mr. and Mrs. Earl Wilson expect their new theatre at Marcus, Ia., to be ready for opening in the latter part of April. They sold their theatre at Pierson, Ia., to Nels Petersen.

Portland

Forman Brothers purchased the Four-Corners Drive-In, Salem, Ore., from Jesse Jones. This gives them three in Oregon and a like number in Washington, near key cities.

The Creek Corporation announced building of a drive-in near Silverton, Ore.

Mrs. J. J. Parker, Parkes Theatres, announced the resignation of her executive assistant, Jack Matlack, who served the organization for eight years. He is succeeded by Thomas J. Walsh. Originally from Butte, Mont., Walsh has a background of 25 years experience in the industry. In distribution, he represented RKO in Montana, Salt Lake City, Denver, Kansas City, and Buffalo. He was also general manager, Comerford Circuit, New York State, and of the Greater Indiana Amusement Company. He was recently in Indianapolis.

St. Louis

In Centralia, Ill., the Centralia Drive-In has been sold at a price "in excess of \$100,000" to Lloyd Spurgeon, vice-president, Centralia Mutual Benefit Association, an insurance company. Spurgeon purchased the drive-in from Elbert W. Butler, Hillsboro, Ill., and Homer Butler, Centralia, who built the drive-in, which has a capacity of 540 cars and seats for 200 walkees.

In Belleville, Ill., three men were sentenced to serve from two to 10 years





Once having Motiographs, a theatreman never buys any other projector . . . actually becomes hostile when anyone suggests that he change. What can you do with people like that? Thinking it over, Motiographs must be quite satisfactory.

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LOS ANGELES 1964 South Vermont • PORTLAND 1947 N.W. Kearney

in an Illinois penitentiary by Circuit Judge Edward F. Bareis, St. Clair County Circuit Court, in connection with the burglary and robbery of the Harlem, East St. Louis, Ill.

Nick O'Brien, who was a partner in Flo-Mar Productions, has taken desk space at 3238A Olive Street. . . . The screen tower of the Hayti Drive-In near Hayti, Mo., operated by John Mohrstadt, was blown down by a windstorm.

Meyer Kahan, Harry Kahan Film Delivery Service, attended a meeting of the National Film Carriers in Chicago. . . . The Bridge, 871-seater, owned by Clarence H. Kaimann, closed. . . . Hugh Nesbitt, U-I salesman, and Mrs. Nesbitt departed for Hot Springs, Ark.

Lewton Film Service, Inc., was recently incorporated by M. Lewton, S. Lewton, and L. Lewton.

Kerasotes Theatres, Springfield, Ill., which owns the Capitol, Canton, Ill., purchased the New Garden there from Edward Phelps. The purchase also involved the Churchill Hotel, Canton. The Garden becomes the 21st theatre in the Kerasotes Circuit.

Mrs. Arthur McDonald recently assumed her new duties as manager, Capitol, McLeansboro, Ill., Dickinson Operating Company. She succeeds George Martin, transferred to another theatre of the circuit in Kansas.

In Lebanon, Mo., the Moonlite Drive-In was sold by Clifford H. Hough to W. T. Ash, formerly a resident of Texas. The deal also involved the Lyric, Newburg, Mo., on which Hough held a lease from the city of Newburg, owner of the building. In recent months, this theatre had been operated by Mr. and Mrs. Joseph Englerth. The Moonlite Drive-In has accommodations for 250 cars plus 100 seats.

Out-of-town exhibitors in town included: Forrest Pirtle, Jerseyville, Ill.; Ed Fellis, Hillsboro, Ill.; Rani Padrucci, Frisina Amusement Company, Springfield, Ill.; Bill Griffin, Rodgers Theatres, Cairo, Ill.; Bob Johnson, Fairfield, Ill.; Keith Coleman, Mount Carmel, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Frank Plumlee and Tom Edwards, Farmington, Mo.; Tom Bloomer, Selleville, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill.; Irwin Dubinsky, Lincoln, Nebr.; Izzy Weinshienk, district manager, Puplix Great States, Alton, Ill.; A. B. Magarian, East St. Louis, Ill.; George Kerasotes, Kerasotes Theatres, Springfield, Ill.; Jimmy Frisina, Taylorville, buyer Frisina Amusement Company, Springfield, Ill.; Bernie Palmer, Columbia Amusement Company, Paducah, Ky., and John Rees, Wellsville, Mo.

R. M. Savini, president, Astor, called on George Phillips and Herman Gorelick, Realart, and flew to Hollywood for conferences with Hal Roach, Jr., for new features for Astor release this year.

All the major drive-ins opened for the 1953 season on March 20. Most of the drive-ins had free gifts on the opening night.

The dinner-dance of the Variety Club at the Sheraton Hotel, that also was a farewell to Herb Bennin, branch manager, MGM, turned out to be one of the most delightful events ever enjoyed by the film colony. Edward B. Arthur, Chief Barker, served as the toastmaster. The many friends of Bennin decided that he should have a parting gift, and funds raised enabled the committee to buy him government bonds. The presentation was made by Gene Lockhart, who, with other stage folks, came to the Variety Club affair with Joe and Lou Ansell, owners, Empress Playhouse, where they were appearing.

Salt Lake City

Harold Wirthwein, Allied Artists western sales manager, was in for conferences with Don V. Tibbs, manager, regarding release plans on "Fort Vengeance" and "Cow Country."

San Antonio

Eph Charninsky, head, Southern Theatres Company, was in Hollywood. . . . Interstate Circuit made available the Aztec for noon day services during Holy Week. . . . Two airmen were apprehended while attempting to carry off a safe from the San Pedro Drive-In.

The Majestic, Josephine, and Woodlawn, are getting in equipment for 3-D. . . . Mrs. Muriel Wolf succeeded James Herman Sollock as manager, Arts. . . . Gordon B. Dunlap, manager, Clasa-Mohme, was back following a business trip. . . . Mrs. Violeta Cantu, formerly with Azteca, joined the Deonald L. Smith Film Company, inspection department. . . . Ignacio Torres, manager, Alameda, moved to his newly built home here.

Max Silva, Silva, Asherton, Tex., was in. . . . Proudly displaying an engagement ring is Blanca Morales, Azteca.

Fred Minton, director of theatres, Jefferson Amusement Company, Beaumont, Tex., was seriously ill at St. Thease Hospital there. . . . Paul W. Gay has taken over the management of the Oasis, Kermit, Lariat, and Tower Drive-In, Kermit, Tex., and the Rig, Wink, Tex., succeeding Frank Love, Jr., retired. . . . Ed Bernard awarded a contract to Dave Hendrick and Company for construction of a new 300-car capacity drive-in at Rockport, Tex. Bernard is also owner, Surf Drive-In, there.

S. L. Oakley, vice-president, East Texas Theatres, Inc., announced that the circuit has purchased an 18-acre tract at Lufkin, Tex., where a new drive-in will be constructed. It will have a capacity for 678 cars and a seating capacity for 300 patrons. . . . Mr. and Mrs. H. C. Johnson reopened the Rice, Eagle Lake, Tex., which was damaged by fire. . . . An aide of the State, El Paso, Tex., Barbara Evans, was robbed

of \$80 while on duty. . . . James Neely has been named manager, Cuero Drive-In, and assistant manager, Rialto, Cuero, Tex., according to manager Jack Dickerson.

San Francisco

3-D held the spotlight here, with many exhibitors tripping to Los Angeles for demonstrations. Among San Franciscans were Jesse Levin, Ben Levin, John Parsons, Robert, Marshall and Mike Naify, George Mann, Lloyd Lamb, William Pardini, James Chapman, Richard Mann, Doc Henning, Charles Maistri, Heaton Randall, and William B. David. . . . George Mann planned to attend the Cinerama show in New York before going on a European trip. . . . B. B. Byard, Garberville, Hay Fork, and Salyer, Cal., leased his lumber mill near Happy Camp for a 20-year period. The opening of his drive-in at Garberville, now under construction, has been delayed. . . . Floyd Bernard reopened the Midway Drive-In, Reno, Neb., earlier than anticipated. . . . The Sundown Drive-In, Los Molinos, Cal., reopened. . . . The Stage Door decided to install a portable candy counter for "Hans Christian Andersen," but after one week, the management learned that people who wanted to see that picture were not interested in buying candy. The counter was removed. . . . Rhoda Harvey, Harvey Theatre Construction, was in Montana.

MGM cashier Bess Huntoon was ill for several days. . . . Florence Meyers, MGM switchboard operator, returned following an attack of virus. . . . The navy husband of Mary Gault, secretary to MGM's Ted Galanter, entered Mare Island Hospital following leave. . . . Office manager Lila Goodwin, MGM, is very trim now. . . . State visitors included Paul Valverdi, Costrovillo; C. J. Remington, Fair Oaks, and E. G. Kuster, Carmel. . . . The Variety Club was host to guest speaker John K. Chapel, chief narrator, Telenews Productions.

Seattle

Jack Burke, branch manager, 20th-Fox, attended a studio meeting in Los Angeles and also saw CinemaScope. Others who attended the showing were William Thedford and Carl Mahne, Evergreen, who joined president Frank Newman, Mr. and Mrs. Will J. Connor, Hamrick, Maurice Saffle, Saffle's Theatre Service, and John Danz, president, Sterling Theatres. Also there from the Northwest area were Junior Mercy and Joe Rosenfield. . . . Buck Smith, Smith Enterprises, reports that his firm has taken over the booking and buying for the Oak, Oak Harbor, Wash., owned by R. R. Landers. It will also do the booking and buying for the new Riverview Drive-In, Orifino, Idaho, for owners Darrell Snyder and Chas Frensdorf. . . . Republic salesman Bud Hamilton returned from a trip. . . . Allied Artists salesman Bob Walker, recently became the father of a baby girl. . . . Allen Wieder, MGM exploiter, returned from Portland and Southern Oregon.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Herb Gillis, new Paramount branch head, was feted by his friends and members of the industry in Philadelphia at a luncheon, wishing him farewell on his shifting here from the Quaker City. More than 275 were in attendance, with Ted O'Shea, Howard Minsky, and others making brief addresses. A telegram from the local Paramount staff to the incoming branch head was also read.

On business trips were William Bein, National Screen Service district manager, to Chicago and Indianapolis; Vance Schwartz, Distinguished president, to Philadelphia; Edward Salzberg, Screen Classics, to Pittsburgh and Philadelphia; Allen Moritz, exhibitor, to Louisville, Ky., and R. A. Guettler, Manley, Inc., district manager, to Indiana and Kentucky points.

A scared bandit ran away when quick-witted Laura Harris, downtown Times, told him the manager had just taken the money to the office.

James V. Frew, Atlanta, southeastern district manager, U-I, was in to attend the annual dinner of the Friendly Sons of St. Patrick. . . . William Blum, U-I branch manager, was vacationing.

Sponsored by the Greater Cincinnati Independent Exhibitors, Inc., and the Independent Theatre Owners of Ohio, a \$50,000 exhibit of costumes and props is now on exhibit in the lobby of the Cincinnati Gas and Electric Company through April 9. More than 50 theatres are cooperating by running two-minute trailers. In cooperation with The Post, a "Flicker Queen" will be selected, and she and 12 other contestants will receive valuable merchandise awards from the Cincinnati Electrical Association. Present for the opening ceremonies were E. W. Hodgetts, utility assistant manager, sales promotion; Stanley L. Dahlman, The Post; Robert Wile, executive secretary, Independent Theatre Owners of Ohio; exhibitors Herman Hunt, Ray Gewers, Bud Ackerman, Garland Jones, and Willard Gewers; Rex Carr, general manager, TOC; Roy White, Mid-States Theatres; Frank W. Huss, Jr., Associated Theatres; Joseph Miller, and Jack Goldman; Robert McNab, 20th-Fox branch manager; James Alexander, RKO Theatres; Jack Kaufman, 20th-Fox sales manager, and others.

Jerome M. Evans, U-I home office promotion representative, was in to confer with General Foods executives on promotion plans for "It Happens Every Thursday."

Mrs. Nellie C. Booth, 82, died in Indianapolis after a lingering illness. She was the mother of E. M. Booth, MGM branch manager; Herman Booth, National Screen Service, Indianapolis, and a daughter.

Trade Bills Progress
In Pa. Legislature

HARRISBURG — Progress of bills in the Pennsylvania legislature affecting the industry follows:

H. 668 (Richter) — Changing frequency of Sunday movie voting from every four to every two years; referred to Committee on Law and Order.

H. 742 (Comer and Hamilton) — Prohibiting minors under 18 to appear in entertainment performances in TV; referred to Committee on Labor Relations.

Cleveland

The Allen made a quick program shift when "The Blue Gardenia" advertised to open, failed to make the censor board grade in time. "Seminole" was substituted. . . . Theatre and TV came to blows when it was discovered that "Wide Boy" was booked for simultaneous showing on TV Station WXEL, and Loew's theatres in Akron, O., and Toledo, O.

George Bailey, MGM office manager, was pleased that his brother, Tom, also an MGMer, has been promoted from assistant office manager in Charlotte to branch manager in St. Louis. . . . Olen Martin set March 27 as opening date for his TriCity Drive-In, Bucyrus, O. . . . E. B. Brady, head, Drive-In Theatre Equipment Company, and its successor, Ancan Corporation, is reportedly in Florida as representative for RCA.

The local 55-cent morning admission scale at downtown first-run theatres is about to become a thing of the past. The Hippodrome and Tower dropped it, and established 60 cents as the scale from opening time to 1 p.m. The Stanley Warner Allen not only dropped the early bird price, but boosted all of its prices five cents, making the schedule 60 cents from opening to 1 p.m.; 80 cents from 1 to 5, and 85 cents from 5 to closing Monday through Friday, and 90 cents on Saturday and all day Sunday. A five cent boost was also inaugurated in the circuit's Massillon and Sidney, O., theatres. Other Cleveland downtown circuit heads report a boost similar to the one instituted at the Allen is under consideration.

Earl Carpenter, one of the pioneers in the production of industrial and educational films, died at his Cleveland Heights, O., home. Thirty-five years ago, in association with his brother, Ernest. Carpenter organized the Escar Motion Picture Company. In 1948, he formed the Carpenter Visual Service, Inc., to specialize in the production of educational films for use in schools.

"Peter Pan" won first place in the Cleveland Movie Film Critics' Circle selection as top picture shown locally in February. Belatedly, the Critics Circle also announced its January winners as "The Bad and the Beautiful," "Above and Beyond," "The Four Poster," "Androcles and the Lion," and "The Road to Bali."

The vagaries of censorship in Ohio were demonstrated when Manny Stutz, manager, Circle, innocently ran into trouble. "Ecstasy" was booked into the Circle with the understanding that the print carried the Ohio censorship seal. Following advance advertising, Johanna Warfield, censor board, Columbus, O., checked with Stutz the number of the seal. This showed a seal issued in 1949. It then developed that the 1949 seal was recalled, and a new one was issued in 1952 for the picture retitled "My Life." Stutz claims it is an injustice to the exhibitor not to be notified of such changes either directly by the state censor board or through some information clearing house. The picture was withdrawn before it hit the Circle screen, but the advertising costs were a total loss.

Robert Wile, secretary, Independent Theatre Owners of Ohio, which holds its annual convention in Columbus, O., on April 7-8 at the Deshler Wallick Hotel, brings to the attention of all theatre owners that the Mason Bill, H. R. 157, which the industry is backing, does not call for repeal of the federal admission tax but only for exemption for theatres from the tax. Wile also calls exhibitor attention to a "racket" affecting those who play Spanish pictures. This is an effort, on the part of the distributor of these pictures, to force the buyer to pay either all or part of the Ohio censorship fee of \$3 per reel.

Available to drive-ins, free of charge, is a service of free Technicolor trailers, produced and distributed by Armour and Company, designed to advertise the concession stand, in general, and Armour hot dogs, in particular. The trailers, changed every two weeks, also plug other concession stand products.

Detroit

Cinerama executives from New York and Hollywood were in for the premiere at the Music Hall of "This Is Cinerama." Among the Cinerama top-brass attending were Lowell Thomas, vice-chairman of the board, Cinerama Productions Corporation; Merian C. Cooper, in charge of production for Cinerama; Dudley Roberts, Jr., president, Cinerama Productions Corporation; Frank M. Smith, vice-president, and Joseph Kaufman, director of exhibition. Other Cinerama executives on hand were Walter Thompson, who supervised the prologue; William Latody, vice-president, Cinerama, Inc.; Lester Isaac, assistant general manager of theatre operations; Zeb Epstein, executive assistant to the director of exhibition, and Lynn Farnol, public relations consultant. Vernon Myers, publisher, Look magazine, was a guest at the premiere to present the publication's special award to Waller and Cooper.

As Common Council, sitting as a board of review, ended its 1953 session, it was revealed that 76 theatres had received tax deductions because their business had been hard hit. Fifty of the theatres are now closed, while another 23 are reported to have operated in the red

last year. The closed theatres received a 35 per cent reduction in building assessments. Theatres losing money received 20 per cent reductions, and the other three got five or ten per cent cuts.

Dave Idzal, Fox, announced a new contest with \$400 in prizes going to amateur critics, held in conjunction with "Moulin Rouge."

Four boys suspected of trying to set fire to the West End, owned by William Kimmel, were sought after being ejected. Kimmel found burning papers stuffed in a ventilator. No damage was reported however. Another small fire routed 300 persons in the Broadway-Capitol first-run operated by Saul Korman. A couch caught fire in the janitor's supply room, but was quickly extinguished by firemen.

Indianapolis

The Lyons, being operated by Clarence Jones, closed. . . . The Westside Drive-In, Evansville, Ind., will definitely open in May. . . . Luther Siebert, a former salesman for Screen Guild in the southern part of Indiana, joined Allied Artists. . . . Richard Norton, having recently acquired the Isis, Winamac, Ind., is now operating both that and the Key, Red Key, Ind.

Practically all drive-ins in Indiana are planning opening dates by May 1. . . . Edward Speers, Allied Artists manager, was in Chicago on business. . . . The Family Drive-In, Jasper, Ind., operated by Raymond Schmitt, opened. . . . F. M. Blake, western division manager, U-I, was in. . . . The Maywood Drive-In changed its name to Bel-Air, and is being operated by Earl Bell, Bell.

The Colosseum will have its annual dinner and dance on April 25 at the Marrott Hotel. Ray Thomas, U-I salesman, is the general chairman. . . . Dr. Sandorf, Twin Drive-In, will do the booking for the Air-Line Drive-In, Winchester, Ind. . . . Baker Booking Service will do the buying and booking for the Pendleton Drive-In, just on the edge of Indianapolis.

Visiting were: Tim Cleary, Rembusch Circuit, and William Handley, Franklin, Ind.; Mrs. B. Hancock, Prewitt, Plainfield, Ind.; Kenneth Law, Cozy, Argos, Ind.; Peter Dawson, Campbell Drive-Ins, Louisville, Ky.; Nick Paikos, Diana, Tipton, Ind., and Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.

Pittsburgh

Allied Motion Picture Owners of Western Pennsylvania completed the first two of its projected regional meetings, held in Altoona and Clearfield, Pa. Both meetings, attended by a representative group of exhibitors in each area, were conducted by Richard P. Morgan, executive secretary, assisted by Bud Allison as regional chairman for the Altoona meeting, and A. P. Way as regional chairman for the Clearfield meeting. Howard Putnam, Alexander Theatre

Supply, was on hand to acquaint exhibitors with the facts regarding the installation and cost of 3-D equipment. Exhibition problems came in for considerable discussion as did the COMPO campaign for the exemption of theatres from the 20 per cent federal admissions tax, and the activities of Allied's tax action committee in regard to the Pennsylvania Enabling Act.

Don Hayman, owner of two houses in Seneca, and Tunnellton, W. Va., left for his annual visit to California. This is the sixth year that he will handle the special press, radio, and television exploitation for the Clyde Beatty Circus west coast opening. Hayman also operates the Ivory Ballroom, Uniontown, Pa.

Columbia salesman Charlie Dortic and his wife celebrated their 30th wedding anniversary. . . . Warners sneak-pre-viewed "Trouble Along The Way" at the Stanley. . . . Ken Hoel, former Harris Circuit executive, and now with the Borman Burke ad agency, was in Wheeling, W. Va., to set up a flock of personal appearances for Cleo Moore, Columbia starlet. . . . The seven drive-ins that opened first had a good weather break as it was mild and unusually warm. By Easter, practically all 21 Greater Pittsburgh outdoor houses expect to be in operation.

Frank Braden, well known press agent, was back to do advance publicity for Patrice Munsel, in "Melba." When he finished that chore, he went back to his original love, the Ringling Brothers, Barnum and Bailey circus.

"Limelight," originally booked in Loew's Penn, will now play the Warner. The American Legion has been active in protesting the showing of the picture.

After first announcing it would not show the Academy Award presentations, WDTV, Pittsburgh, and WJAC, Johnstown, Pa., changed their minds. Johnstown showed the entire hour and a half and Pittsburgh presented the last 45 minutes. Film Row felt Hollywood did a fine job. WICU, Erie, Pa., also reversed an earlier decision, and showed the affair.

Paul Aiken, late of the William Penn Hotel's night auditing staff, is the new assistant manager, Enright, East Liberty, Pa. . . . The Ringling Brothers circus will skip Pittsburgh again this season. Lack of a suitable location and the fact the circus took a big loss last time were deciding factors.

Ned's, the East Liberty, Pa., place which specializes in such things, assisted the Squirrel Hill management in installing a beautiful 40-gallon fish aquarium in the uptown house. . . . Harry McCartney, Jr., former Dormont High School football star, is joining the Stanley Warner publicity department as the replacement for army bound Danny McKenna. The senior McCartney is Stanley Warner assistant contact manager.

The John Stables and the R. A. DelSardos were hosts at the Variety Club "Family Night." The largest turnout of

the year was the result, with such city and county dignitaries as Mayor Lawrence, Commissioner Fowler, and judges in attendance. The club's major charity fund raising event has been set for May 28 with a Cadillac convertible as the prize.

Charles Eagle, manager, Stanley, is recovering from severe shock and bruises received from a head-on collision in a street. . . . John Walsh, long ailing manager, Fulton, is now able to spend considerable time at the theatre. His replacement while he was ill, Frank King, has been relieved, and is on vacation in Ohio.

Kentucky Barbourville

In Knox Circuit Court, Judge William Rose overruled the lower court in reversing a decision granting a drive-in permit to a group of Hazard, Ky., men, Herbert Miracle, R. M. Johnson, and E. H. Combs. Previously, they had been given a permit to establish the drive-in along Route 25 in the Boone Heights community. Many witnesses protested the decision, and the court held that the proposed location would not allow for a safe approach due to the dense population, curve in the roadway, lack of sidewalks, and proximity of churches and schools.

Pennsylvania Altoona

Bud Allison was chairman of arrangements for a regional Allied meeting held at the Penn-Alto Hotel. . . . Thelma Shook, assistant manager, State, took a long leave of absence, and will visit her sister in Florida.

Clearfield

The problems facing the small town motion picture exhibitor were aired at a meeting in the Hotel Dimeling, sponsored by Allied Motion Picture Theatre Owners of Western Pennsylvania. Approximately 75 persons directly connected with the industry in Potter, Elk, Indiana, Cameron, Clearfield, Centre, and Jefferson Counties attended. The meeting was one of several being held to discuss problems of the industry. At luncheon, the managers, owners, and their staffs, were guests of Clearfield County's "grand old man of show business," A. P. Way, 84, celebrating his 57th year as a theatre operator. In addition to 3-D, the amusement tax question and alleged "unfair practices" of the distributors were discussed. Equipment company executives explained the various processes and the cost to install in theatres. Way, who presided, remarked that theatre owners are now "fighting for the very existence of their show houses," and urged those present to take an outstanding interest in the industry and to promote better public relations wherever possible. A motion was passed to send telegrams of appreciation to Representative James E. Van Zandt and the projectionists for their aid in the fight against the 20 per cent federal amusement tax.

NEWS OF THE

Territory

Boston
Crosstown

Highlights of the publicity and exploitation campaign put on for UA's "Moulin Rouge," Loew's Orpheum, by Joe Mansfield, UA publicist; Karl Fasick, Loew's Theatres publicist; James Tibbetts, Orpheum manager, and William Shirley, UA publicist, were the using of Life magazine break blown up to a 40x60, and used in the inner lobby; changing the inner lobby to look like a Parisian cafe with Lautrec art and Can Can girls; stringing a huge street banner across the heart of the shopping district at Washington and Summer and Winter Streets; placing a special 40x60 poster at the entrance to Hotel Vendome's Cafe Moulin Rouge, showing scenes from the film with credit and playdate; and the use of special table tents printed cooperatively with this cafe announcing "Moulin Rouge" at Loew's Orpheum and 'Moulin Rouge' at the Hotel Vendome." Filene's department store used the number one window to display Can Can separates inspired by the film. On opening day, the store used 1820 line ads using Can Can stills plus theatre credit and playdate, advertising Can Can separates, with career girls from large offices attending in groups. Other store tie-ins were made with Jordan Marsh Company, using a window of copies of Lautrec art and stills from the film with credits, and others. For radio promotions a local model in Can Can costume visited disc jockeys. Newspapers went overboard on art, special articles, etc. Boston Music Company used a window display on Columbia records and sheet music, as did Mosher Music. A special window card display was used in a tie-in with Greyhound Bus Lines, posted in Boston and nearby terminal stations, while 25 truck side banners were used on magazine distributor trucks.

After 40 years in the business, RKO's William H. "Larry" Gardiner has decided to retire to spend the winters in Florida, the spring and fall in his Squantum, Mass., home, and the summers at his Foxboro, Mass., summer place. At the time of his retirement, he was sales manager for RKO. He has been with RKO for 27 years, and is leaving a host of industry friends who are sorry to have him give up his active career. "I have been contemplating this move for some time," he said in his office, "as I want to take things easy now by spending my leisure time with my wife, my son, William H. Gardiner, and my four grandchildren, children of my married daughter. This move will also give me time to devote to my favorite pastime, fishing."

Joseph Walsh, Paramount branch operations manager, was in, and then left for New Haven.

Jerry Kaufman, New York, has been sent to Boston to work with Jack Markle, publicist, Columbia. The most important assignment is on the campaign for "Salome," Astor.

Dave Fraley, publicist, American Airlines, brought colored 16mm. moving pictures of Mexico to a meeting of the Variety Club of New England, showing the many attractions of that territory. A large turnout was on hand to see the films in an effort to induce more members to take the trip to Mexico City for the VCI annual convention on May 18. American Airlines is flying the New England tent members to Mexico City. Those who have already signified their intentions of taking the plane trip are Mr. and Mrs. Kenneth Douglass, Capitol Theatre Supply; Mr. and Mrs. George Roberts, Rifkin Circuit; Mr. and Mrs. Michael Redstone, Redstone Drive-In Theatres; Mr. and Mrs. Lloyd Bridgman, New Hampshire; Mr. and Mrs. Bill Korster, Variety Club general chairman; Harry Zeitz, New Bedford, Mass., and members of his family; Mr. and Mrs. James Stoneman, Relston, Inc., and his mother, Mrs. E. Harold Stoneman. Many other Variety Club members are expected to join the list.

Latest to install 3-D equipment is the Strand, Gloucester, Mass., Levenson Circuit, which Capitol Theatre Supply is installing. The circuit's summer situation, Leavitt, Ogunquit, Me., will be equipped for the opening of the season.

Arthur Rosenbush has been named manager, Melrose, Melrose, Mass., for owner Nat Hochberg. . . . Bob Atamian and Ned Eisner, who own and operate the Quaker Drive-In, Uxbridge, Mass., opened several weeks earlier than usual this year.

Charles Levenson, a real estate operator, purchased the block of stores housing the Paramount, Needham, Mass., and started negotiations for the leasing of the theatre through the office of Benjamin H. Green. The Paramount has been closed for nearly a year, leaving no theatre in Needham. The B. H. Green office sold the properties housing the Capitol and Central, Somerville, Mass., to B. Waldman, with the estate of Albert Locatelli giving title. The theatres are under lease to American Theatres Corporation. Green's office is also negotiating for a lease on the Modern, Brockton, Mass., formerly operated by Inter-State Theatre Corporation.

Wilfred Bernard, owner, Sutton Motor-In, Sutton, Mass., made his annual visit to the district. Herbert Higgins books the theatre.

Debbie Reynolds, MGM star of "I Love Melvin" was in accompanied by her mother and MGM eastern division press representative Arthur Canton.

Deletions announced by the Bureau of Sunday Censorship included: "The Amazing Monsieur Fabre", parts 1 to 10. (Deletions: "It's the classic occupation in Paris." In part 3). Arlan; "Lak Yom Ya Zalem", (Egyptian), parts 1 to 12.

Manley Company
Announces Changes

BOSTON — The Manley Popcorn Company is moving its local headquarters to larger space at 40 Church Street, taking over the entire two-story building recently vacated by Markell Sanitary Products Company when the latter company moved to Malden, Mass., it was announced recently.

After extensive alterations, Manley will occupy the premises about May. Sam Horenstein, with Manley for the past 27 years, resigned as district manager for New England to assume a position as advisor and to be a good will ambassador. He will continue to make his headquarters in the new office. Horenstein, who, as some wag said, "put the pop in popcorn," can now take life a little easier, but with his enthusiasm and interest, it is safe to assume that he will continue to sell Manley machines by the dozen in New England, and that he will be on hand at any time, day or night, to demonstrate the correct and most expedient method of dispensing hot popcorn in theatres.

With his resignation as active district manager, Manley brought Lyman O. Seley from its Seattle office to take over the New England district manager-ship. His complete territory will embrace not only the six New England states, but also New York, New Jersey, and Pennsylvania. His home office will be Boston.

Horenstein's son, Irving, who has been associated with his father, has been promoted to locations analyst for New England. Marguerite Gill, secretary for the company for six years, has been upped to office manager.

Visitors from Manley in town were Charles Manley, Kansas City, president; division manager M. L. Lyons; Ken Hamilton, Buffalo office, and Don McMichael, Philadelphia office.

(Punished Traitor). (Deletions: English captions and accompanying Egyptian dialogue. "How do you get about it?" "Never mind get up." In part 1). Middle East Film Company; "The President's Lady", parts 1 to 10. (Deletions: Dialogue: "We don't want an adulterer as President" to and including—"Or an adulteress in the White House", in part 9. Eliminate sign that reads "We don't want a prostitute in the White House", in part 10). 20th-Fox.

After being closed the Modern, Lawrence, Mass., and the Waldorf, Lynn, Mass., both operated by Stanley Warner Circuit Management Corporation, are playing weekends only. James McCarthy is manager, Modern, and George Grande manages the Waldorf.

RKO is leading the country in the first week of the "25th Anniversary Drive." . . . Dominic Turturro, owner, Elms, Millbury, Mass., is having his theatre converted into 3-D by Capitol Theatre Supply. . . . Ernie Warren, Warren, Whitman, Mass., is negotiating for a lease on the Strand, Canton, Mass.

New England exhibitors planning to attend the national drive-in convention in Milwaukee included Ray Feeley, Norman Glassman, Leslie Bendslev, Louis Gordon, Joseph Levine, Edward Lider, Ray Kane, and William Dietch.

"The Hitch-Hiker," RKO release, opened what was claimed to be the biggest business in the past 18 months at the RKO Boston. Business was hyped by the personal appearance at the theatre of William Talman, as well as tieups with The Globe. Both were set up by Dave Cantor, home office exploitation director, RKO.

New Haven Crosstown

The Elm City chapter, Women's American ORT sponsored theatre parties at the Whalley, with "The Jazz Singer." . . . Jim Darby, manager, Paramount, broke The Register with a picture buying the first PAL booster card for funds to provide uniforms and equipment in baseball for boys, under supervision of the police department. . . . The lobby of Loew Poli College received complete redecoration.

Meadow Street

The Kilfeather building, 120-134 Meadow Street, which houses Loew's Columbia, New Haven Film Service, RKO, Republic, Fishman Theatres, and other offices, and other property at 203-241, and which also includes the building where the National Theatre Supply branch office is, was sold to the Hofwal Realty Corporation, New York City, by Harry B. Frank, and Henry Blum, also of New York. The reported purchase price was \$385,000 with a mortgage deed for \$168,000 being filed on the land to Harry B. Frank. A spokesman for the Lomas and Nettleton Company, which manages the property, indicated the purchase was an investment.

Branford Theatre, Inc., whose building was destroyed by explosion and fire on Jan. 31, filed a \$150,000 damage suit and request for an injunction to force the buildings' owners to rebuild the structure in accordance with terms of a lease. Filed in Superior Court, the suit charges that the defendants, Julius Zdanowicz and Benjamin and Evelyn Gladdys, have refused to rebuild the structure in compliance with a 15-year lease signed in December, 1946. Zdanowicz and the other two defendants purchased the property last summer. The complaint pointed out that the terms of the lease called for the owners to repair all fire damage in the building in excess of \$3,000. While repairs of fire damage were in progress, the monthly rent of \$570 was to be lowered to \$530 under the terms of the lease. The Branford Theatres, Inc., alleged that it asked the defendants to begin restoring the building on Feb. 17, two weeks after the fire, and was refused. Unless the defendants comply with the lease, the suit stated, the theatre company stands to suffer a loss of income and damages which, it says, will total about \$150,000. Attachments in connection with the suit

were made on four pieces of Branford property owned by Zdanowicz, including the Central Garage and property owned by Benjamin and Evelyn Gladdys.

Nathan Victor Steinberg, whose home was in Greenwich, Conn., and who was owner of theatres in Stamford, Mount Vernon, Jersey City, N. J., Manhattan, and the Bronx, died recently in New Rochelle Hospital. . . . A. Leo Ricci, Capitol, Meriden, was having installation of new screen drapes and booth equipment.

Among drive-ins which opened were the Pine and Lake Drive-Ins, Waterbury. Free "Howdy Doody" key rings were given to the kiddies on opening night at the Pine.

John Pavone, Allied Artists branch manager, is planning on attending the convention of Allied Artists at the Roney Plaza, Miami Beach, Fla., May 18-20. . . . The Norwalk Drive-In opened.

The Hi-Way and Beverly, Bridgeport, arranged to have the "Salome Beauty Contest" staged on April 7 in conjunction with the Columbia tieup. . . . The Cromwell Knights of Columbus presented a minstrel show at the Middlesex, Middletown, to benefit the fund for rebuilding St. John's Church, Cromwell.

Circuits Loew Poli

Debbie Reynolds, MGM star, was in for a press luncheon to bally "I Love Melvin." . . . Loew Poli managers did well in the 20th-Fox contests. Tony Masella, Palace, Meriden, won two cash awards for \$100 for "The Snows of Kilmanjaro" and \$75 for "Something For The Birds." Lou Cohen and assistant Norm Levinson, Poli, Hartford, won \$100 for "The Snows of Kilmanjaro." Morris Rosenthal, Poli's New Haven, won \$100 on "The Snows of Kilmanjaro." Joe Boyle, Poli's Norwich, won a \$50 bond on "Something For The Birds." . . . Floyd Fitzsimmons, MGM exploitation, was in. . . . Lou Brown publicity director, was in Hartford, Bridgeport, and Waterbury. . . . General manager John Murphy, Loew's, Inc., was in Providence, R. I., Worcester, Mass., and Springfield, Mass. . . . John Di Benedetto was officially named manager, Poli's Worcester, Mass., by general manager John Murphy, succeeding H. H. Maloney, deceased. . . . Norm Levinson, assistant, Poli, Hartford, returned from his vacation. . . . Tony Masella, Palace, Meriden, set a cover girl contest for "I Love Melvin."

Connecticut Hartford

Bernie Menschell and John Calvocoressi, Community Amusement Corporation, building a new drive-in to be known as the Manchester Drive-In, in Bolton, plan a June opening.

Norm Levinson, Loew-Poli, and Irv Richland, Hartford Amusements, were back from a South American cruise.

Maine Augusta

Legislative Document 1314, filed by Senator Weeks, Cumberland, was heard before the Committee on Legal Affairs. This bill provides that drive-in and summer stock theatres shall be so constructed that they have reasonably safe and expeditious exits located so as not to create traffic hazards on any state highway or state aid road; that they shall have proper sanitary and lighting facilities and shall keep on hand sufficient fire extinguishers; that the Insurance Commissioner shall supervise all drive-ins in that it authorizes him to promulgate reasonable rules and regulations to become law, and that any aggrieved person or corporation may appeal to the Justice of the Superior Court within 30 days, and the justice may affirm, modify, or deny the decree of the Commissioner. A bulletin issued by Drive-In Theatre Association of New England, signed by Ray Feeley, executive director, suggested that all drive-in owners attend the hearing to ask that any drive-in presently operating be exempted from any major reconstruction regulations; that those theatres now licensed by the Commissioner be given written notices of any promulgation or changes in the present rules and regulations 30 days in advance of said changes, and that the legislature be informed that all currently released pictures used in the entire country are on safety film, and that fact reduces the hazard of operation so that any new regulations are superfluous and unnecessary.

Massachusetts Springfield

Clement McCann, Chicopee, has been appointed assistant manager, Paramount, succeeding Edward Schultz, resigned. McMann was formerly assistant manager, Strand, and was one-time manager, Olympia, Lynn., Mass.

Worcester

John DiBenedetto, acting manager, Loew Poli, for three years, has been made manager.

Rhode Island Thornton

The Johnston, Mario Votolato, manager, opened after being closed for five weeks because of a fire which swept up one corner of the building which houses it. The theatre itself suffered only smoke and water damage, although heat was off, preventing reopening. Votolato, who was overcome by the smoke, and then returned to fight the blaze as a member of the volunteer fire company, kept some of his patrons by showing 16mm. in nearby Myrtle Hall three days a week.

Vermont Montpelier

The lower branch of the state legislature passed a bill to permit Sunday afternoon shows in Vermont, and sent it to the Senate.

NEWS OF THE

Territory

New York City
Crosstown

Veteran actor Charles Coburn arrived to attend the opening at the Roxy of "Trouble Along The Way."

Brooklyn's Hopkinson is now being booked by Island Theatre Circuit. . . . Liggett-Florin took over booking for the Hempstead Drive-In, Hempstead, and the Comack Drive-In, Comack.

Edward Lachman, Chief Barker, Variety Club, appointed Ira Meinhardt to represent the club on the "On To The Convention" committee.

A "Merely Colossal" luncheon will be given by AMPA in honor of Arthur Mayer, author of the book by the same name, on April 9, Harry K. McWilliams, AMPA president, announced. The affair, in the Piccadilly Hotel, will feature Si Seadler, MGM advertising chief, as principal speaker.

Donald and Bebe Kranze announced the birth of their second child, a seven pound, two ounce, girl, Hillary Jane, at Women's Hospital. Kranze is the son of B. G. Kranze, general sales manager, United Artists.

Eugene Picker, in charge of Loew's in-town theatres, announced the following managerial changes: George Powell, formerly of Loew's Kameo, Brooklyn, has been transferred to the Broadway, Brooklyn; Paul Swater, formerly of the Melba, has been transferred to the Kameo; Frank Doherty, formerly of the Apollo, is now relieving; Miss Mary Chambers, former assistant manager, Coney Island, and Miss Dorothy Leavy, former assistant, Warwick, are relieving in Brooklyn theatres; Miss Angelina Spinella, assistant, relieving in various theatres, returned to the Alpine, Brooklyn, and Miss Marguerite Lovering, former assistant, Melba, and Miss Mary Hughes, former student assistant, Apollo, will relieve in Manhattan and Brooklyn theatres.

"Congress Dances" will be presented in conjunction with a postwar feature length Grimm fairy tale, "The Seven Ravens," in a joint program opening on April 2 at the Art. Following its New York run, the twin program will be released nationally as a single unit "package."

Guest of honor at a special screening of 20th-Fox's "Man on a Tightrope" was Ernst Reuter, mayor of West Berlin. The advance showing of the Robert L. Jacks production was sponsored by the International Rescue Committee, which selected the film because of its close association with its work to bring refugees out of Iron Curtain countries to Western Europe.

Spanish-Language Films
Basis of NY Action

NEW YORK — Anho Corporation, Prospect, Bronx, filed an anti-trust suit charging a first-run monopoly in the city on the playing of Spanish language films, and seeking \$1,267,000 in trebled damages against Clasa-Mohme, Inc., Harry A. Harris, and theatre companies operating the Delmar, Boricua, Carib, Antillis, Colon, and Atlantic, all of which play Spanish language films.

The action charges that Clasa-Mohme and Harris entered into an alleged conspiracy under which Harris has exclusive New York first-runs of Clasa-Mohme releases until they have played all of his houses.

The suit seeks an injunction against delays in releasing product to other houses, and would force Clasa-Mohme to license product to the Prospect on reasonable terms.

Bonded Film Distributors, Inc., affiliate of National Film Service and distributor of Polalite 3-D glasses for the New York exchange area, announced the appointment of George J. Waldman as metropolitan sales manager for the Polalite glasses. Waldman has been local sales manager for United Artists, metropolitan district manager for Film Classics and Eagle Lion, and has been with Warners. In addition to handling direct sales of the glasses, Waldman will coordinate exhibitor requirements with the various exchanges and distributors.

The Committee for the Public Understanding of Epilepsy has merged with the Variety Club Foundation to Combat Epilepsy, it was announced by William J. German, board chairman of the Foundation. Upon merging with the Variety Foundation, the committee will contribute \$10,000 to it, adding an additional \$10,000 when the Foundation has raised \$20,000. Thereafter, annual gifts will be made in accordance with the developing needs of the Foundation. Newly-designated board members of the Variety Club Foundation include German and George Brandt, Edward Fabian, Albert G. Gorson, Martin Kornbluth, Edward Lachman, Ira Meinhardt, Dr. H. Houston Merritt, Walter Reade, Jr., Herman Robbins, Fred Schwartz, and Richard Walsh. Joining the Foundation Board from the committee are Dr. Benjamin Fine, and Mrs. Arthur Rosenthal. The Foundation is sponsored by the Variety Club, Edward Lachman, Chief Barker.

A testimonial luncheon to Anna D. Ellmer, secretary, Loew's advertising and publicity department, for nearly 40 years, who is retiring, was tendered by her co-workers and associates in the organization and out. A savings bond, testimonial scroll, and a memory book of personal photographs was presented. Greetings were extended by Loew executives.

Harry Brandt, ITOA president, was one of eight persons honored by the Free Enterprise Awards Association.

Scrolls, presented to the winners in a poll conducted by Certified Reports, stated that the men had "won an enduring place in the history of American endeavor by achieving success despite adversity." The association is a non-profit organization designed to champion the cause of free enterprise.

Steve Strassberg, film publicist, joined David O. Alber Associates as an account executive. He was formerly publicity director of Eagle Lion, and a publicist for Loew's and Republic.

New Jersey
Newark

Fred Dressel, manager, Capitol, ran a double feature all-Negro show. . . . Clarence Furkey, Central, Jersey City, N. J., projectionist, died. . . . John A. Matthews, manager, Capitol, Belleville, N. J., has been working for better public relations by tying in with the local organizations.

The Roosevelt, Union City, N. J., operated by Stanley Warner Management Corporation, closed. . . . The three winners of the second lap in the S-W "Operation Boxoffice" drive are the local Regent, L. Albanese, manager; Embassy, Orange, N. J., A. Finkelstein, and the Union, Union, N. J., A. Barrillo.

New York State
Albany

Joyce Hellman, daughter of Mr. and Mrs. Neil Hellman, Hellman Theatres, was married to Lieutenant (jg) Sanford A. Bookstein, son of Mr. and Mrs. Myron Bookstein, and went on a wedding trip to California. The wedding took place at the home of the bride's parents, Rabbi Samuel Wolk, Temple Beth Emeth, officiating. The bride was given in marriage by her father. Matron of honor was Mrs. Alan V. Iselin, her sister, while the junior bridesmaid was Nancy Einhorn. Lieutenant Bookstein had his brother-in-law, Max Kraus, Philadelphia, as best man. A reception at the bride's parents' home followed the ceremony. Mrs. Bookstein, a graduate of St. Agnes School, has been attending Cornell University. Her husband, a graduate of Milne School and the University of Pennsylvania, was a certified accountant with Urbach and Company before receiving his commission in the navy. He is now on duty on the USS Satyr, San Diego, Cal. The couple will live in Coronado, Cal.

David J. Harrison, 67, president, A. C. Durr Packing Company, at one time associated with his brothers, Jermoe,

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Isidor, and Abraham, in operating Savoy and Empire, Syracuse, died in University Hospital, Syracuse.

Jumping the gun for seasonal drive-in openings were the Auto-Vision, East Greenbush; Hoosick, North Hoosick, and Overlook and Hyde Park, Poughkeepsie. Alan Iselin operates the Auto-Vision; F. Chase Hathaway, a Hoosick Falls grocer, owns the Hoosick, and Harry Lamont, Albany, the Overlook. Lamont scheduled the premiere of the Sunset Drive-In, Kingston, for March 27. Walter Reads's 9-W, Kingston, begins the new season on April 4, and plans another Easter sunrise service on April 5. Fabian's Mohawk Drive-In is one of those set to start Easter Saturday.

John Gottuso, Palace, and George Lourinia, Fabian drive-in manager, took over alternate management of the Leland during the absence of Stanton Patterson, visiting in Marietta, O.

The Ten Eyck Hotel was the scene of the first preview ever arranged here by a member of the legislature for colleagues and other official guests. Senator Fred G. Moritt, Brooklyn, screened "The Paris Express," made in England under the title, "The Man Who Watched the Trains Pass By," and scheduled for release by Mac Donald Enterprises, Limited, of which Moritt is treasurer. The company's president, Ben Schrifft, and its secretary, Mrs. Katherine Mac Donald Schrifft, attended the screening with more than 200 guests. Charles A. Smakwitz, Stanley Warner zone manager, assisted Senator Moritt. George J. Schaefer went to Hollywood to effect distribution deal. MacDonald Enterprises, with which Mrs. Schrifft's brother and Irwin Margulis, long-time Metro legal department staffer, are also connected, holds Western Hemisphere rights.

A "score sheet" folder on the Academy of Motion Picture Arts and Sciences broadcast and telecast, was lobby-distributed in one or more downtown theatres.

Two bills affecting theatres were killed in Assembly committees. The Judiciary Committee defeated a measure which proposed to make owners, operators, agents, and employees in control of public places of resort or amusement liable for discrimination because of race, creed, color, or national origin, and to increase the maximum recoverable in a civil action from \$500 to \$1,000. The Cities Committee voted against reporting a bill requiring establishments operating under a city or municipality license and charging admission fee to secure and maintain minimum liability insurance of \$25,000 for personal injuries to one person in an accident and \$50,000 for more than one person in one accident.

Buffalo

Joseph Walsh, Paramount's branch operations manager, was in.

All drive-ins in the area will open on April 4, for the season. They include the Buffalo, Broadway, Park, Star, Skyway Lakeshore, Skyway Niagara, Delaware, Sheridan, and Aero.

EYEING THE

Exchanges

NEW YORK — 20th-Fox's Martin Moscovitz, division manager, and Abe Dickstein, branch manager, were on the coast for the demonstration of Cinema-Scope.

COLUMBIA — Birthday congrats went to Marty Pearlberg, booker. . . . Frances Taylor got presents from her army pen pal. Her brother, Roy, is going overseas with the army. . . . Cashier-bowling champ Abe Cohen was spending his vacation participating in a Chicago bowling tournament. . . . Booker Katherine Becher and biller Kitty Bernstein returned from Florida. . . . Typist Gloria Goodwin got a camera gift from her husband-to-be. . . . Frances Taylor was, in part, responsible for the success of the Y's barn dance. . . . Shipper Antony Mazzio took a leave of absence. . . . In the hospital in critical condition was night shipper Giocondo Lucarini.

RKO — Birthday congrats go to head booker William Hartman; Evelyn Vitoulin, bookkeeping machine operator; Angie Mazzei, assistant cashier, and Phil Hodes, branch manager. . . . Typist Joan Kucera was glad to see her soldier brother return from Germany. . . . Former RKOer Lotta Simon became a mother. . . . Phil Heydeck, boxoffice department, made a speech in his dramatic school. . . . Jersey booker Charles Raffaniello was back.

UNITED ARTISTS — Former booker Ben DeAugusta was able to give out those cigars in celebration of daughter Gail's birth. . . . Claire Vass, secretary, and

Long Island

Paramount teed off its short, "High School Hi-Jinx," at Skouras' Calderone, Hempstead. John Endres, manager, planned a big world premiere for the occasion, which salutes the Hempstead High School.

Conrad Fontaine, manager, Moss' Malverne, was bedded with a slight brain concussion following a fall. . . . Nate Goldberg is the new manager, Skouras' Squire, Great Neck. . . . Tom Finucane, manager, Arcade, Lynbrook, is the proud father of a baby boy, Thomas Francis, Jr. . . . Gladys Kilgour, owner, Bellmore, had a tie-in with the Mercy Hospital Drive for "The Jazz Singer."

—R. E. D.

New Rochelle

Nathan Victor Steinberg, 42, real estate operator and owner of a circuit of theatres, died last week at New Rochelle Hospital of a heart ailment. He lived in Greenwich, Conn. He was owner of theatres in Stamford, Conn; Mount Vernon, Manhattan, Bronx, and Jersey City. He is survived by his widow, two daughters, two sons, a brother, and sister.

typist Rose Filler were sick. . . . Edith Bartlett left. . . . Co-workers presented Ben De Augusta with a set of gold cuff links as a going-away present while bookers Calvin Young and Tony Agoglia and cashier Hilda Frishman picked up the dinner check.

MGM — Booker's assistant Betty Hoffman was ill. . . . Salesman Eddie Richter was sick.

U-I — Head booker Jimmy Davidson went to Liberty for the weekend. . . . Biller Judy Gallek was out. . . . Harvey Reinstein, booker, got his first sunburn practicing golf. . . . The mother of salesman Freddy Mayer was taken ill.

MONOGRAM — Branch manager Nat Furst was in Miami, Fla. . . . Back after a flu attack was switchboard operator Terry Testa. . . . Sina Piscatelli, secretary, was ill.

20TH-FOX — Inspector Herman Bernstein returned after illness. . . . Inspectress Alice Duppa and husband, Gilbert, celebrated their wedding anniversary. . . . Booker's assistant Martha Kafka was sick.

PARAMOUNT — Ledger clerk Nancy Olivero is on her way to becoming a mother. . . . Switchboard operator Pearl Affissio recovered. . . . Clerk Phil Fontanetta is counting his calories.

HOFFBERG — Old timer Bob Greenblatt, recently assistant sales manager in New York for Lippert, is now associated with Hoffberg. . . . Big returns are expected when the new Lily St. Cyr color short, "Bedroom Fantasy," hits the screens.

RAMBLIN' 'ROUND — Republic biller Maria Lopez is showing off the sparkler on her third finger left hand. . . . Realart had visits from Pete Adams, Milton Dureau, and Milton Braumann. . . . Al Broder, Realart executive, flew to the coast. . . . Realart's Si Lipson was in Detroit. . . . In town were Bert Stearn, Pittsburgh, and Fred Sandy, Washington. . . . Haskell M. Block, former owner, Station, Lyric, and Terminal, Newark, N. J., died. . . . Iz Zatzkin, former operator, Holiday, joined Warners as a manager in Pittsburgh. . . . Nominees for membership in the Motion Picture Bookers Club are Rose Deutsch, Walter Reade Theatres, and Manny Gross, WB New Jersey booker. . . . Max Fried, Ligget-Florin, is in the market for a Cadillac. . . . The daffodils on the desk of Warner contract clerk Arlene Moffa were from Bob. . . . Favorite booker Gloria Korn celebrates an anniversary on April 7. . . . Favorite office manager Irving Wernick gets birthday greetings on April 8. . . . Jean Harris is the new assistant bookkeeper at Favorite. . . . Bell's Sid Kulick was back from upstate. Mrs. Rose Allison is the new secretary at Bell. . . . Nayfack's "Highway To Hell" is booking in New Jersey houses. . . . Famous has two sets for the RKO Circuit: "The Hidden Room" and "The Blue Lamp" and "Born To The Saddle" and "Love Island."

—J. A. D.

Newsreel Commercial Plug Rapped By Allied

PHILADELPHIA — In a bulletin to members, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., called attention to the fact that the WB-Pathé News, No. 59, Volume 24, contained a presentation of a commercial product, with the commentator mentioning its name. "It's a good idea to use the scissors," the bulletin said.

Members were asked to work for the passage of the Mason Bill, exempting the theatres from the 20 per cent federal tax, and it also said that because City Council was considering an ordinance to repeal the city 10 per cent tax, city members have not yet been requested to do anything about the Pennsylvania Enabling Act, under which local taxes are levied.

The recent "Oscar" ceremonies were also praised as a good job.

NEWS OF THE

Territory

Philadelphia Crosstown

Although reports were around that Paramount's Tower, Upper Darby, Pa., was to open, J. Wren, Paramount Theatres Corporation representative, stated that all plans were "indefinite." . . . Al Lidman, local manager, is now handling Mel Fox's Bridgeton and Vine-land, N. J., drive-ins.

Plans were progressing for the testimonial dinner being held at the Bellevue-Stratford Hotel on April 20 in honor of Jack Beresin, Chief Barker, Variety Clubs International, for his years of service to humanitarian causes and his devotion to the Tent 13 Variety Club Camp for Handicapped Children. Most of the proceeds will go as a contribution to the camp.

Barney Sackett, assistant manager, Earle; producer, radio commentator, etc., had an emergency appendectomy. He is in the Mt. Sinai Hospital.

Bob Nissenson, Roxy, had a nice birthday gift, a second grandchild born on his birthday.

Trade Bills Move In Pa. Legislature

HARRISBURG, PA. — Progress of bills in the Pennsylvania Legislature affecting the industry follows:

H. 668 (Richter) — Changing frequency of Sunday movie voting from every four to every two years; referred to Committee on Law and Order.

H. 742 (Comer and Hamilton) — Prohibiting minors under 18 to appear in entertainment performances in TV; referred to Committee on Labor Relations.

Bernard Lewis, manager of exploitation and exhibitor relations, IFE, was in to organize the campaign for the opening of the special pre-release engagement of "The Little World of Don Camillo" at the World.

Vine Street

Lou Formato, MGM branch manager and dinner chairman, reported that plans for the Motion Picture Associates dinner on April 13 at the Bellevue-Stratford Hotel in honor of the bookers of the Philadelphia area, were progressing nicely. George Beattie, William Goldman Theatres, entertainment chairman, added that important executives from the various home offices had promised to attend, and that the dinner should really be a big affair. William F. Rodgers, vice-president, MGM, will be principal speaker.

Meyer Adleman, New Jersey Messenger Service, has been on the sick list for the past several weeks, but is now coming along nicely.

His many industry friends will be shocked to learn that Herman Margles is in the Vart-Hahn Nursing Home, Yeadon, Pa., with a broken back suffered in a fall. He would like to see or hear from some industryites. The home is at Lansdowne and Lincoln Avenues.

Harry Brillman, Screen Guild, would like it known that SG is handling "Blades Of The Musketeers," "Hurricane At Pilgrim Hill," and "Lost Women," Howco productions.

"Terrytoon Week" at 20th-Fox will be observed from April 5-11, and the bookers and salesmen will appreciate the dating in of cartoons for that period.

Ed Gabriel, Capitol, was enthused over his BIS short, "Royal Destiny," going into the S-W Mastbaum. . . . Atlantic division manager C. Glenn Norris was in at 20th-Fox, and held a meeting with the salesmen and bookers.

Max Chasens, the Atlantic City showman, went to the coast to take a look at CinemaScope, and also dropped in on the Paramount demonstration. Harold Seidenberg, Fox managing director, also was out to see what was going on. They came back highly enthused.

Local exhibitors met at 20th-Fox to hear C. Glenn Norris, division chief; Harold Seidenberg, managing director, Fox, and Max Chasens, Atlantic City exhibitor, discuss CinemaScope, which they saw at the coast.

This is another reminder that Burt Stanley, former manager, is still in the Montgomery County Home for the Aged. He is in need of clothing, etc. Anyone wishing to donate anything to him may do so direct or through Jack H. Harris, 1243 Vine Street.

Circuits Stanley-Warner

Herman Levine, real estate head, became a grandfather for the second time when his daughter, Mrs. Ernest Pinter,

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gave birth to a girl. . . . Mary Egan, secretary, engineering-sound department, in the hospital for a check-up, is now feeling better.

Harry Kaplowitz has the first sun tan of the season, acquired by mowing his lawn! . . . A postal card received from Mickey Kippel, former manager, from Buenos Aires, Argentina, shows the most unusual street in the world, theatres literally next to each other on both sides of the street for two and a half blocks. The next time one hears from him he will be in Africa. . . . Sympathy is extended to Mickey Greenwald and her family on the death of her grandmother.

Ted Minsky and Dan Triester were in New York for a buyers' meeting at the Stanley Warner home office. . . . Jack Brodsky celebrated a birthday. . . . Eve Dracup, keypunch operator, is on the mend after a sprained ankle. . . . Gail Blumberg, whose daddy is Irv Blumberg, celebrated her second birthday on March 21.

District of Columbia Washington

Ed Linder, manager, Ontario, received in HOYA, college newspaper issued weekly by Georgetown University, an excellent writeup on "The Stars Are Singing" by Neil Burns, who acts as drama critic and reviewer for the paper. Linder says he believes many managers

working in towns having colleges and universities fail to follow up the avenue of free publicity that may be found there.

"Off Limits," Paramount's new Bob Hope comedy, had its world premiere at the Warner and Ambassador with full army cooperation. The dual Washington premiere was highlighted by a display of military musical talent in the form of army bands and choral groups. In addition to a representation of top military brass, who attended the premiere as a tribute to Hope for his global contributions as the G. I.'s most devoted entertainer, there also was a large turnout of Washington's civilian dignitaries.

Irving Sochin, U-I short subjects sales manager, was in.

William B. Zoellner, MGM sales head for shorts and newsreels, arrived from Charlotte on the last lap of a four-exchange visit.

VARIETY CLUB NOTES — The board appointed Harry Coonin and Dr. Sylvan Danzansky to serve as co-chairmen of the annual Mother's Day luncheon, one of the top events of the year. . . . Sam Wheeler, past Chief Barker in 1943, will replace Jerry Adams on the board for the balance of 1953. . . . Phil Isaacs was appointed by Chief Barker J. Orsinger to serve as general chairman of the farewell dinner-dance for Jerry and Caroline Adams at the Mayflower Hotel. . . . The next board meeting will be held on April 6. . . . Happy birthday to Eric Shinkel, March 29; John Hiser, (30); Harold Hoff, (31); Norman Cohen, April 1; Paul Wall and J. Russell Young, (2); Gregson Bautzer, (3), and Gerald Wagner, (4).

It's "Peter Pan" for a seventh week at RKO Keith, the first time in four years, says manager Jerry Baker, that the theatre has run a film more than six weeks. . . . The SW Savoy inaugurated a midnight show policy for Friday nights. . . . "Cheri," French opus, opened at the Little.

The Variety Club and other Washington private clubs won a decisive round in the fight to stop Congressional action from banning the serving of liquor in the Nation's Capital on Sunday. Spokesmen for Variety and other clubs pleaded their case before the House District Subcommittee on Public Safety. In trying to close the illegitimate ones, it was revealed that the action would be hurting the legitimate clubs, also. This was pointed out by the Corporation Counsel for the District of Columbia. Said Victor J. Orsinger, Chief Barker, Variety Club, of the action, "It will put us out of business." As a result, the bill was revised so that the legitimate clubs might continue present Sunday operations.

Jerry Price, MGM, took a trip to Norfolk. . . . At 20th-Fox, Elaine Schaeffer moved in, and biller Jean Buttist left to await the arrival of the stork.

At RKO, the crew is raving about the talents of Reid Price, Joe Kushner's secretary. He is choir director and organist at the Grace Reformed Church, and recently gave a recital which was

Herb Gillis Feted By Philly Industry

PHILADELPHIA — Nearly 300 film folks paid their respects to Herbert Gillis, Paramount sales manager who has been promoted to branch head in Cincinnati, at a luncheon at the Ritz Carlton under the auspices of the Motion Picture Associates.

The largest turnout in years, the affair saw the Paramount executive praised for his contributions to the local industry both with his company and as a member of the MPA.

Among those who gave short speeches were E. K. "Ted" O'Shea, Paramount vice-president; Howard Minsky, division manager; Ulrik Smith, branch manager, and others, with John Turner, MPA president, master of ceremonies. Mike Weiss, one of the several on the committee, lead some community singing. On the dais were leaders of the local industry.

A goodly representation from all parts of the territory was on hand, and telegrams were received from absent theatremen.

Gillis, who responded in proper vein, was given a chest of silver.

broadcast locally. His latest feather is that he will give a special broadcast on the Continental Network.

—RICK LA FALCE

Delaware Delmar

The Delmar Drive-In, Route 13, has offered a reward of \$50 for the conviction of persons taking loud speakers from the theatre grounds which are closed to the public for the winter. Alan E. Holdcraft said that 90 in-car speakers valued at \$10 each had been stolen during the year. Holdcraft said that he understood that persons were using them as an extra radio speaker in the rear of their cars.

Dover

The House of Representatives passed and sent to the State Senate a bill to permit Sunday movies in unincorporated areas of Delaware. It passed the House by a vote of 26 to four, with one member not voting and three absent. The Sunday movie measure, a recurring visitor to the General Assembly, was sponsored by Representative Joseph H. Prettyman, Democrat, Fairmount, and Carey D. Sapp, Republican, Georgetown, and it was called up by the latter. It would permit such theatres as the Crest, Woodcrest; Manor, Wilmington Manor, and Edge Moor, as well as drive-ins, most of which are located outside of the limits of incorporated towns and cities, to operate on Sundays, but all theatres in such areas would be forbidden to show films before noon on Sunday or between 6 p.m. and 8 p.m. on that day. At one time, a similar provision applied to theatres within incorporated towns and cities, but this has been changed to permit continuous Sunday operation

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after 2 p.m. With this exception, as Representative Sapp said, "this bill merely provides the rural sections with the same privileges the incorporated communities already have." Representative James R. Quigley, Democrat, New Castle, referring to himself as a resident of the "rural sections," said they should "have the same consideration that the cities have." Speaker F. Albert Jones, Republican, Claymont, who yielded the rostrum to Representative Vera G. Davis, majority leader, while the House worked on its agenda, said, "I agree." But Representative James L. Dickinson, Democrat, Townsend, one of the four who voted against the bill, said he feared that the bill would "conflict with our church attendance on Sunday nights. It seems to me that after 8 o'clock is the time when we should be going to church."

Rehoboth Beach

William Derrickson is building a new drive-in on a 30-acre plot between this city and Lewes, Del. It will be equipped by National Theatre Supply. Eventually, a shopping center will be a part of the development. A four lane highway is being built in front of the operation.

Wilmington

Mrs. Josephine Fisher Hopkins, 58, wife of Dr. John O. Hopkins, Sr., Hopkins, suffered a heart attack at her home and died in a few minutes. She was pronounced dead by Dr. Samuel G. Elbert, Jr. Former City Councilman Hopkins, who recently returned home from The Memorial Hospital, was not told of his wife's death because of his serious condition. Funeral services were private. In addition to her husband, Mrs. Hopkins is survived by a son, John O. Hopkins, Jr., manager, Hopkins; two sisters, and four brothers.

G. Earl Smith, manager, Queen, launched Paramount's "The Stars Are Singing" with a special premiere broadcast over WTUX.

Fred Schuster, Queen, resigned. . . . Bob Carpenter's Kerry Drive-In reopened.

Lauritz Melchior made a stage appearance at the Queen with "The Stars Are Singing," preceding his show at the Playhouse. The tieup was made by G. Earl Smith, manager, Queen, and William H. Doerflinger, manager, Playhouse.

Of interest to the trade was an editorial, "Courting Tragedy," published in The Wilmington Record, weekly newspaper of which J. J. Perling is publisher and editor, and Roy C. Hurd managing editor: "In a most friendly spirit we bring to the attention of movie houses a growing danger. Children, in increasing numbers, are admitted after night-fall without actually being accompanied by parents or other adults acquainted with them and responsible for their welfare. We hope most truly that it will never happen, but tragedy is certain when some unforeseen emergency arises. The other night, we saw seven small children in a single row. No grown-up was with them. In a stampede to the

"Dream House" Rates With Biggest

PHILADELPHIA — In one of the biggest tieups in this or any other territory, Stanley Warner Theatres announced a deal with The Daily News, Facciolo and Barrett, builders, 23 Chevrolet Dealers Association, and Lit Brothers department store in a "25,000 Jackpot Dream Contest" to run until May 21.

In a ballot clipping contest, running for 48 days, contestants are required to identify the Hollywood personalities whose photos appear on each ballot, and deposit them at any SW theatre in the metropolitan Philadelphia area or suburbs. The official award will be held the evening of May 21 on the Mastbaum stage when all participating SW theatres will be as one, through a special loud speaker hookup, which will enable patrons of these theatres to participate directly. The person whose ballot is drawn will be asked to identify a final photograph of someone who has achieved stardom in the industry, which will be published in The Daily News on the day of the drawing.

The winner will receive as a prize the \$15,500 California Cliff House, built by Facciolo and Barrett, and located at 2 Cedar Grove Road, Rose Tree Woods, Broomall, Pa. The house will be completely furnished by Lit Brothers, with the furnishings having a value of approximately \$7,000.

In addition, if the winner is present in any one of the participating theatres at the time of the drawing, he or she will receive as a bonus, a 1953 Chevrolet from the 23 Chevrolet Dealers Association. The contest got off to a fast start with The Daily News spreading information about it over two pages.

The outline of the entire plan was first given at the recent SW managers meeting. All houses are running a trailer on the contest, and have lobby displays as well as ballot boxes in which patrons may deposit the coupons.

Considerable enthusiasm has been engendered among the circuit theatres under the direction of zone chief Ted Schlanger.

exits, how many of these youngsters could have reached safety? How do these unchaperoned children gain entrance at evening shows? Often, in different ticket sellers and door attendants admit them. At other times, yielding to their entreaties, a stranger poses as their parent or chaperone, and buys tickets for them. The small fry then trail in behind him. It is probable, too, that some viewing the night shows came in during the daytime, and remained. We know," the Record editorial continues, "that theatre managers, occupied by many varied tasks, cannot supervise ticket selling. We are aware that they cannot themselves stand at the doors. However, we do believe that, if youngsters unaccompanied by responsible adults gain entry, they should be seated where a supervising attendant can take charge of them when occasion arises."

Mrs. Edna G. Cloud, mother of Mrs. Ernestine Rash, secretary to A. J. Belair, president, Rialto Theatre Company, died after a lengthy illness.

Stanley A. Damiecki, advertising department, The Sunday Star, told EXHIBITOR that The Star is reducing its rate to nine cents per line for theatres contracting for a minimum of 50 lines per week. Publicity has been given theatres using a minimum of 50 lines at 11 cents, but this policy, Damiecki said, is being dropped. The Queen and Arcadia, which dropped Sunday advertising as of Jan. 1, 1953, returned to the paper on the new basis. The Rialto and Loew's Aldine had been in the paper continuously using the 11-cent rate since it went into effect. The Stanley Warner group of houses, the Warner, Towne, Ritz, and Grand, dropped Sunday Star advertising the beginning of this year, but was expected to return at the new rate.

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Clarence "Ducky" Nash, original voice of Donald Duck; Fred Swanson, Russell M. Seeds Advertising Agency, Chicago, and Henry Cordes and John Murphy, Walt Disney Productions, were in on a special promotion in advance of "Peter Pan," Warner, with Lewis S. Black, manager, Warner, cooperating in the campaign, and Robert J. McFann, The Wilmington Morning News, handling local publicity. Nash headlined a Saturday morning Disney cartoon show at the Warner and Ritz, with Harvey C. Smith, program director, WDEL, as master of ceremonies. In addition, Nash appeared on WDEL-TV, WDEL-AM-FM, WILM, WAMS, and WTUX, and visited the Brandywine Drive-In, Kingswood Community Center, Alfred I. duPont Institute, Governor Bacon Health Center, Sunnybrook Nursery School for the Blind, Delaware Day School for Handicapped Children, and Veterans Administration Hospital.

—HENRY L. SHOLLY

Maryland Annapolis

Jack Vogel, Wellesville, O., is the engineer for the new drive-in being built by Durkee Enterprises. Elmer Brient and Sons, Washington, has the equipment contract.

Baltimore

C. Elmer Nolte, Jr., general manager, Durkee Enterprises, was getting ready to go to Honolulu for a convention. . . . Freddie Schmuft, State manager, went down for the count in a battle with the virus.

Oscar B. Coblenz, Jr., owner, Alpha, Catonsville, Md., is a grandfather for the second time via a daughter in Florida. . . . J. Lawrence Schanberger, Jr., is having Keiths equipped for 3-D. His son, the Rev. J. Schanberger, M.M., arrived in South America, where he's to serve seven years in missionary work.

Leo "Gus" Cramer, Stanley electrician, suffered a heart attack, and was rushed to Luthern Hospital. . . . Mrs. Clara Wible, New secretary, returned to duty following the flu. . . . Jack Sidney, Century manager, was in New York.

Bob Rappaport, Town and Hippodrome, was a virus victim. . . . Chairman Sidney Traub, Maryland Board of Motion Picture Censors, says he "got rid of that kidney stone which caused a recent attack, and now he's worrying about how to censor forthcoming 3-D films without the 3-D equipment."

Allied MPTO of Maryland reelected Leon Back, president; Lauritz Garman, vice-president, and C. Elmer Nolte, Jr., treasurer. Named to the board were Milton Schwaber, Frank A. Horning, Jr., Jacob Levin, Edward F. Perotka, J. L. Whittle, J. Robert Gruver, Stanley Baker, Joseph C. Grant, Russell Hildebrand, and D. M. DeLauney.

Frank Westmore was a visitor for "City Beneath The Sea," Mayfair. . . . Morris Mechanic, owner, New, gave a theatre party to see "Oklahoma."



Crowds flocking to the Midtown, Philadelphia, for the showing of RKO's "Hans Christian Andersen" are seen in a recent shot.

Northwood owner Joe Grant is out of Johns Hopkins Hospital after surgery, making a speedy recovery. . . . Stanley Stern, Town manager, tripped over an urn in the Stanley lobby, and injured his left leg. . . . The Variety Club started plans for its 15th anniversary affair around May 1.

Pickets from the Motion Picture and Television Operators Union have been marching in front of the Stanley which operates with Local 181. Signs they carry accuse the Stanley of a closed shop. Right next door at the Mayfair, pickets from Local 181 accuse the Mayfair of refusing to negotiate although it holds a contract with the Motion Picture and Television Operators Union.

Howard M. Smith has been appointed head, Enoch Pratt Free Library's films department. . . . Stanley's manager Rodney Collier served as judge on TV for one of WAAM's major talent-scout shows.

Ted Routson, Playhouse manager, was home because of the flu. . . . Friends are mourning the death of Nelson Baldwin, who died following a brief illness. He had been chief projectionist, Loew's Parkway. . . . Richard Dizon, Little assistant, returned from New York.

—G. B.

Leonardtwn

Philip E. Gray, associate vice-president, Plaza, Lexington Park, Md., announced that 3-D films will be shown beginning on April 15. Glasses will be sold for 10 cents each at the door. . . . New at the Park is Bill Phagan. He replaces Raymond Hall, resigned, who will now only work part time, according to manager T. L. Harrison. . . . Jack Fruchtmann announced that several stars will most likely visit the Patuxent River U. S. Naval Air Station benefit concert to be given in the Drill Hall on May 16.

New Jersey Atlantic City

The reopening of the Warner was held with "Trouble Along The Way." A special promotion campaign included posting of 24 and six-sheets, distribution of over 200 window cards and table cards and napkins among city's top restaurants, plus playdate announcements in all hotel amusement guides. Three radio stations plugged the event all

TRADE SCREENINGS

PHILADELPHIA

WARNERS (230 North 13th) — April 13, 2, "Plunder Of The Sun" (Glenn Ford, Diana Lynn, Patricia Medina).

week. The first 400 ladies attending the opening received autographed photos of John Wayne.

The Atlantic Drive-In, 850-car outdoor theatre, Walter Reade Theatre Circuit, used television for the first time in its seasonal opening campaign. The theatre took a series of spots on WFPG-TV, starting six days prior to its opening on April 4. As a yardstick, free passes were given to any listener writing to the TV station.

Trenton

Hamilton Township imposed a \$500 license fee on drive-ins, and requires that they provide special traffic officers to disperse traffic jams caused by theatre patrons. A new set of license fees was also set up for indoor theatres, ranging from \$112 annually for houses with 300 seats or less to \$1,000 for houses with 2750 or more seats. The community has only one indoor theatre at present, and plans are being completed for construction of another drive-in. There is only one drive-in in operation.

Pennsylvania Middletown

H. Douglas Carpenter, manager, Elks, was nominated for the office of postmaster.

Reading

Except for occasional bookings by local groups and for lodge meetings, the Plaza has been closed since the end of the burlesque season.

Virginia Norfolk

A three-way event, named "Operation Titanic," comprising an amphibious assault landing, the world premiere of 20th Century-Fox's "Titanic," and a gala ball for the Navy Relief Fund, will be held at the Norfolk Navy Base on April 11 and 12. The announcement reveals that the amphibious assault landing will see an invited party of film stars and trade and national press representatives, radio commentators, and magazine writers participating with a unit of the Amphibious Force, U. S. Atlantic Fleet, in the maneuvers. The operation will be part of an extensive program during the two-day period at the base. To emplane from Hollywood and New York, the latter press party is being brought to Norfolk by navy aircraft. The celebrities and newspapermen will be guests of the commandant during their two-day stay.

Variety Club Tent 13, Philadelphia

"The Lady Wants Mink" was screened through the courtesy of Republic. . . . "Off Limits" was screened through the courtesy of Paramount.

Allied Artists (Monogram)

ARMY BOUND—MD—Stanley Clements, Karen Sharpe, Steve Brodie—Routine programmer for the lower half 61m.—see Sept. 10 issue—(5216)—(Monogram).

BATTLE ZONE—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).

FANGS OF THE ARCTIC—MD—Kirby Grant, Chinook, Lorna Hansen—Okeh programmer for the duallers—63m.—see Feb. 25 issue—(522)—(Monogram).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).

FEUDIN' FOOLS—C—Leo Gorcey, Huntz Hall, Dorothy Ford—"Bowery Boys" entry will fit into the duallers—63m.—see Sept. 10 issue—(5213)—(Monogram).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).

PORT VENGEANCE—OD—James Craig, Keith Larsen, Rita Moreno—Northwest Mounted Police show will fit neatly into the duallers—76m.—see Apr. 8 issue—(Cinecolor)—(5303).

GHOST OF CROSSBONE CANYON, THE—W—Guy Madison, Andy Devine—Routine western—56m.—see Apr. 8 issue—(Monogram).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).

JALOPY—C—Leo Gorcey, Huntz Hall, Jane Easton—Okeh series entry—62m.—see Apr. 8 issue—(5318).

KANSAS PACIFIC—ACD—Sterling Hayden, Eve Miller, Barton McLane—Outdoor action show has the angles—74m.—see Mar. 11 issue—(Color)—(5302).

MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322).

MONTANA INCIDENT—W—Whip Wilson, Rand Brooks, Noel Neill—Good series entry—54m.—see Sept. 10 issue—(5253)—(Monogram).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).

STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Bice—Okeh western—67m.—see Jan. 28 issue—(5332).

TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).

TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).

WHITE LIGHTNING—ACD—Stanley Clements, Steve Brodie, Gloria Blondell—Okeh for the duallers—61m.—see Mar. 25 issue—(5326).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

YUKON GOLD—MD—Kirby Grant, Chinook, Martha Hyer—Okeh series entry for the duallers—62m.—see Sept. 10 issue—(5221)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Lee Genn—(Technicolor)—(English-made)—(5307).

BOWERY KNIGHTS—Leo Gorcey, Huntz Hall, Angela Greene, Bowery Boys—(5319).

COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggie Castle—(5310).

CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys, HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry—(5323).

MARKSMAN, THE—Wayne Morris, Elena Verdugo, Stanford Jolley—(5333).

NORTHERN PATROL—Kirby Grant, Chinook—(5330).

REBEL CITY—Bill Elliott, Marjorie Lord—(5324).

ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color)—(5311).

SAFARI DRUMS—Johnny Sheffield, Barbara Bestar—(5314).

SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor)—(5309).

TRAIL BLAZERS—Alan Hale, Jr.—(5329).

Astor

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Leif Erickson—For the lower half—77m.—see Feb. 11 issue—(Trucolor).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue.

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barrard, Carmilla Horn—(English-made).

THIEF IN SILK—Philip Reed, Jean Bradley.

Columbia

(1951-52 releases from 401
1952-53 releases from 501)

AFFAIR IN TRINIDAD—MD—Rita Hayworth, Glenn Ford, Alexander Scourby—Hayworth draw should bring this into the better money—98m.—see Sept. 10 issue—Leg.: B—(501).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol 49, No. 22

APRIL 1, 1953

ALL ASHORE—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor)—(534).

ASSIGNMENT—PARIS—MD—Dana Andrews, Marta Toren, George Sanders—Interesting topical meller can be sold—85m.—see Sept. 10 issue—(507).

BANDIT OF SHERWOOD FOREST, THE—COSMD—Cornel Wilde, Anita Louise, Jill Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue—(544).

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).

CAPTAIN PIRATE—MD—Louis Hayward, Patricia Medina, John Sutton—Good swashbuckler for the duallers—85m.—see Sept. 10 issue—(Technicolor)—(502).

CLOUDED YELLOW, THE—MYMD—Jean Simmons, Trevor Howard, Sonia Dresdel—Well-made, suspenseful import—89m.—see Sept. 10 issue—(English-made)—(509).

EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspenseful war film—80m.—see Oct. 22 issue—(515).

FIVE ANGLES ON MURDER—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mystery import—88m.—see Feb. 11 issue—Leg.: B—(English-made)—(543).

FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).

GLASS WALL, THE—MD—Vittorio Gassman, Gloria Grahame, Ann Robinson—Interesting meller—80m.—see Mar. 25 issue—(541).

GOLDEN HAWK, THE—MD—Rhonda Fleming, Sterling Hayden, Helena Carter—Swashbuckler should do okeh in the action spots—83m.—see Sept. 10 issue—(Technicolor)—Leg.: B—(508).

HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).

JACK MC CALL, DESPERADO—OMD—George Montgomery, Angela Stevens, Douglas Kennedy—Okeh action entry for the duallers—76m.—see Mar. 25 issue—(Technicolor)—(537).

LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).

LAST OF THE COMANCHES, THE—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

LAST TRAIN FROM BOMBAY—MD—Jon Hall, Christine Larson, Lisa Ferraday—Average lower half entry—72m.—see Sept. 10 issue—(504).

MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).

MINE WITH THE IRON DOOR, THE—MD—Richard Arlen, Cecilia Parker, Henry B. Walthall—Reissue has the angles—66m.—see Sept. 10 issue—(510).

ON TOP OF OLD SMOKY—W—Gene Autry, Smiley Burnette, Gail Davis—Routine series entry—59m.—see Mar. 11 issue—(572).

ONE GIRL'S CONFESSION—MD—Cleo Moore, Hugo Haas, Glenn Langan—Okeh for the lower half—74m.—see Mar. 11 issue—Leg.: B—(528).

PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).

PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).

PROBLEM GIRLS—MD—Helen Walker, Ross Elliott, Susan Morrow—For the lower half—70m.—see Mar. 25 issue—Leg.: B—(526).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SFD—Science fiction drama
ED—Educational feature	SCD—Sex-comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Farce musical	WCMU—Western comedy musical
HISD—Historical drama	WD—Western drama
MDMU—Melodrama musical	WMD—Western melodrama
MD—Melodrama	WMDMU—Western melodrama musical
MUC—Musical comedy	WMU—Western musical

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RAINBOW 'ROUND MY SHOULDER—MU—Frankie Laine, Billy Daniels, Charlotte Austin—Okeh programmer with plenty of angles—78m.—see Sept. 10 issue—(Technicolor)—(503).

SALOME—D—Rita Hayworth, Stewart Granger, Charles Laughton—Well-mounted, colorful Biblical drama should ride into the better grosses—103m.—see Mar. 25 issue—Leg.: B—(Technicolor)—(545).

SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).

STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).

TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).

VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).

WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marshall—(Mexican-made).

AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor)—Leg.: B.

BIG HEAT, THE—Glenn Ford, Gloria Grahame, Jocelyn Brando.

BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).

CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).

CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).

5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).

FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).

FORT TI—George Montgomery, Joan Vohns, Ben-Estar—(Technicolor)—(3-D).

FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.

49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalton.

GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis.

HELL BELOW ZERO—Alan Ladd, Basil Sydney—(Made in England).

JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(Made in Israel)—(520).

KILLER APE, THE—Johnny Weissmuller, Carol Thurston, Bert Wenland.

LAST OF THE PONY EXPRESS—Gene Autry, Smiley Burnette.

LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.

LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made).

LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).

MAN IN THE DARK—Edmond O'Brien, Audrey Totter—(3-D).

MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor).

MISSION OVER KOREA—John Hodiak, John Derek, Audrey Totter.

PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.

PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Janna Lewis.

PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).

PROUD ONES, THE—Michele Morgan, Gerard Philipe, Carlos Lopez Moctezuma—(Made in France and Mexico).

SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.

SCALPEL—Charlton Heston, Elizabeth Scott.

SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).

SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Luez—(Technicolor).

SKY COMMANDO—Dan Duryea, Frances Gifford, Touch Connors.

SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).

STRONGARM—Broderick Crawford, Roberta Haynes—(3-D).

VALLEY OF THE HEADHUNTERS—Johnny Weissmuller, Christine Larson, Nelson Leigh.

WILD ONE, THE—Marlon Brando, Mary Murphy, Lee Marvin.

Lippert

(1951-52 releases from 5101)

GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).

I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).

MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margla Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).

PIRATE SUBMARINE—MD—Pierre Dudan, Gerard Landry, Jean Vilar—Import will fit into the lower half—69m.—see Sept. 10 issue—(French-made)—(Dubbed English dialogue)—(5110).

SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).

TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).

TWILIGHT WOMEN—See WOMEN OF TWILIGHT.

UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).

WOMEN OF TWILIGHT (TWILIGHT WOMEN)—MD—Freda Jackson, Rene Ra, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213).

BAD BLONDE—Barbara Payton, Tony Wright—(English-made)—(5211).

CAIRO—George Raft, Marla Canale—(Made in Italy).

JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

PERILS OF THE JUNGLE—Clyde Beatty, Phyllis Coates—63m.—(5214).

SPACEWAYS—Howard Duff, Eva Bartok.

TALL TEXAN, THE—Lloyd Bridges, Marle Windsor, Lee J. Cobb—(5207)—84m.

WHITE GODDESS—Jon Hall—(5224).

Metro

(1951-52 releases from 201)

1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker. James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).

APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).

BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).

BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—Leg.: B—(321).

BECAUSE YOU'RE MINE—CDMU—Mario Lanza, Doretta Morrow, James Whitmore—Headed for the better money—103m.—see Sept. 10 issue—(Technicolor)—(304).

CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).

CODE TWO—MD—Ralph Meeker, Sally Forrest, Keenan Wynn—Okeh programmer for the duallers—69m.—see Mar. 11 issue—(329).

CONFIDENTIALLY CONNIE—C—Van Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers 71m.—see Jan. 28 issue—(322).

CRY OF THE HUNTED—MD—Vittorio Gassman, Barry Sullivan, Polly Bergen—Chase melodrama will fit into the duallers—80m.—see Mar. 25 issue.

DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).

DREAM WIFE—C—Cary Grant, Deborah Kerr, Walter Pidgeon, Betta St. John—Name draw should help—99m.—see Mar. 11 issue.

EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).

GIRL WHO HAD EVERYTHING, THE—D—Elizabeth Taylor, Fernando Lamas, William Powell—Names may help programmer—69m.—see Mar. 11 issue—(328).

HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).

HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—Far the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).

I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).

IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made in England)—(Technicolor)—(307).

JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).

LILI—ROMD—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—High rating romantic drama for the class and art spots—81m.—see Mar. 25 issue—(Technicolor).

MERRY WIDOW, THE—MCD—Lana Turner, Fernando Lamas, Una Merkel—Musical should waitx into the better grosses—105m.—see Sept. 10 issue—(Technicolor)—(301).

MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better maney—110m.—see Nov. 19 issue—(Technicolor)—(312).

NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).

PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).

PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).

ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).

SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).

SMALL TOWN GIRL—CMU—Jane Powell, Farley Granger, Ann Miller—Pleasing comedy with music—93m.—see Mar. 11 issue—(Technicolor)—(325).

SOMBRERO—ROMD—Ricardo Montalban, Pier Angeli, Vittorio Gassman, Yvonne DeCarlo, Cyd Charisse, Rick Jason—Will need plenty of push—103m.—see Mar. 11 issue—(Technicolor)—(324).

STORY OF THREE LOVES, THE—D—Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer—Artistic dramatic entry has names to help—122m.—see Mar. 11 issue—(Technicolor)—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.

ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Ann Blyth—(Technicolor).

ARENA—Gig Young, Polly Bergen, Robert Horton—(Anasco Color)—(3-D).

BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).

BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.

BIG MIKE—Gig Young, Jane Greer, Robert Horton.

BRIGHT ROAD—Dorothy Dandridge, Robert Horton, Harry Belafonte—(326).

DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).

EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).

FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.

FAST COMPANY—Howard Keel, Polly Bergen, Nina Foch.

GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).

GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.

INVITATION TO THE DANCE—Gene Kelly, Igor Youssekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).

JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.

KING ARTHUR AND THE ROUND TABLE—Robert Taylor, Ava Gardner, George Sanders—(Technicolor).

KISS ME KATE—Kathryn Grayson, Ann Miller—(Technicolor).

LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).

LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).

MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.

MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa and England)—(Technicolor).

NEVER LET ME GO—Clark Gable, Gene Tierney, Richard Haydn—(Made in England)—(327).

REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.

RHAPSODY—Vittorio Gassman, Elizabeth Taylor.

RIDE, VAQUERO—Robert Taylor, Ava Gardenr, Howard Keel—(AnascoColor).

ROPE'S END—William Holden, Eleanor Parker, John Forsythe—(AnascoColor)—(3-D)—(MetroVision).

SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).

SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).

SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.

TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(Anasco Color).

TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(Made in England).

YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101)

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).

CARIBBEAN—COSMD—John Payne, Arlene Dahl, Sir Cedric Hardwicke—Okeh swashbuckler with plenty of merchandising angles—97m.—see Sept. 10 issue—(Technicolor)—(5202).

CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).

COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).

GIRLS OF PLEASURE ISLAND, THE—CD—Leo Genn, Don Taylor, Elsa Lanchester—Pleasant program—95m.—see Feb. 25 issue—(Technicolor)—(5215).

HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).

JUST FOR YOU—CDMU—Bing Crosby, Jane Wyman, Ethel Barrymore—Good Crosby—104m.—see Sept. 10 issue—(Technicolor)—(5201).

OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).

PONY EXPRESS—OMD—Charlton Heston, Rhonda Fleming, Jan Sterling—Colorful outdoor melodrama should appeal best to action trade, small towns and neighborhoods—101m.—see Mar. 11 issue—(Technicolor)—(5217).

ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).

SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).

STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).

STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).

THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).

TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).

TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).

WAR OF THE WORLDS, THE—SFD—Gene Barry, Ann Robinson, Les Tremayne—Headed for the better money—84m.—see Mar. 11 issue—(Technicolor)—(5218).

TO BE REVIEWED OR IN PRODUCTION

AIRPORT TANGIER—Jack Palance, Joan Fontaine—(Technicolor).

ALASKA SEAS—Van Heflin, Robert Ryan, Jan Sterling.

ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).

BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).

BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).

CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.

ELEPHANT WALK—Elizabeth Taylor, Dana Andrews—(Technicolor)—(Party made in Ceylon).

FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.

HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).

HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor).

JAMAICA RUN—Ray Milland, Arlene Dahl, Wendell Corey—(Technicolor).

LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey—(Partly made in France).

MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday—(3-D).

RED GARTERS—Rosemary Clooney, Anna Maria Alberghetti, Joanne Gilbert, Guy Mitchell—(Technicolor)—(3-D by Paravision).

ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).

SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional).

SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda.

SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).

STALAG 17—William Holden, Don Taylor, Otto Preminger.

THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Color)—(3-D by Paravision).

VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor).

WHITE CHRISTMAS—Bing Crosby, Donald O'Connor, Rosemary Clooney.

RKO

(1951-52 releases from 201
1952-53 releases from 301)

ALLEGHENY UPRISING—MD—Claire Trevor, John Wayne, George Sanders—Star values should help—81m.—see Sept. 10 issue—(384).

ANDROcles AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).

ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).

ANNIE OAKLEY—CD—Barbara Stanwyck, Preston Foster, Melvyn Douglas—Reissue has the names and angles—91m.—see Sept. 10 issue—(383).

BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).

BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).

BEWARE MY LOVELY—MD—Ida Lupino, Robert Ryan, Taylor Holmes—Fair meller will fit into the duallers—77m.—see Sept. 10 issue—(302).

BIG FRAME, THE—MYMD—Mark Stevens, Jean Kent, Garry Marsh—Import for the lower half—66½m.—see Apr. 8 issue—(English-made).

BIG SKY, THE—MD—Kirk Douglas, Dewey Martin, Elizabeth Thraatt—Good adventure yarn—122m.—see Sept. 10 issue—(361).

BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).

BLOOD ON THE MOON—W—Robert Mitchum, Barbara Bel Geddes, Robert Preston—Names should help reissue—87m.—see Mar. 25 issue—(388).

CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).

COUNT THE HOURS—MD—Teresa Wright, MacDonald Carey, Dolores Moran—Fair melodrama—74m.—see Feb. 25 issue.

FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).

FAITHFUL CITY—D—Jamie Smith, Ben Josef, John Slater—Highly interesting Israeli import—86m.—see Sept. 10 issue—(Israeli-made)—(303).

FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Reissue has the names and angles—127m.—see Mar. 25 issue—(387).

HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).

HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).

LOOK WHO'S LAUGHING—F—Edgar Bergen, Charlie McCarthy, Lucille Ball—Reissue has names to help—79m.—see Sept. 10 issue—(381).

LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).

MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).

NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).

NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).

ONE MINUTE TO ZERO—MD—Robert Mitchum, Ann Blyth, William Talman—Well-made Korean war story has angles for the selling—105m.—see Sept. 10 issue—(301).

PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conreid as "Captain Hook"—High rating Disney—76½m.—see Jan. 28 issue—(Technicolor)—(392).

PORT SINISTER—MD—James Warren, Lynne Roberts, Paul Cavanagh—For the lower half—65m.—see Feb. 25 issue.

SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).

SPLIT SECOND—MD—Stephen McNally, Alexis Smith, Jan Sterling—Well-made, suspenseful meller—85m.—see Apr. 8 issue.

SUDDEN FEAR—D—Joan Crawford, Jack Palance, Gloria Grahame—High rating suspenseful drama—110m.—see Sept. 10 issue—(362).

SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).

TOO MANY GIRLS—MUC—Lucille Ball, Desi Arnaz, Richard Carlson—Names should be factor—85m.—see Sept. 10 issue—(382).

UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTPOST—Dale Robertson, Arthur Hunnicutt, Stephen McNally—(Color).

BEAUTIFUL BUT DANGEROUS—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.

BELOW THE SAHARA—African documentary.—(Technicolor).

GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.

HEAVY WATER—Documentary on World War II—(Norwegian-made).

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).

KISS AND RUN—Vicar Mature, Jean Simmons, James Gleason, Mary Jo Tarola.

MAUD—Robert Preston, Marjorie Steele.

MERRY MIRTHQUAKES—Liberace.

MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Walt Disney cartoons of the past 25 years (Technicolor).

NIGHT WITHOUT STARS—David Farrar, Nadia Gray.

SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).

SECOND CHANCE—Linda Darnell, Robert Mitchum, Jack Palance—(Color).

SON OF SINBAD—Ursula Thiess, Vincent Price, Keith Andes—(Technicolor).

SWORD AND THE ROSE, THE—Richard Todd, Gwynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).

TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.

3-D FOLLIES—Lili St. Cyr, Gussie Moran, Pat McCormick—(Eastman Color).

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).

FLYING SQUADRON, THE—D—Massimo Serato, Dina Sassoli, Umberto Sperado—Mediocre import for the spots that can play it—60m.—see Mar. 11 issue—(Italian-made)—(Dubbed in English).

LADY WANTS MINK, THE—C—Dennis O'Keefe, Ruth Hussey, Eve Arden—Pleasing comedy—92m.—see Mar. 25 issue—(Trucolor)—(5205).

MARSHAL OF CEDAR ROCK—W—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—Routine series entry—54m.—see Feb. 25 issue—(5241).

OLD OVERLAND TRAIL—W—Rex Allen, Koko, Slim Pickens, Virginia Hall—Routine series entry—60m.—see Mar. 11 issue—(5146).

RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).

SOUTH PACIFIC TRAIL—WMU—Rex Allen, Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).

SAN ANTONIO—OMD—Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado—Okeh outdoor offering—90m.—see Mar. 11 issue—(5203).

THUNDERBIRDS—ACD—John Derek, John Borrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).

TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).

TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).

WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).

WOMAN THEY ALMOST LYNCHED—OMD—John Lund, Brian Donlevy, Audrey Totter, Joan Leslie—Outdoor melodrama has the names and angles—90m.—see Apr. 8 issue—(5204).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FROM BROOKLYN, THE—Alex Nicol, Charles Winninger, Audrey Totter.

CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.

FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor).

IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.

LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).

PERILOUS JOURNEY—A—Vera Ralston, Scott Brady, David David Brian.

SAVAGE FRONTIER—Alan "Rocky" Lane, Eddie Waller, Dorothy Patrick.

SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.

SWEETHEARTS ON PARADE—Ray Middleton, Lucille Norman, Eileen Christy—(Trucolor).

20th Century-Fox

(1951 releases from 101
1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).

CALL ME MADAM—MUC—Ethel Merman, Donald O'Connor, Vera-Allen, George Sanders—High rating—114m.—see Mar. 11 issue—(Technicolor)—(311).

CALL OF THE WILD—MD—Clark Gable, Loretta Young, Jack Oakie—Reissue has the names and angles—81m.—see Mar. 25 issue—(350).

DESTINATION GOBI—ACD—Richard Widmark, Don Taylor, Judy Dann—Entertaining off-beat war film—89m.—see Feb. 25 issue—(Technicolor)—(313).

DOWN AMONG THE SHELTERING PALMS—CMU—William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne—Names may help South Pacific type musical—87m.—see Mar. 11 issue—Leg.: B—(Technicolor)—(317).

GENTLEMAN'S AGREEMENT—D—Gregory Peck, Dorothy McGuire, John Garfield—Reissue has the names and angles—118m.—see Apr. 8 issue—(352).

GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).

I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).

MONKEY BUSINESS—C—Cary Grant, Ginger Rogers, Charles Coburn—Amusing entry has the names and angles—97m.—see Sept. 10 issue—Leg.: B—(230).

MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).

MY DARLING CLEMENTINE—WD—Henry Fonda, Linda Darnell, Victor Mature—Names should help reissue—97m.—see Mar. 25 issue—(351).

MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).

MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: B)—(231).

NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(306).

NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).

PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).

PRESIDENT'S LADY, THE—BID—Susan Hayward, Charlton Heston, John McIntire—Well-made biographical melodrama has plenty to merchandise—97m.—see Mar. 11 issue—Leg.: B—(313).

RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: B)—(303).

SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).

SNAKE PIT, THE—PD—Olivia de Havilland, Mark Stevens, Leo Genn—Reissue has the names and angles—108m.—see Apr. 8 issue—(353).

SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).

SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).

STAR, THE—D—Bette Davis, Sterling Hayden. Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).

STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).

STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).

TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).

THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).

TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).

TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).

WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).

YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BLUEPRINT FOR MURDER—Jean Peters, Joseph Cotten, Gary Merrill.

BRADY'S BUNCH—Jeff Chandler, Maureen O'Hara—(Technicolor).

CITY OF BAD MEN—Jeanne Crain, Dale Robertson—(Technicolor).

DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.

DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty—(319)—88m.

FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307)—81m.

GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor)—92m.

GLORY BRIGADE, THE—Victor Mature, Alvy Moore, Grega Mitchell—82m.

HOW TO MARRY A MILLIONAIRE—Betty Grable, Marilyn Monroe, Rory Calhoun—(3-D)—(Color)—(CinemaScope).

INFERNO—Robert Ryan, William Lundigan, Rhonda Fleming—(3-D)—(Technicolor).

INVADERS FROM MARS—Jimmy Hunt, Helene Carter, Arthur Franz—(Cinecolor)—(314)—78m.

KID FROM LEFT FIELD, THE—Dan Dailey, Anne Bancroft.

MABEL AND ME—Dan Dailey, Corinne Calvet.

MAN ON A TIGHTROPE—Fredric Marsh, Terry Moore, Gloria Grahame—(Made in Germany)—(315).

PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter—80m.

POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor).

ROBE, THE—Richard Burton, Victor Mature, Jean Simmons—(3-D)—(Technicolor)—(CinemaScope).

SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).

TITANIC—Clifton Webb, Barbara Stanwyck, Thelma Ritter, Richard Basehart—98m.—(318).

VICKIE—Jeanne Crain, Jean Peters, Casey Adams.

WATERHOLE—Bill Lundigan, Gloria Grahame.

WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).

BANDITS OF CORSICA—MD—Richard Greene, Paula Raymond, Raymond Burr—Costume action show will fit into the duallers—81m.—see Mar. 11 issue—(Small).

BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).

BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty thrid-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Anscoc Color)—(3-D)—(Natural Vision)—(Oboler).

GUEST WIFE—C—Claudette Colbert, Don Ameche, Richard Foran—Name draw will help relissue—87m.—see Sept. 10 issue—(Relissue)—(Skirball).

IT'S IN THE BAG—C—Fred Allen, Jack Benny, Binnie Barnes—Relissue has names to sell—87m.—see Sept. 10 issue—(Skirball).

KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).

LADY VANISHES, THE—MYD—Margaret Lockwood, Michael Redgrave, Paul Lukas—Relissue has the angles for the selling—95m.—see Sept. 10 issue—(English-made)—(Hitchcock).

LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).

LUXURY GIRLS—D—Susan Stephen, Anna Maria Ferrero, Jacques Sernas—Exploitation import will fit into the duallers—96m.—see Mar. 11 issue—Leg.: B—(Made in Italy)—(Cines).

MAGNETIC MONSTER, THE—MD—Richard Carlson, King Donovan, Jean Byron—Okeh science fiction thriller for the duallers—76m.—see Feb. 25 issue—(Tors).

MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the art spots—82m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).

MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).

OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).

SON OF THE RENEGADE—W—John Carpenter, Lori Irving, Joan McKellen—Below average western—57m.—see Mar. 25 issue—(Schwarz).

THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok—(Rank).

BEAT THE DEVIL—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—(Made in Europe)—(Santana-Romulus).

CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vas-sarotti).

CROSSTOWN—John Payne, Evelyn Keyes—(Small).

ESPERENZA—(Argentine-made)—(Ben Ami).

FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).

FORT ALGIERS—Yvonne DeCarlo, Leif Erickson, Carlos Thompson—(Ermolieff).

GENGHIS KHAN—Manuel Conde, Elvira Reyes, Lou Salvador—(Made in the Philippines)—(Conde).

GOLDEN ARROW—Jean Pierre Aumont, Burgess Meredith—(Renown)—82m.

GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian)—81m.

MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).

MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).

MRS. JEZEBEL—Gertrude Michaels, Lyle Talbot, Ross Elliott—(Wisberg-Pollexeen).

PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).

RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Small).

RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).

ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).

SABRE JET—Robert Stack, Coleen Gray—(Krueger).

SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).

SCARLET SPEAR, THE—John Archer, Martha Hyers—(Technicolor)—(Made in Africa)—(Breakston-Stahl).

SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).

SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).

THERE IS NO ESCAPE—Paul Henreid, Lois Maxwell, Kieron Moore—(Paal).

TOMBSTONE EXPRESS—George Montgomery, Tob Hunter, Helen Westcott—(Technicolor)—(Small).

TWONKY, THE—Hans Conreid, Billy Lynn, Gloria Blondell—(Oboler).

WAR PAINT—Robert Stack, Joan Taylor, Charles McGraw—(Pathe Color)—(K-B).

Universal-International

(1951-52 releases from 201)

1952-53 releases from 301)

ABBOTT AND COSTELLO GO TO MARS—C—Bud Abbott, Lou Costello, Mari Blanchard—Should do usual A and C business—76½m.—see Mar. 25 issue—(316).

AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).

BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).

BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).

BONZO GOES TO COLLEGE—F—Maureen O'Sullivan, Edmund Gwenn, Charles Drake—Amusing programmer—79½m.—see Sept. 10 issue—(232).

CITY BENEATH THE SEA—MD—Robert Ryan, Mala Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(308).

DESERT LEGION—ACD—Alan Ladd, Richard Conte, Arlene Dahl—Good Ladd—85m.—see Mar. 11 issue—(Technicolor)—(315).

GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).

GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor show—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).

HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).

IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor)—(381).

IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).

LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).

LONE HAND, THE—OD—Joel McCrea, Barbara Hale, Alex Nicol—Outdoor drama should draw best with the family trade—79½m.—see Apr. 8 issue—(Technicolor).

MA AND PA KETTLE ON VACATION—C—Marjorie Main, Percy Kilbride, Ray Collins—Series entry will have the usual appeal—75m.—see Mar. 11 issue—(314).

MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).

MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98½m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).

PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).

RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).

REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).

SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—87m.—see Feb. 25 issue—(Technicolor)—(313).

STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank)—(383).

STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).

WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff, Helen Westcott.

ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.

BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Marcia Henderson—(Technicolor).

CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).

COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).

EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).

FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.

GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).

GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).

I BELIEVE IN YOU—Cecil Parker, Celia Johnson—(English-made)—(Rank).

IT CAME FROM OUTER SPACE—Richard Carlson, Barbara Rush—(3-D).

IT HAPPENS EVERY THURSDAY—Loretta Young, John Forsythe.

LAW AND ORDER—Ronald Reagan, Susan Cabot, Alex Nicol, Preston Foster—(Technicolor).

MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.

MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).

MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).

PENNY PRINCESS, THE—Yolande Donlan, Kirk Bogarde—(Technicolor)—(English-made)—(382).

QUEEN IS CROWNED, A—Coronation documentary narrated by Sir Laurence Olivier—(Technicolor)—(Rank).

SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).

STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).

TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).

THREE WERE RENEGADES—Audie Murphy, Lori Nelson—(Technicolor).

THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).

VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).

WALKING MY BABY BACK HOME—Donald O'Connor, Janet Leigh, Buddy Hackett—(Technicolor).

WINGS OF THE HAWK—Van Heflin, Julia Adams, Abbe Lane—(Technicolor).

YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101)

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).

APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).

BIG JIM McLAIN—D—John Wayne, Nancy Olson—Wayne entry will need plenty of push—90m.—see Sept. 10 issue—(Partly made in Hawaii)—(201).

BLUE GARDENIA, THE—MYD—Anne Baxter, Richard Conte, Ann Sothorn—Interesting mystery drama has the names to help—90m.—see Mar. 25 issue—Leg.: B—(215).

CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).

I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).

IRON MISTRESS, THE—**BID**—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

JAZZ SINGER, THE—**DMU**—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Technicolor)—(212).

MAN BEHIND THE GUN, THE—**OMD**—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).

OPERATION SECRET—**MD**—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).

SHE'S BACK ON BROADWAY—**MU**—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).

SPRINGFIELD RIFLE—**ACD**—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STOP, YOU'RE KILLING ME—**C**—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).

SYSTEM, THE—**D**—Frank Lovejoy, Joan Weldon, Bob Arthur—Interesting programmer for the duallers—87m.—see Mar. 25 issue—(217).

TROUBLE ALONG THE WAY—**CD**—John Wayne, Donna Reed, Charles Coburn—One of the better Waynes—110m.—see Mar. 25 issue—(216).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BOY FROM OKLAHOMA—Will Rogers, Jr., Nancy Olson, Lon Chaney, Jr.

BURNING ARROW, THE—Guy Madison, Frank Lovejoy, Vera Miles—(WarnerColor)—(3-D).

BY THE LIGHT OF THE SILVER MOON—Doris Day, Gordon MacRae, Rosemary DeCamp—(Technicolor).

CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.

DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor)—110m.

DIAMOND QUEEN, THE—Fernando Lamas, Arlene Dahl, Gilbert Roland—(SuperCinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D)—(218).

ISLAND IN THE SKY—John Wayne, Lloyd Nolan, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.

RIDING SHOTGUN—Randolph Scott, Joan Weldon, Paul Picerni—(WarnerColor).

SO BIG—Jane Wyman, Sterling Hayden.

SO THIS IS LOVE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).

SOUTH SEA PARADISE—Burt Lancaster, Virginia Mayo, Hayden Rorke.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—**OMD**—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BELA LUGOSI MEETS A BROOKLYN GORILLA—**CMD**—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).

BIG BREAK, THE—**D**—James Lipton, Gaby Rodgers, Ellie Pine—For the duallers—74m.—see Mar. 11 issue—(Madison).

BLADES OF THE MUSKETEERS—**COSMD**—Robert Clarke, John Hubbard, Marjorie Lord—Version of Dumas classic will fit into the lower half—51½m.—see Mar. 25 issue—(Howco).

BLOOD BROTHERS—**DOC**—Written and narrated by Quentin Reynolds—Documentary has the angles—63m.—see Mar. 25 issue—(Classic).

CHILDREN OF LONELINESS—**PD**—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

HURRICANE AT PIGRIM HILL—**C**—Cecil Kellaway, Clem Bevans, Virginia Grey, David Bruce—For the lower half—53m.—see Apr. 8 issue—(Howco).

JULIUS CAESAR—**D**—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(16 mm.)—(Brandon).

MAHATMA GHANDI—**TWENTIETH CENTURY PROPHECY**—**DOC**—Produced by Stanley Neal Productions for the American Academy of Asian Studies and narrated by Quentin Reynolds—Fascinating glimpse of life of Ghandi may appeal to some art spots—80m.—see Feb. 25 issue—(AAAS).

ORIENTAL EVIL—**MD**—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).

STEREO-TECHNIQUES SHOW NO. 1—**NOV**—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Lesser).

STRIP TEASE HOLD-UP—**BUR**—Sammy Birch, Gung Hai, Sue Travis—Routine burlesque entry—74m.—see Mar. 25 issue—(Union).

TRIORAMA—**COMP**—Compilation of three dimensional subjects should have novelty value in some situations—36m.—see Mar. 11 issue—(Color)—(3-D)—(Mage).

Foreign-Made

(Distributors' addresses will be furnished on request)

AMAZING MONSIEUR FABRE, THE—**BID**—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—English dialogue—(Futter).

ANGEL STREET—**MD**—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Commercial).

ANGELO IN THE CROWD—**CD**—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

BERLINER, THE—**SAT**—Gert Frobe, Aribert Wascher, Tatjana Sois—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—**D**—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

CADETS OF GUASCOGNA, THE—**CMU**—Ferruccio Tagliavini, Luciano Sangiorgi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CASQUE D'OR, THE STORY OF A BLONDE—**MD**—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).

CASTLE IN THE AIR—**C**—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).

CLIFF OF SIN, THE—**MD**—Gino Cervi, Margaret Genske, Ermanno Randi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).

CONCERT OF STARS—**MU**—M. Mikhailov, N. Guselnikova, S. Preobrazhenskaya—High rating Russian musical import—85m.—see Apr. 8 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

CONGRESS DANCES—**CMU**—Lillian Harvey, Conrad Veidt, Lil Dagover—Dubbed import should have angles for the art spots—90m.—see Apr. 8 issue—(German-made)—(Dubbed in English)—(Meadow).

COUNTRY DOCTOR—**D**—T. Mararova, G. Belov, L. Kapustin—Slow moving import—113m.—see Mar. 25 issue—(Russian-made)—(English titles)—(Artkino).

CURTAIN UP—**C**—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).

DANCE HALL GIRLS—**DMU**—Bonar Colleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).

DEATH OF AN ANGEL—**MYMD**—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).

DERBY DAY—**D**—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

DEVOTION—**MD**—Columba Dominguez, Rolando Lupi, Juon DeLanda—Melodramatic entry may appeal to Italian houses—84m.—see Feb. 25 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

DUEL WITHOUT HONOR—**D**—Massimo Girotti, Annette Bach, Constance Dowling—Italian import should have usual appeal for art spots—90m.—see Apr. 8 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

FATHER'S DILEMMA—**F**—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).

FLOWERS OF ST. FRANCIS—**BID**—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORBIDDEN GAMES—**D**—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—(French-made)—(English titles)—(Times).

FORCE OF DESTINY, THE—**OPD**—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—**CD**—Ginette Lacage, Nicos Hadjiscos, John Prince—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).

FRENCH WAY, THE—**ROMCMU**—Josephine Baker, Michel-line Puelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).

GLORY AT SEA—**D**—Trevor Howard, Richard Attenborough, Sonny Tufts—Good sea story for the art houses—90m.—see Apr. 8 issue—(English-made)—(Souvaine).

GODS OF BALI, THE—**DOC**—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

GRAND CONCERT, THE—**MU**—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).

HELL IS SOLD OUT—**CD**—Richard Attenborough, Mai Zetterling, Herbert Lom—For the lower half—75m.—see Apr. 8 issue—Leg.: B—(English-made)—(Realart).

HOUSE OF DARKNESS—**MD**—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

I BELIEVE IN YOU—**D**—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).

JUSTICE IS DONE—**D**—Claude Nollier, Michel Auclair, Balpetre—French import has the angles for the art spots—96m.—see Mar. 25 issue—(French-made)—(English titles)—(Burstyn).

LADY GODIVA RIDES AGAIN—**C**—Dennis Price, John McCollum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).

LAST MISSION, THE—**MD**—Smaroula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—**DOC**—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in Technicolor)—(Pictura).

LIFE BEGINS TOMORROW—**FAN**—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—**C**—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(English titles)—(IFE).

MAGIC BOX, THE—**BID**—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—**DFAN**—Rade Markovich, Milvoje Zhivanovich, Vera Ilich-Djukie—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—**MYMU**—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MARIKA—**MU**—Marika Rokk, Fred Liewehr, Harry Fuss—Pleasant musical for the art spots—81m.—see Apr. 8 issue—(Austrian-made)—(English titles)—(Baker-Brill).

MERRY WIVES OF WINDSOR, THE—**OPC**—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MR. DENNING DRIVES NORTH—**MD**—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).

NEW CHINA, THE—**DOC**—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—**D**—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OF LOVE AND BANDITS—**MD**—Amedeo Nazzari, Maria Mauban, Jeon Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).

PAOLO AND FRANCESCA—**ROMD**—Odile Versois, Andrea Checchi, Armando Francioli—Interesting medieval love yarn—94m.—see Apr. 8 issue—(Italian-made)—(English titles)—(IFE).

PIMPERNEL SVENSSON—**C**—Edvard Persson, Ivor Wahlgren, Aurore Polmgren—Swedish spoof on Communism may appeal to some art spots—85½m.—see Feb. 25 issue—(Swedish-made)—(English titles)—(Scandia).

RAMUNTCHO—**D**—Louis Jouvet, Francoise Rosay, Nino Constantini—Jouvet name may help art house draw—89m.—see Apr. 8 issue—(French-made)—(English titles)—(Arlan).

ROBINSON CRUSOE LAND—**C**—Stan. Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franco-London).

SAVAGE TRIANGLE—**D**—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).

SEVEN RAVENS, THE—**FAN**—Grimm fairy tale puppet show should please the children—50m.—see Apr. 8 issue—(Made in U. S. Zone Germany)—(English dialogue)—(Meadow).

SEXTETTE—**COMP**—Alexandre Rignault, Yvonne Goudeau, Jean-Jacques Delbo—Collection of short stories has the angles for the art spots—90m.—see Apr. 8 issue—(French-made)—(English titles)—(Arlan).

SKIPPER NEXT TO GOD—**MD**—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STOLEN IDENTITY—**MD**—Donald Buka, Francis Lederer, Joan Camden—Escape melodrama will fit into the lower half—87m.—see Mar. 25 issue—(Austrian-made)—(English dialogue)—(Ainsworth-Nathanson).

STORY OF TOSCA, THE—**OPD**—Imperio Argentina, Michel Simon, Rossano Brozzi—Average opera film may appeal to the art houses—102m.—see Apr. 8 issue—(Italian-made)—(English titles)—(Scalera).

STREETS OF SORROW—**D**—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

TARAS SHEVCHENKO—**BID**—Sergel Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).

THIRST OF MEN, THE—**D**—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

TRAGIC LOVERS, THE—**D**—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—**MUCD**—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdiere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

UNDERSEA RAIDER—DOC—Interesting documentary on submarine warfare—74m.—see Feb. 25 issue—(English-made)—(Manor).

VENETIAN BIRD—MD—Richard Todd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vallone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
5414	(Apr. 4)	Spies And Guys (Besser)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes	F	20m.	3472
5425	(Mar. 12)	Woo, Woo	F	16m.	3490
5426	(Apr. 16)	Calling All Fibbers	F	16 1/2m.	3490
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many	F	20m.	3482
5435	(Mar. 19)	Yumpin' Yiminy	F	17m.	3483
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15ep.	3464
		Adventures Of Captain Kidd		15ep.	
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15 1/2m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16 1/2m.	3472
5405	(Mar. 5)	Booty And The Beast	F	16 1/2m.	
5406	(Apr. 2)	Loose Loot			
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	3473
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
5553	(Feb. 19)	No. 3	F	10 1/2m.	3473
5554	(Apr. 16)	No. 4			
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	3473
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	3473
5609	(Mar. 12)	The Make Believe Revue	G	10m.	3491
5610	(Apr. 9)	King Midas Junior	F	7m.	3490
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn	E	7m.	3490
5504	(Apr. 30)	The Emperor's New Clothes			
5999		Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5856	(Mar. 19)	Mickey Rooney—Then And Now	G	9 1/2m.	
5857	(Apr. 23)	Hal Hal From Hollywood			
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9 1/2m.	3473
5955	(Apr. 30)	Les Elgart and Orch.			
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9 1/2m.	3473
5805	(Feb. 26)	Trick Shot Artists	G	9m.	
5806	(Mar. 26)	Legion At Bat	G	10m.	3491

MGM					
One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 18)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(Mar. 14)	Cobs And Robbers	F	6 1/2m.	3448
W-441	(Mar. 21)	Johann Mouse (T-J)	E	7m.	3465
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
T-415	(.....)	Beautiful Bavaria	G	9m.	3491

GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
W-464	(Mar. 28)	Quiet, Please	G	8m.	3491
PROPHECIES OF NOSTRADAMUS (4)					
R-421	(Jan. 21)	Nostradamus Says So	E	10m.	3465
R-422	(.....)	Let's Ask Nostradamus			
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
S-455	(Feb. 7)	The Mosconi Story	G	9m.	3473
S-456	(Feb. 14)	Aquatic Kids	G	8m.	3473
		Good Buy Now			
		The Postman			

Paramount					
Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
B12-2	(Feb. 13)	Frightday The 13th	F	7m.	3483
B12-3	(Mar. 13)	Spook No Evil	F	7m.	3491
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets	F	9m.	3483
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	3473
R12-7	(Apr. 10)	The Wizard Of Clubs	G	9m.	
HERMAN AND KATNIP (4) (Technicolor)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic	F	7m.	3491

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History	G	7m.	3490
X12-3	(Apr. 3)	Philharmoniacs	F	7m.	3491
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch	G	7m.	3483
P12-4	(Apr. 17)	Winner By A Hare	F	6m.	
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks	G	10m.	3483
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology	F	6m.	
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	3472
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In			
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days	F	10m.	
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rompage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two	F	17m.	3472
33604	(Mar. 13)	Pardon My Wrench	F	16m.	3483
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Pony	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner	F	15m.	3472
PEOPLE AND PLACES (.....) The Alaskan Eskimo					
			E	27m.	3482

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
32901	(Feb.)	Bear Country	E	33m.	3458	5204	(Feb.)	Heckle and Jeckle In Sea-side Adventure	F	7m.	3211	8363	(Dec. 29)	An Industrial Lake Port	G	20m.	3458
	(.....)	Prowlers Of The Everglades				5205	(Mar.)	Little Roquefort In City Slicker	G	7m.	3209	8364	(Jan. 26)	Ports Of Industrial Scandinavia	G	20m.	3472
		One Reel				5206	(Mor.)	Mighty Mouse In Prehistoric Perils	G	7m.	3219	8365	(Feb. 23)	The Po River Valley	G	20m.	3483
		SCREENLINERS (13)				5207	(Mor.)	Terry Bears In Papa's Day Of Rest	F	7m.	3243	8366	(Mor. 23)	Sheep Ranch Country			
34201	(July 4)	Sweet Land Of Liberty	E	9m.	3380	5208	(Apr.)	Dinky In Flot Foot Fledglings	F	7m.	3251	8367	(Apr. 20)	Cross Sections Of Central America			
34202	(July 25)	Male Vanity	G	8m.	3380	5209	(Apr.)	Time Gallops On	F	7m.	3251	8368	(May 18)	Factories, Mines And Waterways			
34203	(Aug. 15)	Mexican Rhythm	G	8m.	3380	5210	(May)	Heckle and Jeckle Off To The Opera	G	7m.	3266	8369	(June 15)	British Trade And Industry			
34204	(Sept. 5)	Flying Pinwheels	F	8m.	3392	5211	(May)	The Hoppy Cobblers	G	7m.	3279	8370	(July 13)	Farmer-Fisherman			
34205	(Sept. 26)	Porpoise Roundup	G	8m.	3412	5212	(June)	Little Roquefort In Hypnotized	G	7m.	3279	8371	(Aug. 10)	The Lumber States			
34206	(Oct. 17)	Log Jam	F	9m.	3412	5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m.	3301	8372	(Sept. 3)	Mountain Farmers			
34207	(Nov. 7)	College Circus	G	8m.	3435	5214	(June)	Flipper Frolics	F	7m.	3318	8373	(Oct. 5)	Adobe Village			
34208	(Nov. 28)	Johnny Gets His Route	F	9m.	3435	5215	(July)	Terry Bears In Little Anglers	F	7m.	3301			One Reel			
34209	(Dec. 19)	Way Back When	G	8m.	3435	5216	(July)	Dinky In The Foolish Duckling	G	7m.	3326	8381	(.....)	Fiesta Frolics			
34210	(Jan. 9)	Molly Bee Sings	F	9m.	3448	5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m.	3310			VARIETY VIEWS (8)			
34211	(Jan. 30)	New York's Sea Going Smoke Eaters	G	8m.	3473	5218	(Aug.)	The Mysterious Cowboy	E	7m.	3318	8341	(Dec. 22)	King Winter	G	9m.	3459
34212	(Feb. 20)	The Mountain Movers	F	10m.	3491	5219	(Sept.)	Aesop's Fable: Hoppy Valley	G	7m.	3326	8342	(Feb. 9)	Get A Horse	G	9m.	3459
34213	(Mor. 13)	Britain's Sky Blazers	G	8m.	3491	5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m.	3333	8343	(Mar. 9)	Sky Police	G	9m.	3483
		SPORTSCOPES (13)				5221	(Oct.)	Terry Bears In Nice Doggy	F	7m.	3342			WALTER LANTZ CARTUNES (13)			
34301	(July 11)	Aqua Champs	G	8m.	3380	5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m.	3348			(Technical)			
34302	(Aug. 10)	Let's Go Fishing	G	8m.	3380	5223	(Oct.)	Heckle and Jeckle In Moose On The Loose	F	7m.	3348	8321	(Dec. 8)	Termite From Mars	G	6m.	3459
34303	(Aug. 22)	Lure Of The Turf	F	9m.	3396	5224	(Nov.)	Dinky In Sink Or Swim	G	7m.	3387	8322	(Jan. 19)	What's Sweepin'	F	6m.	3459
34304	(Sept. 12)	The Roaring Game	F	10m.	3396	5225	(Dec.)	Little Roquefort In Flop Secret	F	7m.	3388	8323	(.....)	The Dog That Cried Wolf	F	6m.	3483
34305	(Oct. 3)	Sportsmen's Playground	F	8m.	3412	5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m.	3402						
34306	(Oct. 24)	Husky Dog	F	8m.	3418			(Re-releases) (4)						CLASSICS OF THE SCREEN (6)			
34307	(Nov. 14)	King Of Clubs	G	8m.	3435	5227	(Jan.)	Harvest Time	F	7m.	3219	9101	(Sept. 27)	Monsters Of The Deep	G	20m.	3387
34308	(Dec. 5)	Bobby Shantz	F	8m.	3435	5228	(Feb.)	Plane Goofy	F	7m.	3219	9102	(Nov. 22)	Oklahoma Outlaws	E	20m.	3410
34309	(Dec. 26)	All Joking Astride	F	9m.	3459	5229	(Apr.)	The First Robin	F	7m.	3219	9103	(Dec. 27)	Are Animals Actors?	E	20m.	3434
34310	(Jan. 16)	Wild Boar Hunt	F	8m.	3459	5230	(May)	Billy Mouse's Awkwacade	G	7m.	3294	9104	(Mar. 21)	Star In The Night	E	20m.	3458
34311	(Feb. 6)	Fighting Fins	G	8m.	3483			(1952-53) (26)				9105	(May 16)	Plantation Melodies	G	20m.	3483
34312	(Feb. 27)	Seaside Sports	F	8m.	3491	5301	(Jan.)	Mighty Mouse In A Soapy Opera	F	7m.	3402			One Reel			
		WALT DISNEY CARTOONS (18)				5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m.	3410			BLUE RIBBON HIT PARADES (13)			
		(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)				5303	(Feb.)	Heckle and Jeckle In Hair Cut-Ups	F	7m.	3418			(Reissues)			
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m.	3388	5304	(Feb.)	Dinky In Wise Quacks	G	7m.	3435	9301	(Sept. 13)	A Feud There Was	G	7m.	3387
34102	(Oct. 10)	Trick Or Treat (D)	G	8m.	3392	5305	(Mor.)	Little Roquefort In Mouse Meets Bird	F	7m.	3441	9302	(Oct. 11)	Daffy Doodles	G	7m.	3387
34103	(Oct. 31)	Two Weeks Vacation (G)	F	6m.	3410	5306	(Mar.)	Terry Bears In Snappy Snapshots	F	7m.	3443	9303	(Nov. 8)	Day At The Zoo	E	7m.	3410
34104	(Nov. 21)	Pluto's Christmas Tree (M)	F	7m.	3379	5307	(Mor.)	Mighty Mouse In Hero For A Day	G	7m.	3448	9304	(Nov. 29)	Early Worm Gets The Bird	G	7m.	3410
34105	(Dec. 12)	How To Be A Detective (G)	E	7m.	3379	5308	(Apr.)	Heckle and Jeckle In Pill Peddlers	F	7m.	3458	9305	(Jan. 10)	Tale Of Two Mice	G	7m.	3425
34106	(Mor. 28)	Father's Day Off (G)	F	7m.	3490	5309	(Apr.)	Dinky In Featherweight Champ	G	7m.	3472	9306	(Feb. 7)	Bashful Buzzard	F	7m.	3458
34107	(Apr. 18)	The Simple Things (M-P)	F	7m.	3491	5310	(Apr.)	Little Roquefort In Playful Puss	E	7m.	3473	9307	(Mar. 14)	Country Mouse	G	7m.	3472
34108	(May 9)	For Whom The Bulls Toil	F	7m.	3490	5311	(.....)	Terry Bears In Plumber's Helpers	F	7m.	3491	9308	(Apr. 11)	Little Dutch Plate	G	7m.	3472
34109	(May 30)	Fountain Of Youth				5312	(.....)	Mighty Mouse In Hot Rods	F	7m.	3491	9309	(May 2)	Ain't That Ducky	G	7m.	3490
34110	(June 10)	How To Dance				5313	(.....)	Heckle and Jeckle In Ten Pin Terrors	F	7m.	3491			BUGS BUNNY SPECIALS (8)			
34111	(July 11)	Football (Now And Then)						(Re-releases) (4)				9723	(Sept. 20)	Rabbit Seasoning	F	7m.	3392
34112	(Aug. 7)	The New Neighbor				5327	(Jan.)	The Owl And The Pussy Cat	G	7m.	3425	9724	(Nov. 15)	Rabbit's Kin	G	7m.	3425
		Republic				5328	(Feb.)	Slop Happy Hunters	F	7m.	3425	9725	(Dec. 20)	Hare Lift	G	7m.	3435
		Three Reels				5329	(Apr.)	Happy Circus Days	G	7m.	3425	9726	(Feb. 14)	Forward, March Hare	G	7m.	3465
		COMMANDO CODY—SKY MARSHAL OF THE UNIVERSE						United Artists				9727	(Mar. 14)	Upswept Hare	F	7m.	3491
		(Apr.) No. 1—Enemies Of The Universe	F	30m.	3490			Two Reel				9728	(May 2)	Southern Fried Rabbit			
		SERIALS (4)						MEDAL OF HONOR (4)						JOE McDOAKES COMEDIES (6)			
5281	(July 16)	Zombies Of The Stratosphere	F	12ep.	3348			(.....) Richard P. Hobson	G	26 1/2m.	3410	9401	(Sept. 20)	So You're Going To the Dentist	G	10m.	3392
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.)	G	15ep.	3392			(.....) Dr. Mary Walker	G	26m.	3410	9402	(Nov. 8)	So You Want To Wear The Pants	G	10m.	3412
5283	(Jan. 21)	Jungle Drums Of Africa	F	12ep.	3483			(.....) Julius Langbein	G	26 1/2m.	3410	9403	(Jan. 10)	So You Want To Be A Musician	F	10m.	3443
5284	(Apr. 5)	Return Of Captain Marvel (Reissue)		12ep.				(.....) Joseph C. Rodriguez	G	27 1/2m.	3410	9404	(May 23)	So You Want A Television Set			
		One Reel															

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9713	(Apr. 4)	Fowl Weather	F	7m.	3483			Coronation Ceremony, The (BIS)	E	26m.	3490			(Tech.) (BIS)	G	10m.	3426
9714	(Apr. 18)	Muscle Tussle						Boy In The Country, A (Color) (Lippert) (3-D)	G	14m.	3490			Romance Of Transportation (Tech.) (Mayer-Kingsley)	E	13m.	
9715	(Moy 9)	Ant Posted						Evo Peron Story, The (Astor)	G	29m.	3387			Royal Destiny (BIS)	G	20m.	3464
9716	(Moy 23)	Much Ado About Nutting						Garden Spider, The (IFE)....	E	11m.	3465			Sea Harvest (Voyagers Int.)	F	9m.	3465
THE SPORTS PARADE (10) (Technicolor)								Gollery Of Modern Sculptors (AF)	G	14m.	3417			Sea Hunt (AF)	G	20m.	3441
9501	(Oct. 4)	They Fly Through The Air	E	10m.	3388			Glasgow Orpheus Chotr (BIS)	G	14m.	3425			Songs Of Labor (Artkino)	F	16m.	3448
9502	(Nov. 1)	Unfomilior Sports	F	10m.	3412			Imoges Medievaies (AF) (Tech.)	E	18m.	3441			Story Of The Violin, The (Hoffberg)	G	11m.	3465
9503	(Dec. 20)	Fiesto For Sports	F	9m.	3426			Images From Debussy (AF)	E	18m.	3402			Stranger Left No Card, The (Meteor)	E	23m.	3410
9504	(Jon. 31)	Sporting Courage	E	9m.	3465			Jet Power (GE)	G	10m.	3473			Suite Of Barber Dances (AF)	G	10m.	3404
9505	(Feb. 28)	Birthploc Of Hockey	G	9m.	3465			Kobylio (AF)	F	9m.	3418			Survival Under Atomic Attack (Civil Defense Force) (Castle)	E	9m.	3425
9506	(Apr. 4)	Cheyenne Days	F	9m.	3483			Legend Of The Pallomid Mountains (Itolion Tourist Bureau)	F	10m.	3435			Teen Age Menace (Broadway Angels)	G	26 1/2m.	3434
9507	(Moy 9)	Yo Ho Wonder Volley						Leonardo Do Vinci (Itolion Consulote)	G	16m.	3464			Trovel Royol (Tech.) (BIS)	G	20m.	3464
VITAPHONE NOVELTIES (7)								Lifelines Of Defense (Bondy)	F	14m.	3425			21st Internotionol Horse Show (Color) (Times)	G	9m.	3465
9601	(Sept. 13)	Ain't Rio Grande	F	9m.	3396			Mostery Of The Air (BIS)	G	20m.	3464			24 Hours Of Progress (De Rochemont Associates)	F	10m.	3465
9602	(Apr. 11)	No Adults Allowed						Moy Day Parade (Artkino) (Magnicolor)	F	40m.	3490			U.S.S.R. Today No. 2 (Artkino)	F	10m.	
9603	(Oct. 18)	Hunting The Devil Cot	G	10m.	3418			Mephisto Woltz (Times)....	G	18m.	3472			Visit With Picasso, A (Burstyn)	E	20m.	3490
9604	(Jon. 3)	Too Much Speed	E	10m.	3435			Mirocle On Skis (Krosko)	E	16m.	3472			Uzbek National Dances (Mognicolor) (Artkino)	G	18m.	3490
9605	(Feb. 14)	Here We Go Agoin	F	10m.	3465			Norcotics Dens Of The Orient (Telenews)	G	17 1/2m.	3464			White Continent, The (BIS)	G	20m.	3435
Miscellaneous								Neighbors (Tech.) (Mayer-Kingsley)	E	8m.				Winged World (United Nations)	G	10 1/2m.	
		A Is For Atom (GE)	E	10m.	3473			Night Before Christmas, The (Mogicolor) (Artkino)	G	25m.	3458			Witch Doctor (Lerner)	E	9m.	3491
		Antarctic Whole Hunt (BIS)	F	18m.	3472			Prisoners Of The Tower (Baker-Brill)	G	17m.	3410			Zonzabelle In Paris (Discina)	G	15m.	3392
		Art Survives The Times (AF)	G	10m.	3435			Queen Of The Border									
		Chompionship Race, The (Artkino)	G	20m.	3387												
		Chorm Of Life (Picturo)....	G	15m.	3387												
		Clear Iron (Morathon Newsreel)	G	14m.	3448												

WITH THE CHECK-UP AT HAND—

... it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE

2. TYPE OF SHOW

3. COLOR or BLACK AND WHITE

4. LEADING PLAYERS
5. ONE-LINE CRITICISM

6. RUNNING TIME

7. PRODUCTION NUMBER

8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
White Lightning S. Clements, B. Bestar, S. Brodie	The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek. B. Rush (Technicolor) Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made) On Top Of Old Smoky G. Autry, All Ashore M. Rooney (Technicolor) The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)	Perils of the Jungle C. Beatty, P. Coates	Confidentially Connie J. Leigh, V. Johnson, L. Calhern I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Battle Circus H. Bogart, J. Allyson, K. Wynn The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell	The Stars Are Singing R. Clooney, A. M. Alberghehetti, L. Melchior, J. Archer (Technicolor) Come Back, Little Sheba B. Lancaster, S. Booth T. Moore	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Port Sinister J. Warren, L. Roberts	Old Overland Trail, W R. Allen, V. Hall, S. Pickens Woman They Almost Lynched J. Lund, B. Donlevy, A. Totter	Taxi D. Dailey, C. Smith Destination Gobi R. Widmark. D. Taylor, (Technicolor) Down Among The Sheltering Palms D. Wayne, M. Gaynor, J. Greer (Technicolor) Call Of The Wild C. Gable, L. Young, (Re-release) My Darling Clementine H. Fonda, L. Darnell, V. Mature (Re-release)	Moulin Rouge J. Ferrer, C. Marchand, (Technicolor) (Made in France and England) (Romulus) Bwana Devil (Pre-release) R. Stack, B. Britton, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor) The Penny Princess Y. Dolan, K. Bogarde (English-made) (Technicolor) Son Of The Renegade J. Carpenter, (Schwarz)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminole R. Hudson, B. Hale, A. Quinn (Technicolor) The Blue Gardenia A. Baxter. R. Conte, A. Sothorn	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color)
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
The Marksman W. Morris, E. Verdugo, S. Jolley Cow Country E. O'Brien, H. Westcott, P. Castle Trail Blazers A. Hale, Jr.	The Glass Wall V. Gassman G. Grahame, R. Raymond Jack McCall, Desperado G. Montgomery, A. Stevens, D. Kennedy (Technicolor) One Girl's Confession H. Haas, C. Moore Problem Girls R. Elliott, S. Morrow, J. Seay	Bad Blonde B. Payton, T. Wright (English-made) White Goddess J. Hall	Sombreiro P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor) Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor) Code Two R. Meeker, S. Forrest, K. Wynn Bright Road D. Dandridge, R. Horton, H. Belfonte	Off Limits B. Hope, M. Rooney, M. Maxwell, E. Mayehoff The Girls Of Pleasure Island D. Taylor, A. Dalton, E. Lancaster L. Genn (Technicolor)	Walt Disney's All- Cartoon Festival Compilation of Disney cartoons Blood On The Moon R. Mitchum, B. Bel Geddes, R. Preston (Reissue) Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue) Count The Hours T. Wright, M. Carey The Sea Around Us Documentary (Technicolor) Merry Mirthquakes Liberace	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor) Fair Wind To Java F. MacMurray, V. Ralston, V. McLaglen (Trucolor)	The President's Lady S. Hayward, C. Heston, F. Bainter Call Me Madam E. Merman, G. Sanders, D. O'Connor Vera-Ellen (Technicolor) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)	Africa Screams Abbott and Costello (Nassour) (Reissue) Love Happy Marx Brothers (Cowan) (Reissue) Call Me Madam E. Merman, G. Sanders, D. O'Connor Vera-Ellen (Technicolor) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)	Ma and Pa Kettle On Vacation M. Main, P. Kilbride Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor)	Trouble Along The Way J. Wayne, D. Reed, C. Coburn The System F. Lovejoy, J. Weldon, D. Seymour House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Rebel City B. Elliott, M. Lord Loose In London Bowery Boys Roar Of The Crowd H. Duff, H. Stanley (Color)	Salome R. Hayworth, S. Granger, C. Laughton (Technicolor) Ambush At Tomahawk Gap D. Brian, J. Hodiak, J. Derek, M. E. Marques (Technicolor) Serpent Of The Nile (Technicolor) R. Fleming, W. Lundigan, R. Burr (Technicolor) Goldtown G. Autry, S. Burnette, G. Davis	Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England) Tomahawk Gap D. Brian, J. Hodiak, J. Derek, M. E. Marques (Technicolor) Serpent Of The Nile (Technicolor) R. Fleming, W. Lundigan, R. Burr (Technicolor) Goldtown G. Autry, S. Burnette, G. Davis	Never Let Me Go C. Gable, G. Tierney, R. Haydn (Made in England) Cry Of The Hunted V. Gassman, B. Sullivan, P. Bergen Fast Company H. Keel, P. Bergen, N. Foch Dream Wife C. Grant, D. Kerr, W. Pidgeon Arena G. Young, P. Bergen, R. Horton (AnascoColor) (3-D)	The War Of The Worlds G. Barry, A. Robinson, L. Tremayne (Technicolor) The Big Frame M. Stevens. J. Kent (English-made) Split Second S. McNally, J. Sterling, A. Smith Mickey Mouse's Birthday Party Compilation of Disney cartoon reissues 3-D Follies L. St. Cyr, G. Moran, P. McCormick (Eastman Color) (3-D)	The Big Frame M. Stevens. J. Kent (English-made) Split Second S. McNally, J. Sterling, A. Smith Mickey Mouse's Birthday Party Compilation of Disney cartoon reissues 3-D Follies L. St. Cyr, G. Moran, P. McCormick (Eastman Color) (3-D)	A Perilous Journey V. Ralston, D. Brian Man On A Tightrope F. March, T. Moore, G. Grahame (Made in Germany) Titanic C. Webb, B. Stanwyck The Desert Rats R. Burton, J. Mason Invaders From Mars J. Hunt, H. Carter (Cinecolor) Gentleman's Agreement (Reissue) The Snake Pit (Reissue)	Man On A Tightrope F. March, T. Moore, G. Grahame (Made in Germany) Titanic C. Webb, B. Stanwyck The Desert Rats R. Burton, J. Mason Invaders From Mars J. Hunt, H. Carter (Cinecolor) Gentleman's Agreement (Reissue) The Snake Pit (Reissue)	Raiders Of The Seven Seas J. Payne, D. Reed (Technicolor) Rough Shoot (Small) J. McCrea, E. Keyes (Made in England) (Stross) That Man From Tangiers N. Asher, R. Young, N. Coleman (Made Overseas) The Assassin (Elemsee) R. Todd, E. Bartok (Made in England) (Rank)	The Lone Hand J. McCrea, B. Hale, A. Nicol (Technicolor) Law And Order R. Reagan, S. Cabot, A. Nicol (Technicolor) It Happens Every Thursday L. Young, J. Forsythe	By The Light Of The Silvery Moon D. Day, G. MacRae, R. DeCamp (Technicolor) Plunder Of The Sun G. Ford, D. Lynn, P. Medina The Desert Song G. MacRae, K. Grayson, S. Cochran (Technicolor)

OBSERVANCES

April 3—Good Friday
April 5—Easter

ASTOR

March—Love Island—E. Gabor, P. Valentine (Cinecolor)
Born In The Saddle—L. Erickson, D. Woods (Cinecolor)
April—Thief In Silk—P. Reed, J. Bradley

REALART

March—Salome, Where She Danced—Y. DeCarlo, R. Cameron
(Reissue)
Abbott and Costello
In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

REALART

April—Tiger Island—C. Bickford, E. Young (Reissue)
Strange Conquest—J. Wyatt, J. Bishop (Reissue)



Another History-Making **FIRST** from
WARNER BROS.

From the studios that first successfully introduced
sound to the motion picture screens of the world...

WARNERPHONIC

Heard for the first time by 500 of the nation's leading
exhibitors in a series of screenings now being held in
WARNER BROS. 3-DIMENSION STUDIO AUDITORIUM, in
Burbank, the astounding revolutionary audio complement
to

"HOUSE OF WAX"

in
WARNERCOLOR

THE FIRST ALL
3-DIMENSION FEATURE
PRODUCED BY
A MAJOR STUDIO

MUSIC! DIALOGUE! EFFECTS!

The richest beauty of sound comes to you in the screen's first complete
electronic merger of dimension-camera and dimension-microphone in
their most fully dreamed-of relations.

WARNERPHONIC

is the
wedding march
of Sound and
3-Dimension.



WARNER BROS. Pictures presents
"HOUSE OF WAX"

Photographed in NATURAL VISION 3-DIMENSION
Color by WARNERCOLOR

starring
VINCENT PRICE • LOVEJOY • KIRK

CAROLYN JONES • PAUL PICERNI
Screen Play by CRANE WILBUR • Produced by BRYAN FOY • Directed by ANDRE DE TOTH

WORLD PREMIERE
PARAMOUNT, N. Y., APR. 10
MAJESTIC, DALLAS
TEXAS, SAN ANTONIO }
PALACE, FT. WORTH } **APRIL 14**

PARAMOUNT, LOS ANGELES
PARAMOUNT, HOLLYWOOD } **APRIL 17**
FOLLOWED IMMEDIATELY
THROUGHOUT THE UNITED STATES, CANADA
AND GREAT BRITAIN!

EXHIBITOR



TWENTIETH'S NEXT BIG ONE IS TITANIC

*Coming Your
Way in May!*

Date it now for May 13th saturation booking!
Pre-sold by big "Operation Titanic" promotion
April 11-12 . . . and triple TV barrage on Ed Sullivan's
"Toast of the Town" April 19, May 3, May 10!

There's No Business Like 20th Century-Fox Business!



49 Number 23
Two Sections: Section One

APRIL 8, 1953

RED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

aturing EXTRA PROFITS



LEAD

HOLLYWOOD!

In the capitol of the film world M-G-M for the second successive year has been accorded more Academy Awards than any other company. Among M-G-M's Awards, there were 6 just for "THE BAD AND THE BEAUTIFUL." Exhibitors are putting this ticket-selling fact into the newspaper ads of this great attraction. M-G-M has also added it to the trailer.

TOPS IN SHORTS TOO!

M-G-M leadership in the Short Subject field is proven again with the selection of the Tom and Jerry Technicolor cartoon "Johann Mouse" as the Oscar winner for Best Cartoon. This is M-G-M's 8th Academy Award for Technicolor Cartoons.

SHIP!

BROADWAY!

In the capitol of show business the M-G-M trademark is more importantly on theatre marquees than that of any other company, as we go to press:

STATE — Now: M-G-M's "THE NAKED SPUR" (*Tech.*)
Coming: M-G-M's "I LOVE MELVIN" (*Tech.*)

MAYFAIR — Just completed 9-week-engagement:
M-G-M's "ABOVE AND BEYOND"
Now: M-G-M's "JEOPARDY"

CAPITOL — Next: M-G-M's "BATTLE CIRCUS"

MUSIC HALL — Just completed: M-G-M's "THE STORY OF
THREE LOVES" (*Tech.*)

TRANS-LUX 52nd ST. — Breaking every record in its
extended run: M-G-M's "LILI" (*Tech.*)



ON MAY 25TH...

from U-1!

**All the boxoffice power
of today's most sensational
kind of picture
doubled in
impact by the
plus-thrill
of 3-D**



Starring

**RICHARD CARLSON • BARBARA RUSSELL
RUSSELL JOHNSON • KATHLEEN HUGHES**

Directed by JACK ARNOLD • Screenplay by HARRY ESSEX • Produced by



IT CAME FROM OUTER SPACE"

in

3-DIMENSION

*Filmed in scientifically perfected
eye-resting **FULL-SEPIA**
Mono-Color!*

Also...

...AVAILABLE FOR RELEASE WEEK of MAY 25th

The FIRST

3-D

MUSICAL SHORT SUBJECT
FROM A MAJOR STUDIO.

starring

NAT "KING" COLE

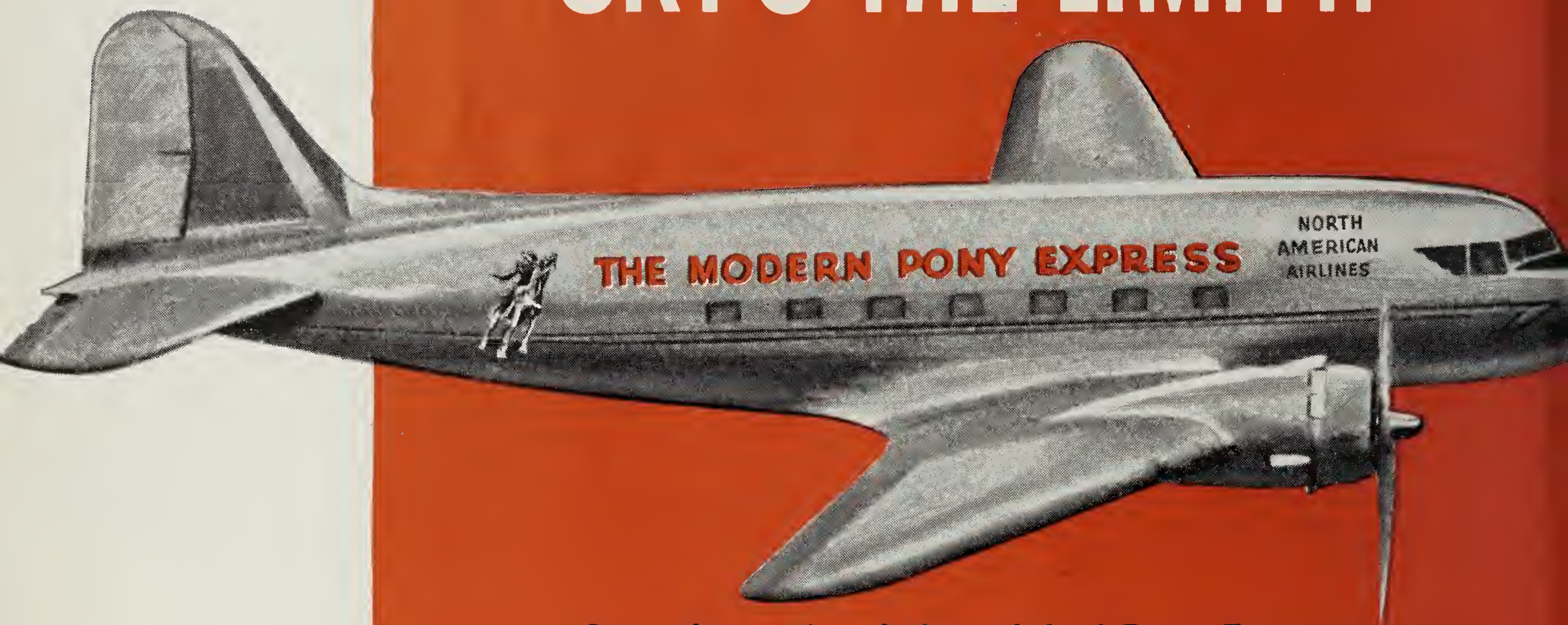
RUSS MORGAN'S ORCH.

A UNIVERSAL-INTERNATIONAL FEATURETTE

with CHARLES DRAKE
JOSEPH SAWYER

WILLIAM ALLAND • A UNIVERSAL-INTERNATIONAL PICTURE

IT'S PARAMOUNT PRESELLING—AND THE SKY'S THE LIMIT!!



Over the route of the original Pony Express, North American Airlines' DC-3 takes off soon to 9-City World Premiere. Painted bright with showmanship, its passengers include Rhonda Fleming, Jan Sterling, Forrest Tucker, Tony Romano and Producer Nat Holt. This attention-compelling flight is just the start of a far-reaching Paramount campaign: 4-color ads in comic sections covering 38 major markets—ad tie-up to millions in 19 national magazines—fabulous radio tie-up over 800 stations!



PONY EXPRESS

Color by **TECHNICOLOR**

Starring

**CHARLTON RHONDA JAN FORREST
HESTON • FLEMING • STERLING • TUCKER**

Directed by JERRY HOPPER • Screenplay by CHARLES MARQUIS WARREN
Based on a Story by Frank Gruber • Produced by Nat Holt • A Paramount Picture



THE Screen Directors Guild is giving an annual award to the professional film critic who writes "the most enlightened and constructive criticism of the year", with the winner invited to the coast as a guest to receive the citation. Lest anyone detect a note of bribery, the SDG takes pains to emphasize that this does not mean that reviews will be judged by their favorable content.

★

SO many people called a number used as a murder clue in a current film mystery that the phone company put it on the permanent "out of order" list.

★

THE MANAGER of a drive-in in the southwest which advertised an "adults only" show was a bit confused when he received a phone call from a male patron who wanted clarification of the "adults only." As the manager listened, he could hear a baby crying in the background. "My wife and I," the prospective patron said, "want to see the show, but neither of us is 21."

★

A LEGISLATOR in a southern state has introduced a bill which would prevent the reissue of polaroid glasses after they have been worn once.

★

3-D JOKE: A female patron, annoyed because a man sitting in front of her spoiled her enjoyment of a 3-D film by wearing his hat, finally tapped him on the shoulder, and asked: "Will you please remove your hat?" "Sorry, madam," came the answer, "But I'm in this picture."

—H. M. M.

I N D E X

VOL. 49, No. 23

APRIL 8, 1953

SECTION ONE

EDITORIAL	7
FEATURE ARTICLE—"IT HAPPENED IN TWO YEARS"	8, 9
NEW YORK NEWS LETTER	17
THE INTERNATIONAL SCENE	20
THE SCORE BOARD	21
WHAT'S NEW IN 3-D	22
THIS WAS THE WEEK WHEN	23
PEOPLE	23
IN THE NEWSREELS	24
EXTRA PROEITS	EP-1—EP-10

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
--------------------------	-----------

THE COVER PHOTO

Arthur Krim, celebrating his second anniversary as United Artists president, confers on the coast with Theron Warth, partner of Mark Robson in "Return to Paradise," starring Gary Cooper.

EXHIBITOR

VOL. 49, No. 23



APRIL 8, 1953

Tribute To Vision

THOSE calamity howlers who have been predicting that most of the nation's motion picture theatres would fall by the wayside as the result of the advent of TV, the increase in the cost of living, and the economic changes that are going on must certainly be confused by the fact that currently our industry is getting more attention than it has in many years, and that the values of film company stocks have been on the upgrade.

THE HOWLERS, who include in their ranks bankers, financial wizards, realtors, and others sorely lacking in their appreciation of the kind of guts with which this business has been blessed, would probably not have been so pessimistic if they had done a bit of historical research. If they had, they would have found that when the chips are down, there have always been men within this business who have demonstrated the type of leadership which is a necessity in times of stress.

THESE EXECUTIVES took the initiative when the need for change became apparent. While the initial pioneering may have come from other sources in some instances, by the scientists in the case of sound, by outsiders in the matter of drive-ins, etc., still, when those innovations were ready for practical application, the men who shape the manner of things to come in our industry assumed the reins, and helped develop these new creations along constructive lines.

THERE ARE many names which could be included in this category, but, looking over the list, one man, coming to this country as an immigrant boy, belongs at the top with those whose accomplishments history will record.

LET'S LOOK at the record:

He is a man who saw the possibilities of stage presentations along with motion pictures; who brought new thinking to exhibition; who has constantly been in the forefront of the most progressive movements within our industry; who realized early that

(Continued on page 10)

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibson, circulation manager; George Nonamaker and Mel Konec-off, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



UA EXECUTIVES MAX E. YOUNGSTEIN, WILLIAM J. HEINEMAN, AND MILT COHEN MEET WITH PERSONNEL IN NEW ORLEANS DURING A TYPICAL DRIVE.

It Happened In Two Years

The New UA Administration, Headed By Arthur Krim, Has Reason To Be Proud Of Its Accomplishments



Youngstein, vice-president in charge of worldwide advertising, publicity, and exploitation, takes off his coat to address a Chicago confab.

JUST two years ago, when Arthur Krim and his associates officially took over the management of United Artists, they were convinced, as were Mary Pickford and Charles Chaplin, former company heads, that a strong independent major releasing organization was essential to the health of the industry.

Walter E. Heller and Company, Chicago, long interested in supporting independent production, provided ample working capital and funds for new production, and Krim set about surrounding himself with other competent executives. His first appointments were Max E. Youngstein, vice-president in charge of advertising, exploitation, and publicity, and later chief "trouble shooter", and William J. Heineman, domestic sales vice-president. Arnold Picker was later named vice-president in charge of foreign distribution.

To get the company off on the right foot, Jose Ferrer walked off with the 1950

Academy Award for his performance in "Cyrano." UA then announced the buy of Eagle-Lion, and scheduled its first sales meeting in several years and the first of their now famous sales drives. In June, "He Ran All the Way" became the first UA film to play the Paramount, New York, and a few months later, "The Well" and "The River" were released. At year's end, "The African Queen", destined to bring Humphrey Bogart his first Academy Award, opened in Los Angeles to smash business. Krim was later able to announce that the company was in the black.

During 1952, branches were opened in Japan, Algiers, Brazil, Spain, France, and Italy, and the foreign gross was doubled. Deals were set with independent producers, such as Edward Small, who contracted to deliver 16 features to UA. UA billings reached a new five-year high. Krim plans an ambitious schedule for his third year of operations.



Arnold Picker, vice-president in charge of foreign distribution, is greeted as he arrives in England by M. C. Morton, British general sales manager, and Lewis Lober, continental manager, as foreign grosses continue to climb.



Youngstein, in New York, receives a plaque honoring the Romulus production, "Moulin Rouge," UA's current hot grosser, which has already broken many attendance records, and was nominated for seven Academy Awards.



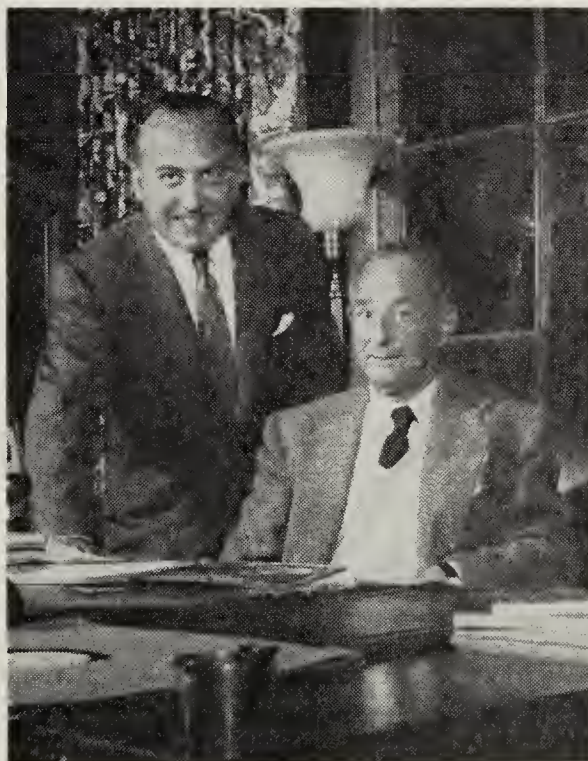
UA chiefs pose on the occasion of their second anniversary in office. Seen, left to right, are: Picker, Heineman, board chairman Robert S. Benjamin, President Arthur Krim, Matthew Fox, and Youngstein.



Bernard Kranze, general sales manager, is the subject of UA's current nationwide sales drive.



Krim chats with Victor Saville, who will produce the Mickey Spillane mysteries for UA release.



Krim confers on the west coast with producer Edward Small, now making "Crosstown" for UA.



Otto Preminger, producer of "The Moon Is Blue," shows Krim around the Hollywood set.

Senate Group Hears West Coast Exhibs.

SCTOA Spokesman Charges Film Rental Gouging; Asks For Return of Franchises To Assure Steady Product

HOLLYWOOD—Independent exhibitors aired their complaints against distributors as the Senate small business committee opened hearings on motion picture trade practices last week. Senators Andrew F. Schoepel, chairman, monopoly subcommittee, and George A. Mathers, conducting the hearing, heard charges of film rental gouging and irregularities in clearance and availabilities in violation of the Paramount case.

Albert Hanson, Los Angeles exhibitor, who testified as the first witness on behalf of the board of directors of SCTOA, representing 56 exhibitors operating 152 theatres in the Los Angeles area, said conditions were worse than ever, and pointed out that 246 theatres in the Los Angeles area had closed since 1948. He said that while production is concentrated primarily in southern California, distribution and legal problems are handled in New York, causing delay and prejudice to the problems of exhibitors. He suggested that zoning, availability, and clearance should be orderly, uniform, and predicated in part upon admission prices fixed by exhibition.

Hanson recommended four steps, establishment of a zoning and clearance schedule, depending not on distributors, but upon exhibition fixing admissions; elimination of all bidding except in situations where clear-cut competition exists, and then only on the request of an independent exhibitor; making it possible for an exhibitor to buy a whole season's product on a franchise basis to assure an adequate product supply, reminiscent of block-booking, and establishment of an arbitration system which a government agency would supervise in an effort to get it running smoothly.

Hanson's son, Wayne, who followed his father, and who manages their six houses, cited specific instances to support charges that home office sovereignty over distribution and sales has made it impossible to be certain even on the day before an opening that he will have a picture. He also quoted several exchange managers to indicate indifference to alleged hardships worked by arbitrary handling of bids, availabilities, and prints themselves.

The elder Hanson said that divorcement has caused the number of pictures made to drop sharply in the past three years, since producers have been relieved of the necessity to manufacture a steady flow of product for their own theatres. The shortage compels the exhibitor to overbid on product he does not want or go dark, he declared. Hanson cited Paramount's "The Greatest Show On Earth" as a film where business was big, but terms so high that he lost money on the engagement. Exhibitors were usually able to get adjustments in such cases under block booking, but cannot now, he declared, and estimated his losses in the past

Tribute To Vision

(Continued from page 7)

the motion picture could be an international ambassador to help spread the American way of thinking throughout the world; who pioneered in the production of motion pictures devoted to tolerance, and who lead the way, with others, in exposing those in this country who sought to undermine our democratic way of life.

He is the man who, when much of the industry had slipped into the depths of depression thinking, stepped up production, and sounded the crusade, with others in his company, for a rebirth of showmanship through merchandising meetings throughout the country; the man who, sensing the vast possibilities of TV as a medium of entertainment through the theatre, sponsored the development of a system which would attract patrons to see TV in theatres.

He is the man who, in the 10 years that he has been his company's president, ran its net worth from \$53,630,000 to over \$80,000,000 in addition to the dividends which have been paid, after distributing to the stockholders all the domestic theatres in the form of 100 per cent of the common stock, which, in turn, has a net worth of \$19,000,000; the man who has seen \$68,000,000 in dividends paid to stockholders since he became president of his company.

He is the man who now once again almost singlehandedly is bringing about a revolution in exhibition after personally closing the deal to bring to theatres what many are acclaiming as the greatest development in exhibition since the advent of sound; the man responsible for a miracle whereby in the short space of two months, thanks to his own ability and those working with him, the industry has been able to see demonstrated what this new development can mean to the motion picture theatre.

He is the man responsible for CinemaScope, Spyros P. Skouras, president of 20th Century-Fox.



three years to \$146,903. He stated that 75 per cent of the area's independent theatres were also operating at a loss, and are hoping for 3-D or some other development to give them a lift.

The second day featured testimony by exhibitors Cecil Vinicoff, Rotus Harvey, Milton B. Arthur, Isadore Berman, and E. S. Calvey, who told the committee that they had been denied any voice in formulating the anti-trust consent decrees, and had no recourse against terms that had plunged them into economic chaos. The committee indicated that it may seek some revision.

David Greene Satisfied With RKO Board Setup

NEW YORK—David A. Greene, one of the heaviest holders of RKO Theatres stock, denied reports current last week that he would make an effort to increase his representation on the board of the company.

Currently, he holds two seats.

Greene indicated that he was satisfied with the management of the company. "We're all pulling together to protect all the stockholders' interests," he said.

He was head of the stockholders' protection committee which elected himself and A. Louis Oresman to the board.

The six man RKO Theatres board of directors will be up for reelection in May under the management proxy proposal to be filed shortly with the Securities and Exchange Commission.

Other directors up for reelection are Sol A. Schwartz, president; Edward C. Raftery, counsel to the company; Ben-Fleming Sessel, and William J. Wardall.

The exhibitor spokesmen charged that the system of competitive bidding that had replaced block booking was even more monopolistically detrimental. Vinicoff said the new system had been twisted into a device by which large theatre circuits, previously owned by the big production companies were driving the smaller independents out of business. He called the present system "blind bidding," in which distributors, favoring the more lucrative large circuits never let independent exhibitors know what each others' bids had been, and used them as bases for exacting higher rentals.

He said that independents had tried to forestall other terms of the consent decrees that were felt to be detrimental by joining as a party in the consent actions, but this had been opposed by the Department of Justice and the federal court. Exhibitor objections brought a statement from the Department of Justice that it did not have the manpower to handle the complaints, Vinicoff continued. Since each consent decree involved only one motion picture company, independents had no legal basis of "collusion" for charging monopolistic practices, and so were deprived of any recourse, he claimed. Committee members expressed surprise at the Department attitude, and said representatives of the department would be questioned. Chairman Schoepel expressed skepticism about the purported lack of manpower, in view of the department's budget.

All the witnesses agreed that, if given the choice, they would prefer a return to block booking, rather than the present competitive bidding. They favored block booking with 20 per cent cancellation privileges, and said it would benefit exhibitors and producers.

Vinicoff proposed that a trade relations code be established with teeth in it to

(Continued on page 23)

The story of Frame Johnson...

LAST OF THE GREAT SHOOTING MARSHALS!

He lived by the gun...
killed by the law...and
loved a woman even his
bullets couldn't tame!

UNIVERSAL-INTERNATIONAL presents

RONALD REAGAN

LAW and ORDER

COLOR BY *TECHNICOLOR*

co-starring

DOROTHY MALONE · PRESTON FOSTER

ALEX NICOL and introducing RUTH HAMPTON

(Miss Universe Beauty
Contest Winner)



DIRECTED BY NATHAN JURAN · SCREENPLAY BY JOHN AND GWEN BAGNI AND D. D. BEAUCHAMP · FROM A STORY BY W. R. BURNETT · PRODUCED BY JOHN W. ROGERS

Today it's **U-I**-Ask the Showmen who show them!

CAN NEWS

A guide to the headlines
in EXHIBITOR this issue.

Corporate

David A. Greene satisfied with RKO board setup (page 7).

Charles Green outlines plans for 20th Century-Fox proxy battle (page 12).

Deaths

Fred Beetson, coast executive (page 17).

Louis Frohlich, lawyer (page 17).

A. E. Chadick, advertising man (page 22).

Exhibition

West coast exhibitors appear before Senate small business committee (page 10).

Theatre men rush to buy CinemaScope (page 13).

RKO's Sol Schwartz credits better pictures for increased profits (page 22).

Financial

Columbia profit decreases (page 13).

Paramount profit seen holding firm (page 24).

GPEC income soars (page 24).

International

Famous Players Canadian gets TV license in Toronto (page 20).

New Italian agreement consummated in Rome (page 23).

Legal

UA scores in Moulin Rouge case (page 17).

AB-PT continue divestiture (page 21).

Fanchon-Marco wins point in suit (page 22).

Mel Konecuff

U-I executives describe new wide-screen (page 17).

Organizations

National Allied board holds Milwaukee meeting (page 13).

Jack Kirsch, Illinois Allied Chief, sees standardization need (page 13).

North Central Allied takes advanced admission fight to public (p. 12).

Production

CinemaScope sets 20 pictures (page 13).

AA scores with "DG" announcement (page 24).

Taxes

April 20 set as hearing date on 20 per cent federal levy (page 13).

February receipts decline (page 17).

Technical

SMPTE convention schedule is revealed (page 21).

New U-I screen, Ramsdell invention, Trans-Lux screen, and Rathner acquisition revealed. Foreign demand for 3-D growing (page 22).

Public Help Sought On Adv. Priced Films

MINNEAPOLIS—In an ad in The Minneapolis Star and Tribune, North Central Allied last fortnight appealed to the public to help defeat the policy of advance admissions for "pre-release" engagements and the longer wait before the films get to the neighborhood and suburban house.

"This policy simply keeps the neighborhood and small town theatres from getting these 'pre-release' pictures at the regular established admission price and on their regular release schedule," the ad pointed out. "We as neighborhood and small town theatre owners don't like it!" the ad continued.

No specific picture was named. Earlier in the week North Central Allied had threatened to have pickets in front of the RKO Orpheum when "Peter Pan" opened, carrying banners urging the public not to pay the advanced prices.

An alternative considered was a lawsuit against RKO, according to Stanley D. Kane, NCA executive counsel. Neither action materialized.

Green Announces 20th-Fox Stock Fight

NEW YORK—Charles Green, independent investor and stockholder in 20th Century-Fox, last week announced at a press conference that notice was being filed with the Securities and Exchange Commission that a proxy fight would be conducted prior to the stockholders' meeting scheduled for May 5, by Green and other stockholders to effect representation on the company's board of directors.

It was also announced that a stockholders' derivative action had been brought by Green, Chalgren Associates, a co-partnership, and the Green Sales Company, Inc., on behalf of themselves and other stockholders who may wish to participate and filed in the Supreme Court of the State of New York against L. Sherman Adams, Robert L. Clarkson, Thomas J. Connors, Wilfred J. Eadie, Robert E. Hannegan, Daniel O. Hastings, Donald A. Henderson, Robert Lehman, William C. Michel, Murray Silverstone, Spyros P. Skouras, Darryl F. Zanuck, TCF Film Corporation, and 20th Century-Fox Film Corporation.

The action requests that the defendants account to the corporation for any loss or damage sustained to it as a result of their actions and asking that certain portions of the employment agreements of Darryl Zanuck and Spyros Skouras be judged null and void and also seeking to enjoin the performance of those portions of the agreement.

Green reported to the SEC that he and his associates own at least \$600,000 worth of stock, but would not reveal how much stock he controls or expects to control at the time of the meeting. He said that if he were to gain control, he would not necessarily be for liquidation of the company, and would try "to bring a little less Hollywood glamour to the company and a little more business logic."

Green related that there were a number of meetings held between himself and

Easter Surge Aids Broadway Grosses

NEW YORK—The Easter weekend resulted in an upsurge of business in most Broadway first-run spots.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"I CONFESS" (WB). Paramount, with stage show, expected the third, and last week to hit \$52,000.

"CALL ME MADAM" (20th-Fox). Roxy, with ice show, rang up \$93,000 for Wednesday through Sunday, with the second week bound to exceed \$130,000.

"BY THE LIGHT OF THE SILVERY MOON" (WB). Radio City Music Hall, with stage show, announced \$99,000 for Thursday through Sunday, with the second week sure to exceed \$172,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$18,000 for the 19th week.

"SALOME" (Col.). Rivoli was heading toward a \$68,000 second week.

"ANNA" (IFE). Globe reported \$12,500 for the seventh, and last, week.

"JEOPARDY" (MGM). Mayfair expected the opening week to tally \$24,500.

"OFF LIMITS" (Para.). Astor expected the second week to tally \$30,000.

"THE NAKED SPUR" (MGM). Loew's State was heading toward a \$32,000 second week.

"MOULIN ROUGE" (UA). Capitol expected to garner \$55,000 on the eighth week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported that the 15th week would reach \$19,000.

Skouras or other company representatives, and all of his proposals for board representation for the minority stockholders were turned down by Skouras. He particularly objected to board representation in the persons of Henderson, Eadie, Silverstone and Michel.

He opined that the fight is unnecessary, and it will only cost the company a lot of money. Green offered to personally step out of the picture if his other representatives would be honored by board appointments, but even this was turned down, he claims.

Questioned whether he would be satisfied with one director on the board, he labeled this "a voice in the wilderness," and thought that three would be more representative of the minority. The suit for contract adjustment with regard to Skouras and Zanuck will go through regardless of who wins control unless the pair agree to voluntary contract adjustments.

He said that he has sold all his stock in National Theatres, and has no interest in becoming an executive of the company. He thought Eidiphor was "wonderful" and that he has no stock interest in any other film company.

Green also reported that he and his wife were refused admittance to the studio last summer by Harry Brand, studio publicity director.

Exhib. Orders For CinemaScope Pour In

April 20 Date For Tax Hearing

WASHINGTON—The House Ways and Means Committee will hold a one-day hearing on April 20 on numerous measures to repeal the 20 per cent amusement tax on theatre admissions, it was announced last week by Representative Daniel A. Reed, Republican, New York.

The industry is supporting a bill introduced by Noah M. Mason, Republican, Illinois, which is one of a dozen measures designed to grant tax relief to exhibitors. A companion bill to the Mason legislation has been hopped in the Senate.

It is understood that Abram F. Myers, board chairman and general counsel, National Allied, is writing the brief which COMPO will file in connection with the hearings. He was chairman of the original COMPO tax committee.

Trade Problems Up At Allied Board Meet

MILWAUKEE—The board of National Allied, meeting last week, discussed in detail such problems as increased film rentals, prohibitive terms for top pictures, pre-releases, and extended clearances and their effects, and concluded that there is no such thing as a pre-release since as soon as a picture is shown in a theatre, it is as released as it will ever be. They branded pre-releases as a distributor invented subterfuge.

It was decided that the organization will make a complete presentation of what it considers unfair trade practices at the hearings soon to be held in Washington by the Senate Small Business Committee.

Several members of the board reported on 20th-Fox's CinemaScope demonstration, and a formal resolution was drawn up demanding industry standardization and acceptance of one of the new systems. The board also considered the problem of securing 3-D and wide screen equipment at a reasonable price for Allied members and other independent exhibitors.

Larry Woodin gave a demonstration of music suitable to theatres, but not subject to an ASCAP license fee.

Columbia Profit Drops

NEW YORK—The comparative estimated consolidated earnings statement of Columbia for the 26 weeks ended on Dec. 27, 1952, last week showed a decrease in operating profit of \$182,000 from the corresponding period in 1951. Operating profit for the period in 1952 was \$390,000, compared with \$572,000 in 1951. Federal tax provisions for the same period was \$143,000, as against \$135,000 the previous year, leaving a net profit of \$247,000 in 1952, compared with \$437,000 in the previous year. The net profit represented earnings of 17 cents per share of common stock, as against 45 cents per share in the same period in 1951.

Circuits and Independents Sign For 20th-Fox Process; Drive-Ins, Too; Demonstra- tions End On Coast

NEW YORK—Orders for 20th Century-Fox's CinemaScope were pouring in last week from exhibitors throughout the country.

Al Lichtman, director of distribution, 20th-Fox, announced that National Theatres had ordered the installation for 217 theatres, to be allocated to the following territorial divisions of the circuit: Milwaukee, 18; Kansas City, 64; Denver, 30, and New York, Philadelphia, and Detroit, 1 each.

Lichtman also revealed that the drive-in circuit of Claude Ezell and Associates has increased its CinemaScope and stereophonic sound order from 12 to 19.

Lichtman further announced that contracts had been received for installation in the following: From Edwin Gage for 11 Walter Reade theatres in New York and New Jersey; Walter Morris, two theatres in Knoxville, Tenn.; Ralph N. Goldberg, Nebraska, six theatres; Joseph Varbalow, Savar Corporation, New Jersey, 12; George M. Schwartz, Delaware, three; C. Heyward Morgan, Greenville, S. C., three; Harry J. Schad, Reading, Pa., two; Jack H. Skirball, Ohio, three; Max Laemmle, Hollywood, three; and an indeterminate number from John Harris, Pittsburgh; Martin B. Ellis, Philadelphia; Mike Naify, United California Theatres, San Francisco; Stanley Sumner, Cambridge, Mass.; James J. Mirras, Canandaigua, N. Y., and Lloyd J. Wineland, Wineland Theatres, Washington, D. C.

Heavy concentrations of orders in New England, Colorado, Virginia, and Michigan were reported. The total of requests for CinemaScope installations came to more than 1500, representing virtually every state.

Included in the applications were requests for 23 installations by Maine and New Hampshire Theatres. Pat McGee, Cooper Foundation, Denver, applied for six installations in Colorado and Nebraska, while Sam Bendheim, Jr., Neighborhood Theatre, Inc., Virginia, ordered 11 installations for his circuit.

The Oriental, Chicago, also ordered installation, while the Tower, Denver, was also on the applicant's list. Saul Korman, Korman Theatres, Detroit, ordered 10 installations.

The rest of the list included theatres from all parts of the country.

20th-Fox formally concluded its initial demonstrations of CinemaScope in Hollywood before an aggregate total of 12,000 viewers, the company disclosed.

Twenty Spectacles For CinemaScope Production

NEW YORK—Twenty multi-million-dollar CinemaScope spectacles will be released by 20th-Fox starting in October and continuing through 1954, it was revealed in a joint statement last week by Spyros P. Skouras, president; Darryl F. Zanuck, vice-president in charge of production,

Kirsch Sees Need For Standardization

CHICAGO—Jack Kirsch, elected to another three-year term as president, Illinois Allied, last fortnight, told his members in his report that 3-D was the most important consideration facing exhibitors today, and that the confusion now rampant should be eliminated only through standardization. Allied's 3-D committee, of which Kirsch is a member, is studying the various processes.

Kirsch praised Chicago's COMPO committee, and asked for another year of COMPO participation. He also said hopes for arbitration is dim as long as distributors refuse to arbitrate film rentals, and urged exhibitors to seek relief by all legal means. Kirsch declared that no distributor is morally justified in selling films to TV, and commented on the seriousness of the government's 16mm. antitrust suit.

and Al Lichtman, director of distribution. In October, November, and December, one CinemaScope picture will be released.

They are:

October: "The Robe" adapted from Lloyd C. Douglas' novel, produced by Frank Ross, directed by Henry Koster, and starring Richard Burton, Jean Simmons, Victor Mature, and Michael Rennie; November: "How To Marry A Millionaire" with Betty Grable, Marilyn Monroe, Lauren Bacall, William Powell, Rory Calhoun, David Wayne, and Alex D'Arcy, directed by Jean Negulesco, and produced by Nunnally Johnson, and December: "Twelve Mile Reef", produced by Raymond Klune and Robert Bassler, directed by Robert Webb, with Terry Moore, Robert Wagner, Gilbert Roland, and others, with underwater scenes photographed for the first time in CinemaScope.

Starting in January, 1954, one CinemaScope picture will be released every three weeks thereafter, and every picture will be filmed in both CinemaScope and Technicolor.

Other pictures on the schedule are as follows:

"Prince Valiant", produced by Robert Jacks and directed by Henry Hathaway; "King Of The Khyber Rifles", produced by Frank P. Rosenberg and directed by Henry King; Irving Berlin's "There's No Business Like Show Business," produced by Sol C. Siegel and directed by Walter Lang; "The Egyptian," produced by Darryl F. Zanuck; "Hell And High Water," produced by Raymond Klune; "The Queen Of Sheba," produced by Samuel G. Engel; "Desiree," produced by Julian Blaustein; "Three Coins In The Fountain," to be filmed in Italy produced by Sol C. Siegel and directed by Jean Negulesco; "Sir Walter Raleigh," produced by Leonard Goldstein; "The Racer," to be filmed in Italy, produced by Julian Blaustein; "Prince Of Players," produced by Sol C. Siegel; "Story Of Demetrius," produced by Frank Ross; "The Wandering Jew," produced and written by Nunnally Johnson; "Jewel Of India," produced by Charles Brackett; "The Gun And The Cross," produced by Charles Brackett; "The Cannibals," produced by Nunnally Johnson, and "The Story Of Jezebel."

**It's Her
First
American
Language
Hit!**



**"She's a symphony
in Epidermis!"** —Walter Winchell

**"SEXY, LUSCIOUS,
EXOTIC!"** —N.Y. News

**"Silvana seethes with more
SEX APPEAL than almost
any actress!"** —N.Y. World-Telegram

"Hear
Silvana sing the
sensational
new hit **"ANNA"**
on M.G.M. Records!"



**SILVANA
MANGANO**

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Anna

featuring
**VITTORIO
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A Lux Film Production
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Tops in Town **NA MEANS BUSINESS!**

SILVANA MANGANO

that "Bitter Rice" sensation is the industry's
Leading Figure in her 1st American-Language
Hit! — *from Coast to Coast!*

in **NEW YORK!** (The Talk of Broadway—
2 Big Big Months at the Globe!)

in **CHICAGO!** (Looped-the-Loop
for 2 Terrific Months at the Monroe!)

in **SAN FRANCISCO!** (2 BIG Weeks
at UPT's Big St. Francis!)

and GREAT in all the spots
in between! *



Tops in Showmanship— **I.F.E. MEANS BUSINESS, TOO!**

**\$150,000.00 SET FOR CO-OP
ADVERTISING IN 400 KEY DATES!**

PLUS support to guarantee above-average cam-
paigns IN EVERY SITUATION! **PLUS** special TV clip,
PLUS tremendous music tie-up, **PLUS** special mer-
chandising promotions that are the answer to every
showman's dreams. **GET YOUR PRESS BOOK AND
SPECIAL MATERIAL TODAY FROM NATIONAL
SCREEN SERVICE!**

Watch those *Tops in Town* grosses in Anna's April engagements in: Philadelphia, Washington, Baltimore, Detroit, Atlanta, New Orleans, Memphis, Oklahoma City, Dallas, Seattle, Portland, Denver, Kansas City, Omaha, Des Moines, St. Louis, Indianapolis, Louisville!

OUR BIG CAMPAIGN FOR "ANNA" NOW!

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LOOK TO I.F.E.

FOR MORE "TOPS IN TOWN" HITS!!

BACKED BY "TOPS IN TOWN" SHOWMANSHIP!

AMERICAN LANGUAGE ATTRACTIONS FOR ALL SITUATIONS!

**READY
NOW**

QUO LAUGHTER!
A Roman Scandal of
Gorgeous Gals and
Spectacular Fun!

**O.K.
NERO!**

QUO BOXOFFICE!
GRAB AN EARLY
SPRING DATE ON THIS
BUSINESS BONANZA!

**READY
NOW**

For the 1st
time on
any screen!

**The Secret
CONCLAVE**

An Exciting, inside-
the-Vatican drama
of **POPE PIUS X**

SOON

All the youth and
glamor of the world's
greatest singer!

**The Young
CARUSO**

Featuring the
glorious voice of
MARIO DEL MONACO
Metropolitan Opera Sensation

SOON

All the fresh joy and
romance of 3 girls in
love . . . told the "Letter
to 3 Wives" way!

**3 GIRLS from
ROME**

NEW, GORGEOUS
FACES IN A NEW
KIND OF LOVE STORY!

SUB-TITLED ATTRACTIONS FOR SPECIALIZED HOUSES!

**READY
NOW**

The Best-Selling
Novel is now a
Best-Selling Hit!

FERNANDEL in
"THE LITTLE WORLD OF
DON CAMILLO"

AVAILABLE FOR
SPECIAL PRE-RELEASE
KEY CITY ENGAGEMENTS

SOON

WINNER OF
PARENT MAGAZINE'S
AWARD FOR SPECIAL
MERIT!

The Incomparable
MAGNANI in
BELLISSIMA

MOST BEAUTIFUL
WOMAN'S STORY
EVER TOLD!
Ready for Spring

**READY
NOW**

AN ADULT FILM
SEXTETTE. SIX
UNBLUSHING STORIES
OF A NAUGHTY ERA!

THE LIVES AND MORALS OF
**TIMES
GONE BY**

AMERICAN PREMIERE
SAN FRANCISCO
APR. 8



**FOR MORE INFORMATION ON THESE COMING ATTRACTIONS,
CONTACT YOUR NEAREST I.F.E. OFFICE.**

New York News Letter

— By Mel Konecoff —

U-I officially joined the ranks of companies claiming something new in the way of presentations when production executive Leo Goetz, President Milton Rackmil,



KONECOFF

and executive vice-president Al Daff announced that the studio has developed a wide-screen process which will be made available to theatres as soon as screen manufacturers can turn out special screens.

They reported that demonstrations revealed that 2-D films can be shown on the screens, and claim that the effect is similar to Cinerama. These films can be shown in a ratio of 1.85 to 1 while films especially planned for the screen can be exhibited at a two to one ratio. In other words, the films that will wind up on the theatre screens will measure twice as wide as long, thus giving audiences a big picture with little equipment changes being involved.

There are no size limitations on the screen, which is highly reflective and which can show films in 3-D as well as in 2-D. The only other equipment that a theatre will need in order to show the wide screen is a standard wide angle lens for the present projector, which is easily obtainable and inexpensive. An adjustment must be made to the aperture of the projection machine. Either ordinary sound or stereophonic sound can be used.

The screen, made of a secret formula, patents for which are presently being applied, has a three foot curvature over a 50 foot width which does not permit the glare to get off the sides of the screen to the people sitting at the extreme right or left. The curve concentrates the light over the entire audience. The demonstration screen on the coast was built by hand in less than a week, and it is reported that conferences with screen manufacturers are going ahead.

It is believed that the overall low cost of the three essentials, the screen, the wide angle lens, and the larger aperture plates will cost comparatively little, and will put wide angle pictures within the easy reach of all theatres in the United States. It is expected that attempts will be made to get the new screen installed in some showcase houses, with an eye toward demonstrating practicability.

Meanwhile, Goetz revealed that U-I had one three-dimension feature completed, "It Came From Out Of Space", and one, "Wings Of The Hawk", with Van Heflin, in production, along with a short. These will be included in the releases set by



Abe Montague, Columbia general sales manager, and his wife arrive at the recent premiere of Columbia's "Salome" at the Rivoli, New York.

the company for the next 11 months with the others in 2-D. Future productions will see sound recorded in two versions, stereophonic and regular, and they will be tailored for the new U-I screen as well as for regulation screens.

What a problem the print departments are going to have!

(Meanwhile, in Hollywood, the U-I backlot was the scene of a showing of the new screen to the trade press. The size shown was 25 feet high and 50 feet wide, with a 90 foot radius curve. The light magnification factor was five to one. All equipment except a special screen coating is standard. The tests included one in 3-D, in the new two to one aspect ratio, using Eastman daylight color negative stock, with glasses used. The 2-D pictures were in the standard four to three aspect ratio and also in the 1.85 to one, with the second appearing to be better. The stereophonic sound made no use of voices.—Ed.)

THE METROPOLITAN SCENE: Milt Mohr was named assistant publicity manager for RKO. . . . RKO reduced its ad staff here considerably. . . . Anna Magnani was due here for exploitation and publicity on several films awaiting release. A thorough campaign has been set. . . . Tom Ewell, popular Broadway comedian presently in "The Seven Year Itch", was raised to stardom.

More Lippert Films To TV

NEW YORK—Hal Hough, WCBS-TV program director, announced last week that the station has acquired a package of 26 feature films produced by Robert Lippert during 1951 and 1952. The films, purchased from Tele-Pictures, Inc., handling the TV distribution, are the latest available to television.

Some of the features are still being shown in theatres, the station reports, and won't be televised until later this year.

Fred W. Beetson Mourned

HOLLYWOOD—Fred W. Beetson, former head, Association of Motion Picture Producers and an organizer of Central Casting, died last week.

Louis Frohlich Passes

NEW YORK—Louis Frohlich, prominent lawyer in the theatrical field, died last week at Lenox Hill Hospital following an operation. He was 68.

Walsh Makes Plea For Union Contracts

NEW YORK—Richard F. Walsh, president, IATSE, dispatched letters last week to all unions and companies involved in negotiations for new contracts covering film exchange workers urging that attempts be made to reach an agreement, the first move taken by the national organization aimed at ending the present stalemate.

Walsh asked companies to instruct their negotiating teams to go back into the field, meet with unions, and "try to negotiate a satisfactory agreement." He recommended that local unions, where such power did not already exist, set up committees with power to negotiate and sign an agreement. The IATSE's aid in negotiations was offered.

Sidney Dickstein, of the Herman E. Cooper law office, counsel for Local B-51, which represents back office labor at the New York exchanges, stated in a telegram to F. T. Murray, U-I, chairman, companies' negotiating committee, that "we are still and always will be ready to bargain in good faith."

The four teams of company negotiators recently completed a fruitless swing around the country to initiate negotiations on a local level.

RKO Ad. Dept. Shifts To Coast

HOLLYWOOD—The balance of the operations of RKO's advertising department is being transferred here from New York effective immediately, it was announced last week by Perry Lieber, director of national advertising, publicity, and exploitation.

The present move completes the shift of all major advertising functions here, where they will be consolidated under the supervision of Elliston Vinson, head, motion picture division, Foote, Cone, and Belding advertising agency.

Those losing their posts when RKO transferred its advertising department were Carl Moss, Jack McCarter, Mrs. Lucy Robinson, Vivian Moses, Hal Sloan, Stanley Sherwin, Frank Samfelippo, and Murray James. Remaining are Ben H. Grim, eastern advertising manager, and Lou Gaudreau, business executive of the department.

UA Wins Court Action

HOLLYWOOD—A \$500,000 injunction suit against United Artists and Fox West Coast Theatres brought by Montmartre Moulin Rouge was dismissed last fortnight by Judge Leon Yankwich, who said the complaint did not set claim on which relief could be granted. He allowed 30 days for the filing of an amended complaint. He also denied a motion for a summary judgment to rule in favor of the film companies, and denied the Parisian corporation's request for an injunction.

February Tax Receipts Down

WASHINGTON—Admission tax receipts for February totalled \$20,636,306, a decline of \$3,362,245.43 from collections in the same month last year, according to a report last week issued by the Bureau of Internal Revenue. The collections represent business done in January.



HITCH on to Promot

Who'll be his next
victim...
YOU?



THE FILMMAKERS PRESENT

The Hitch-Hiker

Have you ever picked up
a hitch-hiker? We
guarantee you won't ever...
after seeing this picture!
It screams with thrills!

It rings with truth!

starring

FRANK LOVEJOY • EDMOND O'BRIEN • WILLIAM TALMA

Produced by COLLIER YOUNG • Directed by IDA LUPINO • Screenplay by COLLIER YOUNG and IDA LUPINO

Distributed by
RKO
RADIO
CITY

*Some of the ads,
backed by exploitation,
that boomed the RKO
Boston's grosses to
18-months' tops!*

on and **HIKE** your profits!

Latch on to this exploitation sockeroo the trade press is calling: "*Tops in tension!*" Hollywood Reporter; "*A genuine sleeper... a 'natural'!*" Boxoffice; "*Has out-hitched Hitchcock!*" Showmen's Trade Review. Seven top showmen give you *their* ideas in the show-packed press book. Get it today!

**Have you ever picked up
a hitch-hiker?**

You won't ever...after
you see this picture!

THE FILMAKERS PRESENT

The Hitch-Hiker



His story is as
blood-chilling...as
suspense-crammed
as any the screen
has ever known!

EDMOND O'BRIEN • FRANK LOVEJOY • WILLIAM TALMAN
Produced by COLLIER YOUNG • Directed by IDA LUPINO • Screenplay by COLLIER YOUNG and IDA LUPINO

**It was the last time you
picked up a stranger
with an upraised thumb!**

PRESENT

The Hitch-Hiker



It was the
last time you
picked up a stranger
with an upraised thumb!
The same kind of stranger
whose story makes this picture
the year's supreme suspense sensation!

starring

FRANK LOVEJOY • EDMOND O'BRIEN • WILLIAM TALMAN

Produced by COLLIER YOUNG • Directed by IDA LUPINO • Screenplay by COLLIER YOUNG and IDA LUPINO

**Have you ever
picked up a
hitch-hiker?**

You won't
ever...
after you
see this
picture!

THE FILMAKERS PRESENT

The Hitch-Hiker

starring
EDMOND O'BRIEN
FRANK LOVEJOY • WILLIAM TALMAN

Distributed by
R K O
RADIO
PICTURES

The International Scene

Canada

FP Canadian Gets Initial TV License

TORONTO—The Canadian Broadcasting Corporation last week gave out seven licenses for privately owned television stations in Canada, the first ever granted in that country.

Among the grants was one to Television de Quebec, of which Famous Players Canadian Corporation is 50 per cent owner.

At the same time, Famous Players' request for a proposed station at Kitchener, Ont., was turned down.

In the applications made by Famous Players, both were made in collaboration with local interests, with 50 per cent of the stock owned by FPCC, and an option to buy the other 50 per cent granted to the local interests.

In Quebec City, a company known as Television de Quebec Limitee, was set up, consisting of FPCC and CKCV and CHRC. In Kitchener, whose programs Toronto will be able to pick up, the application was filed by Central Ontario Television Limited. Famous Players would hold 50 per cent of the stock. The remainder would be split between Carl A. Pollock, Kitchener industrialist, and Gilbert Liddle, one of the owners of CKCR, Kitchener.

To both its applications, Famous Players met opposition. During consideration of its application for Quebec City, a Montreal television performer urged that foreign companies or individuals be prevented from owning more than 25 or 30 per cent of the stock. R. W. Bolstad, vice-president and treasurer of the company, disclosed that the corporation is 65 per cent American-owned. He further stated that the Quebec station would cost, initially, \$254,000, with operation starting within 10 months of granting of the application. The station would operate basically in French, but would provide English programs as well. Bolstad told the board that the company would be prepared to switch solely to the French language if a license is granted the opposition radio station for English TV operations.

In presenting the application for the Kitchener station, Norman Robertson, Toronto, counsel for Famous Players, said that Famous Players already owned a mobile TV unit which could be used to broadcast sports and other community events all through the station's area. Also, Famous Players had vast experience in the entertainment field. The station would not be dominated by interests outside Kitchener because in the movie business, it was the corporation's settled policy to run theatres in partnership with local men. It had 70 such partnerships across Canada, and the plan was most successful in keeping the corporation in the closest touch with local needs and aspirations. The Famous Players applications were among those made for TV stations in



These models led crowds to the Pavilion, London, for the recent showing of UA's "The Ring."

Hamilton, London, Sudbury, Windsor, Saint John, N.B., and Sydney, N.S.

While the board of governors debates the problem of granting the licenses, closed-circuit television, which is outside CBC jurisdiction, received a push in the Ontario Legislature, which gave first reading to a bill authorizing municipalities to grant or refuse permission for the erection of poles, underground systems, and other means of transmission.

But as TV began to rear its ever-mounting stronger head in the face of the motion picture industry, Clare Appel, executive director, Canadian Motion Picture Distributors Association, predicts that Canada's licensed 35mm. theatres will number more than 2,100 by the end of 1953. Present total is 2,028, with more than a dozen theatres opening since the Association's annual summary, made up from Film Board of Trade reports in Canada's six distribution territories was closed. It is predicted that at least 15 new drive-ins will shortly commence operations for the season. By contrast, just 1,313 motion picture theatres were operating in Canada in 1940.

The annual summary of the CMPDA revealed that 1,202 communities have theatres, compared with 1,196 in 1951, and this figure includes 104 drive-ins, 26 more than at the end of that year. The 1,924 standard theatres have 963,914 seats compared with 945,982, the gain being about 18,000. Car capacity at drive-ins jumped from 37,786 in 1951 to 48,337 in 1952. Of the 1,202 communities with theatres, 1,001 had one, 118 had two, 33 had three, and 50 had four or more. The city with the most theatres was Toronto, with 121 standard-type theatres, while Montreal followed with 77. Vancouver had 43, Winnipeg 38, Hamilton 23, Ottawa 20, and Edmonton 16. In Quebec, 238 theatres played English-language films exclusively, 125 played both English and French-language features, and 76 offered only films in the French language.

CANADIAN COMMENT:

William J. Singleton, president, Associated Screen News, is new vice-chairman, public relations committee, Motion

Picture Industry Council of Canada. Chairman is Clare Appel. . . . William Myers, Plaza, Vancouver, was elected president, Vancouver district, Canadian Picture Pioneers. Jack Zaitow, of the circuit of that name, is now vice-president, while Steve Rolston, Alliance, is secretary-treasurer. . . . Al Davies is 1953 president, Edmonton IATSE. On the executive board with him are George Cox, vice-president; D. McCardia, secretary; T. B. Howden, treasurer, and H. Hodgkinson, business agent. . . . Herbert John Mills, 70, president, International Projectionists Society, Toronto, passed away. The society guides the study of mechanical developments by IA members. Under his leadership, the Toronto branch, the only one in Canada, has been examining theatre television and 3-D. . . . Fred T. Stinson, sales manager, Adfilms Limited, spoke to a noon hour service club on "How Ad Films Can Help You." . . . Purchase of Shea's for \$465,000 has been recommended to the Toronto City Council. The property, located in central downtown Toronto, would become part of Civic Square. The theatre, built in 1914-15, is leased to Famous Players Corporation to Dec. 31, 1956.

Haskell Masters, general manager, Warners, in Canada, predicts a big box-office for his company's first 3-D feature, "House Of Wax", which is to open in Famous Players theatres across Canada toward the end of April. . . . Baseball is the theme of Odeon's 13-week contest among its theatre managers which opened on March 30 and which runs to June 27. In charge of the "batter-up strike-em down" contest is Wannie Tyers, aide to Larry Graburn, director, advertising and publicity. Tyers will be known as the head umpire, each supervisor will be the coach, and the theatre manager will be the team manager. A red pennant will go to the weekly winner, white one to the runner-up, and blue one to the third-place contestant. . . . A boys' camping site is being repaired and rehabilitated through a \$200 donation sent by the Variety Club of Toronto to the Variety Club of Great Britain for flood relief use. A letter to Chief Barker R. W. Bolstad from Chief Barker D. J. Goodlatte said the camp provides a spot where many youngsters from London and elsewhere may have a holiday. . . . A Toronto graphic arts firm might take over Sovereign Studio, currently being operated by Capitol Film Productions, if negotiations are successfully concluded. The company will establish a motion picture division in it if the deal with Paul Nathanson, who owns the building and property, jells soon. Sovereign was established as Queensway in 1945 by Nathanson, and he soon sold a partnership to J. Arthur Rank, with whom he had exhibition and distribution interests. Rank bought Nathanson's share in these, and a couple of years later sold his interest in the studio to the latter. Capitol was established for TV production. Frank O'Byrne resigned in 1945 as Ontario manager, Associated Screen News, to guide the operation of the studio, and he will continue with the new owners in that capacity. . . . Leslie Allen, Cardinal, returned from a business trip to Europe. . . . Mayor Charlotte Whittton, Ottawa, believes "Bingo" games

(Continued on page 23)

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

WB

"By The Light Of The Silvery Moon"—Nostalgic musical should account for itself okeh.

U-I

"Law And Order"—Standard outdoor show.

"Penny Princess"—Import may appeal to the art spots.

MGM

"Never Let Me Go"—Names should prove the factor.

20TH-FOX

"Man On A Tightrope"—Melodrama of behind the Iron Curtain holds plenty of interest.

FOR CORONATION YEAR



BIS

Presents

3 clips from its
Crowning Achievements in
Theatrical Shorts

ROYAL DESTINY

The thrilling and authentic life history of Queen Elizabeth II from early childhood to the present told in exciting official and informal pictures. The ideal short about the woman of the year to book prior to the biggest event of the year, the Coronation. 20 Minutes



GLASGOW ORPHEUS CHOIR

A musical featurette unlike any you have ever booked, featuring the famous Choir in their only screen concert. Sir Hugh Robertson conducts the magnificent voices in world-renowned songs which are augmented by brilliant pictorial interpretations. A perfect companion piece for any feature you may book this year. 12 Minutes



BRIDGE OF TIME

The story of London and its River—The Thames, which is older than the city itself—told with splendid technicolor photography and lively, entertaining commentary.

Technicolor

16 Minutes



JOURNEY INTO HISTORY

The finest "art film" produced this year, depicting in unique fashion the England of Hogarth and Gainsborough. Nothing more beautiful will be offered to Art Houses this year.

Technicolor

11 Minutes



MASTERY OF THE AIR

With "Mastery of the Air" on your screen you afford your audience front row seats for the thrills of this year's exciting new developments in world aircraft, climaxed by actual shots of the death in the air of two pioneers breaking through the Sound Barrier which swept the headlines of newspapers recently. 17 Minutes



TRAVEL ROYAL

The breathtaking beauty of this technicolor short will have your audience begging for more . . . as they did at our previews. "Travel Royal" must be seen to be believed.

Technicolor

20 Minutes



ROYAL SCOTLAND

Historically famous places, traditions and customs; traditional Highland Sports and dancing against a rich musical background will have your audiences enthralled from beginning to end.

Technicolor

9 Minutes

Bookings are heavy all over the country. Write, phone or wire today (for dates available and prices) to Lester Schoenfeld, Distribution Mgr.

BRITISH INFORMATION SERVICES

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Servies Reveals SMPTE Schedule

LOS ANGELES—3-D, wide screen pictures, and stereophonic sound head the program of 61 technical papers and demonstrations programmed for the Society of Motion Picture and Television Engineers' five-day convention starting on April 27 at the Statler Hotel. Jack Servies, SMPTE convention vice-president and vice-president, National Theatre Supply, declared that an attendance of 1000 technicians is expected.

Mitchell Wolfson will give the engineers an exhibitor eye-view of 3-D, wide screen pictures, theatre television, and drive-ins, as guest speaker at the opening luncheon.

Technical session schedule includes addresses by Dr. Harvey Fletcher, R. A. Sherman, a tour of CBS Television City, and an engineering symposium on stereo motion pictures, with J. A. Norling, R. J. Spottiswoode, and A. J. Hill conducting a panel discussion.

Disney "Packages" Ready

NEW YORK—Sidney Kramer, RKO short subject sales manager, announced last fortnight that the company has prepared a series of 15 "Walt Disney Cartoon Packages" keyed to various seasons. Each package consists of six cartoons with a total running time of approximately 45 minutes. Each group, combined as a feature presentation with a main title, is supported with accessories, including trailer, one-sheets, ad mats, and pressbooks.

The complete list includes "New Year's Jamboree", "Winter Hilarities", "Spring Frolics", "Drive-In Frivolities", "Drive-In Capers", "April Fool's Frolics", "Easter Parade", "Summer Jubilee", "Fourth Of July Firecrackers", "Fall Varieties", "Hallowe'en Hilarities", "Election Day Gaieties", "Thanksgiving Day Mirth-quakes", and "Christmas Jollities."

AB-PT Divest. Concluding

CHICAGO—American Broadcasting-Paramount Theatres, Balaban and Katz subsidiary, last week completed disposal of theatres ordered in the Paramount consent judgment with the sale of its half interest in the McVickers to Jones, Linick, and Schaefer, 50 per cent owner. B and K's Great States Theatres subsidiary must sell one theatre at Quincy, Ill., and one at South Bend, Ind., before it completes its divestiture program.

What's New In 3-D ...



Floyd A. Ramsdell, the inventor, revealed the development of a stereo 3-D camera capable of zero interocular separation, and assigned his patent to the Worcester Film Corporation, Worcester, Mass., of which he is general manager. Ramsdell, working on stereo problems for 15 years in both stills and 16mm. motion pictures, demonstrated some of his test films at the Gotham Hotel, New York, and unveiled his new 35mm. camera. The camera consists of two rebuilt Bell and Howell cameras mounted at a 90 degree angle with a half silvered movable mirror placed between them. One camera photographs through the mirror, while the other receives a reflected image, thus giving the two images required for stereo viewing. The cameras can be moved sidewise to secure the interocular separation desired for stereo effects, while the mirror is adjusted to place images mathematically in proper relationships to be photographed. The mirror passes 40 per cent of available light to one lens, reflects 40 per cent to the other, and absorbs 20 per cent. He developed the camera to support his contention that the left and right eye screen images of the object farthest from the camera should never be more than the normal eye separation of 2.4 inches. Eyestrain, he said, is caused by the fact that most stereo cameras cannot be brought closer together than one and a half inches, so that images, when projected, tend to be too far apart, causing strain as the eyes attempt to turn outward. He is convinced his camera can do away with such eyestrain.

Demonstration of a new Trans-Lux screen was announced in New York by Percival E. Furber, chairman of the board. The screen is good for 3-D and 2-D, and is claimed to give an extremely brilliant image with the absence of glare. Furber stated that savings in operational costs, such as carbons, electrical power, maintenance, and replacement, will more than offset the substantially higher cost of manufacturing the new screen. Whether the screen will be perforated or not is still to be decided.

Formation of Tru-Stereo Corporation, which will supply 3-D photographing equipment, and technical staffs to independent producers, was announced by Al Zimbalist, who recently completed filming on "Robot Monster" in Tru-Stereo 3-D, and who is president and chairman of the board of the new organization. The base terms to producers for the feature use of Tru-Stereo is \$15,000 plus two and one-half per cent of the picture's gross, or \$30,000 outright.

Losses in 3-D glasses caused John Parsons, western division manager, Telenews Theatres, Inc., San Francisco, to post the following notice in his boxoffice window. "Important—You will be loaned a pair of glasses to view this 3-dimensional show. These glasses must be returned as you

Foreign 3-D Demand Surging, Says Picker

NEW YORK—Demand on the part of foreign exhibitors for "Bwana Devil" has prompted United Artists to speed up its foreign distribution, Arnold Picker, UA vice-president in charge of foreign operations, declared last week. Picker, who returned from a European trip, pointed out that similar problems exist overseas in connection with 3-D supplies. Screens, filters, and glasses must be imported from the United States or Great Britain, and, although the materials are in short supply, enough is available to get the picture launched. On top of that, he said, foreign versions had to be prepared. Titra Laboratories did the titles, superimposing both prints to get satisfactory results.

Permanent type glasses are being used in Europe and Australia while in South America and the Far East, the disposable type will be used. Polarizers Limited, Great Britain, is handling the glasses outside of the United States and Canada. Rental runs to about seven cents in American money.

Foreign exhibitors, Picker said, are reacting with a mixture of confusion and enthusiasm similar to the first reaction of American theatremen.

leave, or a service charge of \$3 will be made. 3-D glasses cannot be used for any purpose than viewing this type of motion picture, and, therefore, are of no value to you. Please return them after the show. Thank you. The Management." He claims the losses were reduced to a minimum.

U-I has developed, and is now demonstrating at the studio, a wide screen process that will permit the projection of standard, 3-D and panoramic pictures, it was announced by William Goetz, vice-president in charge of production. Only a lens, a change in the aperture plate, and a screen with a three foot curve are required. The development calls for a projection ratio of 1.85 to 1, but the screen also will hold a picture shot at a 2 to 1 ratio. No special lens is needed for the camera.

Harry Rathner revealed that he has been granted exclusive distribution rights to a projector attachment placed on the market by the Nord Company, Minneapolis, which makes it possible to show a 3-D film shot with two cameras on a single projector provided the two negatives are printed on a single strip of film. Rathner also has acquired rights to a camera attachment which makes it possible to shoot a 3-D picture with only one negative. The projector attachment can be removed for the showing of conventional films, is easy to install, and, according to Rathner, will promote economy. He recommended use of a non-perforated screen. The camera attachment would be leased to producers.

AA Sets Board Meeting

NEW YORK—Steve Broidy, president, Allied Artists, last week announced a meeting of the board will be held at the Roney Plaza Hotel, Miami, Fla., on May 20, the last day of the company's three-day international sales convention.

RKO's Schwartz Credits Better Films

NEW YORK—Sol A. Schwartz, RKO Theatres president, reported last fortnight in connection with the company's annual financial statement that box office receipts for the first two months this year show an improvement over the same period last year. He said this was due primarily to better pictures.

In its second year, RKO Theatres had a net profit of \$1,025,913, equal to 26 cents per share, as against a 1951 profit of \$1,322,069, equal to 34 cents. Theatres' admissions declined over three million dollars last year to \$26,954,815, while rents and other operating income increased. Incomes from concessions and rentals showed an improvement.

At the end of the year, the circuit operated 89 theatres, and turned over to the government \$5,400,000 in admission taxes. Schwartz called this "a very heavy and discriminating burden on your company and the motion picture industry generally."

Schwartz reported that the company was interested in 20th-Fox's CinemaScope process, and had retained the services of Dr. Alfred N. Goldsmith to aid the circuit in evaluating the various processes.

Schwartz also announced that RKO has complied with all provisions of the consent decree, and the board has adopted a policy of disposing of a limited number of theatres or properties which do not contribute to profitable operation.

Fanchon-Marco Wins Suit Point

NEW YORK—The United States Circuit Court of Appeals for the Second Circuit in New York ruled last week for Fanchon and Marco, Inc., in an appeal by that company against Paramount Pictures, Inc., as to the right of Fanchon and Marco, Inc., as a stockholder, to bring a suit in the name of Paramount Hollywood Theatre Corporation, a company owned 50 per cent by Fanchon and Marco and 50 per cent by Paramount Pictures, operating the Paramount, Hollywood.

Harry C. Arthur, Jr., president, Fanchon and Marco, declared later that this ruling means that the Paramount Hollywood Theatre Corporation shall be entitled to a trial of the anti-trust suit against Paramount Pictures, Inc. Paramount Pictures, Inc., as 50 per cent owner of Paramount Hollywood Theatre Corporation, and having one-half of the board members, refused to join in having Paramount Hollywood bring this suit against Paramount Pictures, Inc. Fanchon and Marco, Inc., then brought the suit after Paramount Pictures, Inc., refused to join.

A. E. Chadick Mourned

NEW ORLEANS—A. E. Chadick, 50, executive vice-president, Motion Picture Advertising Service Company, Inc., was listed among those killed in the New York Central train wreck at Ashtabula, O., last fortnight.

He is survived by his wife and a brother.

A native of New Orleans, he had been with MPAS for more than 25 years, before which he was manager, Saenger, New Orleans, under E. V. Richards.

This Was The Week When

It was announced that "This Is Cinerama", in six months at the Broadway, New York, had played to more than 650,000 patrons in the 1,315-seat theatre, and had grossed more than \$1,250,000, with a constant advance sale that had not fallen below \$300,000 since the week it opened. . . . The Independent Theatre Owners of Ohio was holding its annual convention in Columbus, O., with 3-D and wide screen discussion, film clinics, and addresses by industry leaders on the schedule. . . . WB revealed that more than 70 per cent of the stock of the old Warner Brothers Pictures, Inc., had been changed for the stock of the new Warner Brothers Pictures, Inc., and the Stanley Warner Corporation, with the picture company declaring a dividend of 30 cents a share on the new common stock. . . . The world premiere of "Mahatma Gandhi, 20th Century Prophet", was set for the Guild, New York City. . . . IFE scheduled 12 key cities dates of the Italian language version of "The Little World Of Don Camillo" this month.

Jack Levin, president, Jack Levin Associates, Inc., held meetings in Milwaukee and Chicago with exhibitors and equipment firm executives in connection with the drive-in program of the National Theatre Institute, Inc., which Levin also heads. . . . UA's San Francisco, Cleveland, and Winnipeg leaped into the lead in their respective divisions in the first week of the third six-week lap of the "Bernie Kranze Drive." . . . "Man In The Dark", Columbia 3-D show, was the first third-dimensional film of the company to make its bow, at the Globe, New York City.

Paramount sent "Society Kid" Hogan out on a 10-day western and midwestern tour on behalf of "Off Limits". . . . Kroger Babb, president, Hallmark, announced plans for training an all-female sales organization. . . . Paramount's Hollywood, Los Angeles, was set to join the Downtown, there, in a 24-hour opening with WB's 3-D "House Of Wax" on April 16.

Senate Group

(Continued from page 10)

govern distribution in the Los Angeles area, and suggested that the committee might establish such a code by initiating legislation creating an arbitration commission or empowering the Federal Trade Commission or some other body to which exhibitors could bring complaints. Vinicoff said problems included in such a code would be release of films, length of running time, competitive bidding, fair film rentals, fair admission prices, and arbitration.

On the final day, distribution had its say. Producer spokesmen, retorting to additional exhibitor charges of unfair practices, complained that witnesses were not really independent exhibitors, but small circuit operators, disgruntled by competition, and, in many cases, by rebuffs in law suits. They denied violating either the letter or the spirit of the consent decrees.

Exhibitors Guy Meek and Morris Pfaelzer, Los Angeles, elaborated on charges previously made against distributors and decried present film availability and rental terms. Meek said his experiences indicate that present conditions "certainly would not help drive-ins stay in business." The testimony of the two exhibitors evoked this comment from Senator Smathers, "We can see all the way through that the pattern apparently is not to live up to the terms of the agreement." Smathers referred to divorce.

Homer Smith, producers' counsel, replied that the consent decrees were not violated as a result of the practices complained of, and observed that three of the witnesses had received adverse United States District Court decisions in actions based on practices they had described to the committee.

Distributors heard were Thomas Aspell, Jr., MGM branch head, who charged that circuits, not small independents, were

leading the complaints before the committee. Al Taylor, Paramount branch manager, denied the accusations made against distributors, instead pointing to the effects of drive-ins and TV on regular theatres.

Hearings will resume in Washington soon.

Meanwhile, it was learned that the Senate Small Business Committee has invited the TOA to be represented at the hearings on distributor practices to be held in Washington later this month.

The International Scene

(Continued from page 20)

should be investigated by the Ontario Attorney General. (So do a lot of exhibitors!) . . . "Foto-Nite" charges against Merle Hawkes, Variety, Calgary, are to be heard by a higher court following his acquittal in magistrate's court. . . . Vaudeville at the Gayety, Montreal, is promised by Emile Guay, a Three Rivers businessman, who bought the house for \$300,000. Plans are to stage a month of vaudeville, after which he will alternate with 3-D. . . . A dividend of 35 cents was declared by Famous Players Canadian Corporation. . . . The sales staff of the Jubilee, Stellarton, N.S., gave its bonus money to the Canadian Red Cross. . . . Daylight saving time goes into effect in many Canadian communities on April 26. . . . The Capitol, Fort William, Ont., held display of art work done by students in tribute to "Salute To Education Week." . . . Alec Myers, for many years with Audio, joined Joe Dunkelman's Telepix Movies. . . . Gerry Saunderson, manager, Odeon, Toronto, rigged up a gimmick for filling lighters for one cent, with proceeds to Variety Village. . . . Bill Trudell is London's "Joy Spreader", according to a feature in Ensign magazine. He's manager, Capitol, London, Ont.

—HARRY ALLEN, JR.

PEOPLE

NEW YORK—Arthur B. Krim, president, United Artists, last week announced that Milton A. Gordon has been retained as financial consultant to the corporation. Gordon will serve United Artists on a part-time basis, continuing management of his investment company, Gordon Enterprises, Inc. Before organizing his own company, Gordon was a senior officer of Walter Heller and Company, from which he recently resigned. The Heller Company is the Chicago banking concern which has figured prominently in United Artists financial affairs.

Italy

The new one-year Italo-American film pact, agreed upon in Rome by Eric A. Johnston, MPEA president, and the National Association of Italian Films, puts an end to the flow of American film earnings to Italy to finance the distribution of Italian films by Italian interests in the United States. Italian Films Export, beneficiary of a 12½ per cent subsidy under the expiring agreement, will receive a loan equal to 10 per cent of American film earnings in Italy, with this money used only to promote and publicize Italian films in the United States. The new pact forbids its use to distribute films or purchase films for distribution. The remaining 50 per cent in blocked funds will be put to "wider uses which we think will be beneficial to the Italian industry, people, and government" Johnston said. Other points in the 14-month agreement are that American remittances will rise from the 37½ per cent level now existing to 40 per cent; American companies, members of MPEA, will make available two pictures each to Italian distributors, but, if no deal is made, the majors may distribute them themselves; no reduction in American imports is required, and wider latitude for the use of blocked earnings is granted. The United States still would be allowed to export 225 films a year to Italy, plus an extra export from independent American producers to go to independent Italian distributors. Johnston said the American aid to Italian films would be continued, on the reduced basis, "although a majority of the American companies opposed the program." The new agreement must be approved by the Italian government before becoming effective.

Japan

In Tokyo, the foreign currency budget for the first six months of Japan's new fiscal year will total \$1,555,150,000, with \$3,500,000 allocated for all foreign film imports, an increase of \$500,000 over the preceding fiscal year, it was announced by the Japanese cabinet. Reliable sources indicate that the minimum number of American films imported under the allocation will be 144 on the full year basis, with 10 scheduled under the superior films margin. The announcement is also expected to establish a firm formula for the distribution of the blocked yen earnings of American companies, estimated to be \$5,000,000. The formula will probably provide for the immediate remittance of a substantial part of the frozen earnings, with the balance to be employed for various new authorized uses.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Aintree, England: Grand National.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 28) Korea: UN, Reds fight bitter battle. Conneaut, O.: Triple train wreck. Lewis, Ind.: Ammunition train blast. Largo, Fla.: Fire razes home for aged. England: Last respects to Queen Mary. New York City: Baby wins \$140,000 on Irish Sweepstakes.

NEWS OF THE DAY (Vol. XXIV, No. 262) Korea: UN, Reds fight bitter battle. New York City: British Field Marshal Montgomery arrives. England: Last respects to Queen Mary. Largo, Fla.: Fire razes home for aged. Conneaut, O.: Triple train wreck kills 21. San Francisco: Baby polar bear. New York City: Baby wins \$140,000 on Irish Sweepstakes.

PARAMOUNT NEWS (No. 65) Korea: UN, Reds fight bitter battle. Italy: Peasants hear Pope and DeGasperi. England: Last respects to Queen Mary. Groton, Conn.: Locked inside a submarine 60 days.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 452) Groton, Conn.: Locked inside a submarine. Lewis, Ind.: Ammunition train blast. California: Father and son mark 75, 50 years wed. France: Lens views of Paris spring styles.

WARNER PATHE NEWS (Vol. 24, No. 67) Korea: UN, Reds fight bitter battle for hills. England: Last respects to Queen Mary. Groton, Conn.: Locked inside a submarine. Conneaut, O.: Triple train wreck kills 21. Largo, Fla.: Fire razes home for aged. Basketball: East vs. West.

TELENEWS DIGEST (Vol. 7, No. 14-A) Korea: UN, Reds fight bitter battle. England: Last respects to Queen Mary. Largo, Fla.: Fire razes home for aged. Lewis, Ind.: Ammunition train blast. Conneaut, O.: Triple train wreck kills 21. Special: Defense Department releases films of navy guided missile. Canada: Manitoba reaps winter harvest. Snow Valley, Cal.: New ski gadget.

IN ALL FIVE:

England: Queen Mary dies. Oak Ridge, Tenn.: Atomic energy harnessed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 27) Germany: Czech refugees crash Iron Curtain. Washington, D. C.: President Eisenhower sees French premier. Turkey: Earthquake. Carmel, Cal.: The "Rolligon."

NEWS OF THE DAY (Vol. XXIV, No. 261) Turkey: Earthquake. Washington, D. C.: President Eisenhower sees French premier. Carmel, Cal.: The "Rolligon."

PARAMOUNT NEWS (No. 64) See "In All Five."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 451) California: Cuties' carpentry craze. Carmel, Cal.: The "Rolligon." New York: Paris styles, Seattle: Junior anglers.

WARNER PATHE NEWS (Vol. 24, No. 66) Germany: Czech refugees crash Iron Curtain. West Germany: The Ridgways and Conants meet. New York City: Vishinsky resumes UN post. Washington, D. C.: President Eisenhower sees French premier. Richmond, Va.: Stock car race. Carmel, Cal.: The "Rolligon."

TELENEWS DIGEST (Vol. 7, No. 13-B) England: Queen Mary dies. Indo-China: General Clark visits. North Africa: Oil



Roy Rogers, "King of the Cowboys," seen in a recent shot taken on the west coast, displays the 1953 Roy Rogers Riders Club awards he will present to Earl Cunningham, Fountain Square, Indianapolis, and Chuck Duncan, Alhambra, Decatur, Ill., for outstanding service as "club foremen" in their theatres while conducting Saturday matinee sessions of the clubs. Rogers plans to attend special anniversary ceremonies of the clubs at both theatres early this month.

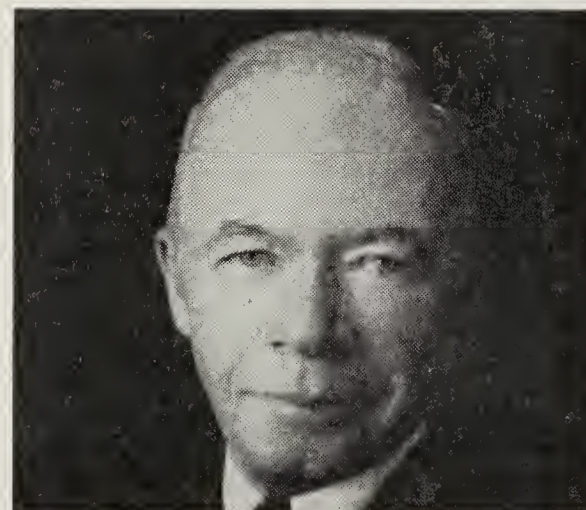
GPEC Profit Increases

NEW YORK—General Precision Equipment Corporation and subsidiaries reported last week that consolidated net sales in 1952 soared 82 per cent to a new high of \$54,326,849, compared with \$29,872,429 in 1951. Consolidated net income, after providing \$1,700,000 for federal income tax, was \$1,255,278 as against \$596,546 in 1951.

Sales of motion picture equipment and supplies decreased approximately \$1,000,000 to \$13,728,000, reflecting the impact of restrictions on theatre construction, especially in the drive-in field, and the generally unsatisfactory boxoffice which prevailed during the year. Hermann G. Place, board chairman and president, told stockholders that the lifting of construction restrictions and the advent of 3-D effects should stimulate company sales in this field.

Working capital at the 1952 year end was \$12,561,363 as against \$19,032,003 at the end of the previous year. The reduction reflects \$7,000,000 in bank loans transferred to current liabilities during 1952.

industry invades Sahara Desert. Vatican City, Italy: Pope recovered. New York: Easter bonnets. Vermont: Belles of the (basket) ball!



D. C. Collins has become vice-president, Altec Service Corporation, following his retirement from the Western Electric Company and Westrex Corporation, it was announced recently by G. L. Carrington, Altec president. Collins' experience in the industry's field extends back 25 years when he joined Electrical Research Products.

"DG" Films Highlight Allied Artists Announcement

HOLLYWOOD—Industryites are still talking about the announcement made by Allied Artists during the CinemaScope meetings last fortnight as representing good thinking.

It follows:

"The entire industry salutes 20th Century-Fox for its enterprise in bringing exhibitors from all over the world to the demonstration of CinemaScope. Development of this project and of various 3-D processes is certain to result in outstanding boxoffice benefits. To the showmen who may be hesitant on what course to follow in this new field, we are happy to announce that Allied Artists' DG films are being made for theatres of any size in all types of situations.

"Until the industry as a whole can settle on a process or processes economically and physically adaptable for all theatres, we believe that DG pictures, playable in all houses, are a vital necessity. The most intensive production schedule in the history of Allied Artists studio is now devoted to making DG films.

"What is DG? It stands for Darn Good, and we can promise you that the Darn Good pictures we have been delivering are only the start of the new Allied Artists production policy."

Paramount Profit Holds Firm

NEW YORK—Barney Balaban, Paramount Pictures president, last week informed stockholders that the company's operating profit, excluding capital gains, will be about the same as in 1951.

Balaban described the interest in 3-D as the most striking development in the industry over the past year, and credited Cinerama with performing an important service by stimulating public interest in new-dimensional techniques. He reported that Paramount is experimenting in all phases of depth perception, as well as stereophonic sound. New developments will be discussed in more detail at the annual stockholders' meeting June 2.

The Paramount president also reported that the company has no plans for additional TV stations now that the FCC has found it to be qualified as a broadcasting station licensee. Chromatic Television Laboratories, in which Paramount has a 50 per cent interest, has a three-color, direct view, compatible color television tube, able to receive both color and black-and-white on either the CBS standards or those proposed by the television industry.

NSS-Poster Suit Delay Seen

PHILADELPHIA—It was learned last week that most likely the National Screen Service-Independent Poster Exchanges suit in U. S. District Court may be postponed once again from the May calendar until some time in late June.

Schenck Heads UA Theatre Board

NEW YORK—The election of Joseph M. Schenck as chairman of the board of the United Artists Theatre Circuit, Inc., was announced last week. The company operates theatres in New York City and throughout the United States.

CANDYDLY SPEAKING

SEVEN YEARS ago, there appeared in EXHIBITOR another pioneering "first" in the creation of EXTRA PROFITS, the initial effort by any motion picture trade paper to devote specific attention to off-the-screen selling in theatres.

AT THAT TIME, while there was some evidence of profits to be made and the job to be done in the extra profits field, the majority of the theatres in the country had no idea of what the future held forth.

THEREFORE, to provide a clearing house for information and to give that field the importance it deserved, EXTRA PROFITS was born. Its record speaks for itself. Imitators were expected, and we didn't have long to wait, but the thrill of pioneering, which has given satisfaction to EXHIBITOR in the past, was ours alone.

THE RECORD shows how extra profits endeavors have advanced in the past seven years, and the surface is only being tapped.

LOOKING BACK, what was in the first EXTRA PROFITS?

The cover showed a line of children at the candy counter at the Center, Fall River, Mass. The editorial observations commented on the way distributors were looking at concessions profits, and warned theatremen to protect themselves against any such moves. There was a two-page spread on designs for modern, open displays by Samuel L. Lowe, Jr., with drawings on how theatres could make the best use of them. Listed also was menu of the Adams, Quincy, Mass., and there were even a couple of poems.

SINCE then, EXTRA PROFITS has come a long way. It has gained a national reputation not only among exhibitors but among manufacturers, concessionaires, and others in the field.

THEIR HELP has assisted us in keeping EXTRA PROFITS in its premiere place.

This stand display, not only selling merchandise but plugging institutional values, got attention at the Orpheum, Moose Jaw, Saskatchewan, Canada, serviced by Theatre Confections Limited.



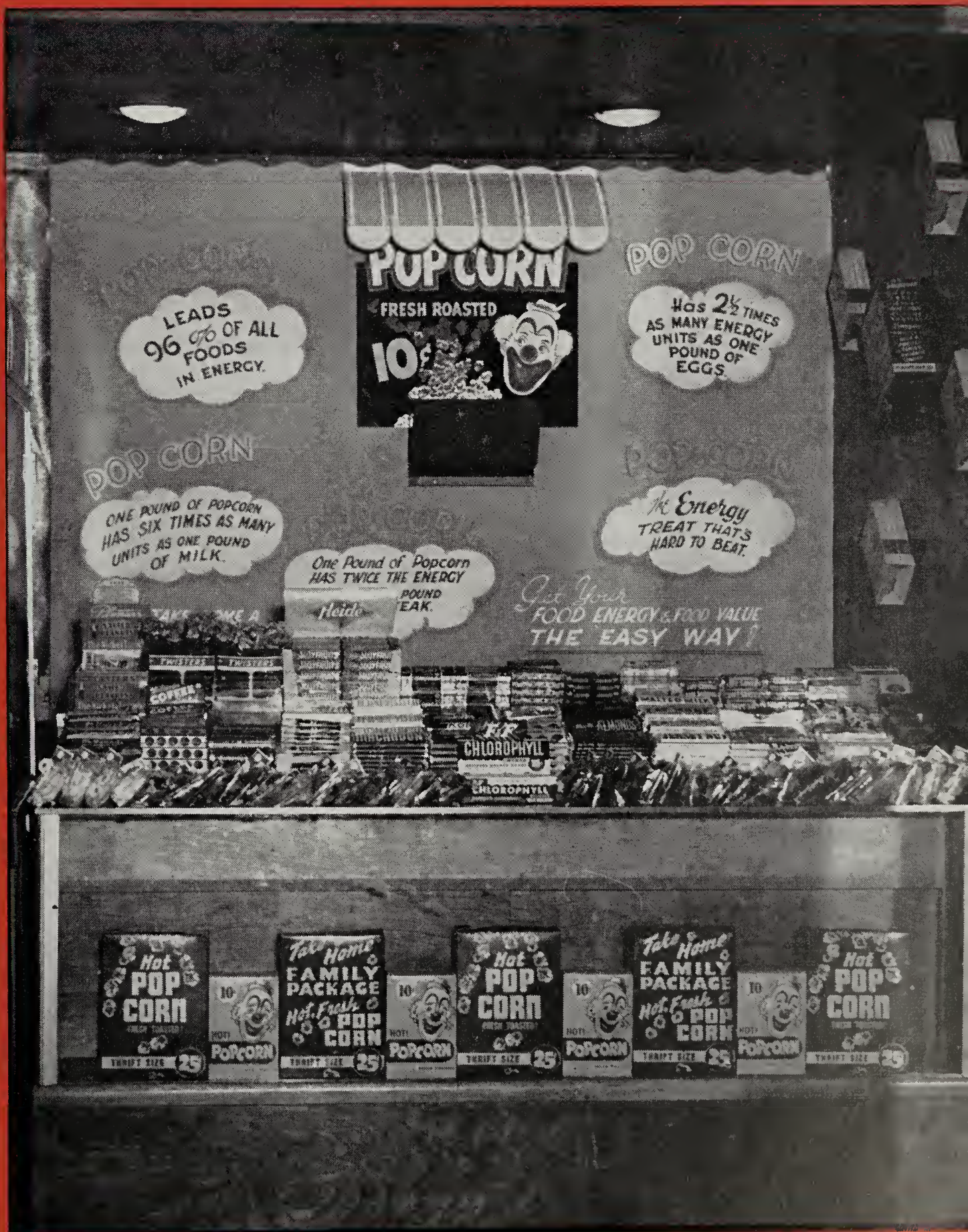
Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



An illustration showing a hand in a white sleeve pouring a large number of coins from a white box into another hand. The second hand is cupped and filled with the coins. The coins are depicted as simple circles with outlines. The background is plain white.

Feature Presentation

SELL
Coca-Cola

REG. U.S. PAT. OFF.

**In your
theatre**

When the new vending equipment to sell Coca-Cola in your house presents you with first profits . . . the occasion will be a feature of your life as a house operator. Then you'll know why theater owners all over the country have been wearing those pleased smiles. You see . . . people everywhere like delicious Coca-Cola. When you make it possible for them to enjoy Coke in your house, you pocket the profit. There's a wide choice of vending equipment available. For the money-making details, contact: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

Let The Candy Industry Help Fill Theatres

Leon J. Levenson, concessions committee chairman, Theatre Owners of America, in a resounding statement, calls for this method of helping swell bar sales in motion picture houses.

CALLING upon the candy industry to help hasten the return of patrons to the theatres, Leon J. Levenson, Boston, concessions committee chairman, Theatre Owners of America, recently took occasion to differ with an editorial appearing in Candy Industry, a leading trade publication. The Candy Industry story was headlined: "Gains In Other Lines Fail To Offset Bar Slump; Impulse Sales In Single Bar Units Must Be Increased."

THE EDITORIAL read:

"Impulse sales of bar goods in single units, and for immediate eating, represent the key to increased consumption of candy, the industry's major problem of today. This was clearly shown in an analysis of the 11 months' sales report, the latest available.

"A selective group of wholesale manufacturers and competitive chocolate producers, reporting both poundage and dollar sales by type of product, revealed that the decrease in the sales of bar goods for the first 11 months of last year offset the increase registered in the sales of all other types of candies. All other candies showed an increase, with the advances being substantial on some types, especially units selling from 50 to 99 cents per pound.

"This group of manufacturers, representing the largest and most important firms of the 400 who make the regular sales reports to the Bureau of Census of the Department of Commerce, does its biggest share of business in bars. For example, of total sales of 1,100,189,000 pounds more than one-third of the industry's production, valued at \$413,302,000, bar goods amounted to 488,217,000 pounds valued at \$199,287,000, or 44 per cent of the total, based on tonnage. Sales of bar goods of these firms declined six per cent in tonnage and five per cent in value.

"As already mentioned above, the biggest gain, 12 per cent in volume and 11 per cent in value, was noted in packaged goods made to retail at 50 cents to 99 cents per pound. However, total sales of candy in this category of the selected group of manufacturers amounted to only 93,724,000 pounds, valued at \$44,593,000 or eight per cent of the total, based in tonnage.

"If the group of manufacturers referred to in his discussion had been successful in increasing the sale of bar goods to the same extent it increased the sale of 50 to 99 cent packages, it would have had an overall gain of 12 per cent, or better, for the 11-month period, instead of reporting practically no change, which was the

case for the first 11 months of last year. Actually, an increase of from 40 to 50 per cent in the sales of 50 to 99 cent packages was required to bring up overall totals to an increase in excess of 12 per cent.

"In analyzing these figures, industry observers feel that the key to increased consumption under the present trade setup can be found in the development of a program that would have for its objective the increase in the sale of bar goods, both of the five and 10 cent variety, and preferably in the latter class. And these observers also feel that it is important to encourage the sale of bar goods in single units for immediate consumption throughout the industry.

"It is generally acknowledged that a good job has been done by the industry in the sale of candy through the supermarket and other mass selling channels, including the marketing of bar goods in multiple packs, but this job has not been sufficiently strong to offset the decline recorded by the industry in the single bar sales at the candy counter, tobacco shop, stationery store, newsstand, and other such outlets.

"Nor has the industry done a sufficiently good job, if it has done a good job at all, in encouraging the purchase and consumption of bar goods by the 60,000,000 workers as a two-a-day, mid-day snack while they are at work, or as a dessert after lunch.

"Greater varieties of bars, better values, more numerous and more enticing dis-



Extra profits opportunities were not overlooked at the recent series of conventions of Famous Players Canadian Corporation managers in several Canadian cities. In the usual left to right, top to bottom, order, Gene Fitzgibbons, Windsor supervisor, tries a sample of Borden's Bon Bons held for him by pretty model Lois Whitehead; Louis Rosenfeld, Columbia Canadian general manager, and O. J. Silverthorne, chairman, Ontario Board of Censors, look into a box of popcorn held by another model; a lovely aide offers Frank Troy, manager, Theatre Confections Limited's Vancouver branch, a bottle of Pepsi Cola at the Vancouver meeting, and some managers attending the Niagara Falls meeting gather around the hospitality center where popcorn, Pepsi Cola, and Borden's Bon Bons were served.

EXTRA PROFITS

Vol. 8, No. 1

April 8, 1953

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of the theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California.

Advisory boards—

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plays, the opening of new outlets, and considerably enhanced emphasis on both merchandising and advertising of bar goods are needed to put the industry in line for increased consumption of bars, the most important candy unit."

LEVENSON's reply to editor Don Gussow follows:

"Dear Don:

"This letter is prompted by your lead editorial in the Candy Industry, issue of Jan. 27, 1953. In it, you have stated that after an analysis of the 11-month candy sales report, industry observers feel that the key to increased consumption under the present trade set-up can be found in the development of a program that would have for its objective the increase in the sale of bar goods, both of the five and 10-cent variety, and preferably in the latter class. And these observers also feel that it is important to encourage the sale of bar goods in single units for immediate consumption.

"What better class of retail outlet exists in which to pioneer this movement than the 20,000 motion picture outlets in the country? I think an historical analysis will show that a great impetus was given to the sale of bar goods in the middle '30's when the theatre operators began to sit up and take notice of their candy stands. To the sale of the five cent candy bar they added some of the glamor that had helped to develop the motion picture industry. Beautiful expensive, well-located stands were installed in the lobbies of these theatres, and the emphasis was switched to the sale of quality candy to satisfy their theatre patrons. Certainly, here was the movement to excite the impulse to purchase the candy bar, and also what is just as important, as your editorial points out, the purchase of the candy bar to be immediately consumed on the premises while watching the picture.

"It is no secret that theatre attendance has fallen off materially during the last few years, and maybe there is some correlation between that and the drop in the bar business.

"The only reason the drop in candy bar sales in theatres has not been in the same proportion of the drop in attendance is that we early understood the value of

Theatres Growing As Ice Cream Outlets

NEW YORK — Conventional and drive-in theatres were mentioned frequently as new outlets for the sale of ice cream in an industrywide poll completed by Ice Cream Field magazine and published in the February issue.

While theatres do not as yet constitute a leading distribution point for ice cream, numerous respondents to the survey predicted that these entertainment centers would continue to grow as ice cream outlets.

The food store leads all other outlets in ice cream sales, the Ice Cream Field survey indicated.

shifting as many bars in the five cent line to the 10 cent line to keep up our gross business in the face of a smaller potential patronage.

"We have done everything possible to increase this 10 cent bar business, and are very sympathetic with your expressed thoughts along these same lines.

"The immediate problem, however, is to get more people into the theatres, and with this will come up an automatic increase of single unit sales of bars for immediate consumption. It is also no secret that television has been the main factor in the drop of theatre attendance. Sir Isaac Newton found out a long time ago that people couldn't stay home for their entertainment, and also be present at such places as theatres and other outside activities at the same time.

"The more time spent in the home, the less time spent outside, and all of the points of purchase where impulse merchandising can be effective are located outside the home.

"I have only one recommendation to make, and call for immediate closer cooperation between the candy industry and the theatre industry. We are doing everything possible to increase the sale of candy bars. The candy industry should help to hasten the return of the patrons to the theatres. This can be done with no additional expense by including in all media of advertising, television, radio,

and magazine ads, the mention of movies in general, and the thought that people can best entertain themselves by eating their favorite quality bars in their favorite motion picture theatre.

"I must give credit to a few candy manufacturers whom I know have always been sympathetic with this thought and consistently carried it out such as Quaker City Chocolate Company, Blumenthal Brothers, Gold Medal Candy Company, and Wrigley's."

Auto. Canteen Shifts Men

CHICAGO—Recent executive changes at the Automatic Canteen Company of America find William F. Swingler, operating vice-president; Patrick Lannan and Arnold Johnson, additions to the board; James Staten, supervisor, company's drink division, and W. F. Krebill, chairman of the board, St. Louis canteen operation. Julius Denkman has taken over as president, St. Louis branch, while E. W. Bashford, sales manager, is now vice-president in St. Louis. Charles Jones has been named manager, Chicago south branch; Ralph White handles the Philadelphia operation, Richard Decker has been made branch manager in Allentown, Pa.; Thomas McGuire in Bridgeport, Conn.; Gerry Mahoney in Boston; Russell Stokes in Manchester, N. H., and Joseph O'Neill in Washington, D. C.

Mills Promotes Executives

CHICAGO—Mills Industries, Inc., recently announced the appointment of Fred L. Mills, Jr., as vice-president in charge of engineering, and Walter F. Hermann as vice-president in charge of manufacturing.

Mills has been associated with the company for six and one-half years, serving as vice-president in charge of manufacturing for the past year. Hermann previously held the position of general works manager, serving in that capacity for over one year. Mills Industries manufactures beverage coolers and dispensers, ice cream and frozen custard equipment, and other similar products.

Also announced was the appointment of Roy E. Anderson as quality control manager and Ernest J. Prisbe as supervisor of product development and research.



The Manley Aristocrat models of popcorn machines have been getting unusually good results all over the country. Two different installations are



shown above, left, at Commonwealth Theatres, Inc.'s Granada, Lawrence, Kans., and, right, at the Garmar, Montebello, Cal., both very attractive.

3 dimensional hit!



1

QUALITY!

Identify each drink with the Canada Dry name.

2

PROFITS!

Rotate 9 popular flavors. Cash in on plus sales.

3

APPRECIATION!

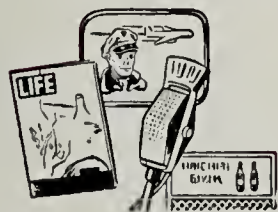
Offer consumers the same quality they enjoy in their homes.

CONSISTENT NATIONAL ADVERTISING

ASSURES NATIONAL RECOGNITION OF

CANADA DRY

Quality Syrups



For information, call your local Canada Dry Ginger Ale, Inc. office or 100 Park Avenue, New York City.

Correction

(In the report on the recent NPMA meeting in Philadelphia, on page EP-10, column three, J. A. Ryan, vice-president and sales manager, C. F. Simonin's Sons, Inc., was quoted as saying: "However, this mixture would be quite gummy because cottonseed oil absorbs more moisture." Actually, the speaker stated that cottonseed oil absorbs more oxygen.—Ed.)

New Type Register Used By Drive-In

BOSTON—Redstone Drive-in Theatres recently placed a new type of cash register in all drive-ins operated by the circuit for use in the concession stands.

Following a series of tests and trials for the best system at the local Neponset and the Bay Shore, L. I., the Redstones and officials of the National Cash Register Company came up with a compact register unit with the desired results. The new type stamps the amounts of each itemized article of food on the register in full view of the customer.

The new register differs only slightly from the kind used by chain stores. There are no paper receipts of purchases handed out to the customer. Instead, the receipt paper remains within the register for the company's checking at the close of business. As each item is stamped and separately totaled as it comes along on the tray, the customer can easily see how much he is spending by watching the amounts through a lighted glass panel in the machine as the cashier rings them up. In this method, the cashier does not have to depend on her own addition. Thus, she can total the sales faster, and process the customers with greater speed, and the delay in the concession line is minimized.

Edward Redstone, vice-president, Redstone drive-ins, said:

"We believe that this system helps the service. In the old method, there was a tendency for the customer to stand around while the cashier counted the tray to herself, and then announced the total. Also, there is less chance for error on the part of the cashier in the new system. We have placed these new National Cash registers in all our drive-ins in an effort to expedite the intermission rush, a problem peculiar to drive-ins."

Coca-Cola Profit Up

NEW YORK—Net profit of The Coca-Cola Company and consolidated subsidiaries after provision for taxes and all other charges, was \$27,274,774 for 1952, compared with \$26,123,838 in 1951, it was announced last fortnight. Earnings per common share were \$6.33 compared with \$6.11 in 1951. A dividend of \$1 a share on the common stock was voted.

More Bottles Being Sold

NEW YORK—It was revealed in an annual report recently issued by the sales promotion committee, American Bottlers of Carbonated Beverages, that in 1952 the American public consumed 28 billion bottles of soft drink beverages, an average of close to 180 bottles per person. The 1952 sales of soft drinks increased 10 per cent over the 1951 figure.



This "Peter Pan Bazaar" was recently erected by Jahn Roach, manager, SW Boyd, Philadelphia, in conjunction with the Walt Disney RKO film, "Peter Pan." Sold at the stand were records, hats, etc.

Nestle Offers Two Items

WHITE PLAINS, N. Y.—Two brand new chocolate items for the theatre trade are the 10 cent Nestle's Nibbles and 10 cent Nestle's Semi-Sweets, two packages recently introduced that have real eye appeal. Nestle's Nibbles are milk chocolate morsels packed in a colorful red and white cellophane bag, 100 bags to the case. Nestle's Semi-Sweets are the same famous Nestle's Semi-Sweet morsels as are known to customers for use in making Toll House cookies, but now especially packed in a size for theatregoers in a yellow and black cellophane bag, 100 bags to the case.

Nibbles and Semi-Sweets are manufactured by the Nestle Company, Inc., and should become popular at theatre concession stands.

Set S.L. Supurdisplay Distrib.

ST. LOUIS—The St. Louis Theatre Supply Company, headed by Arch Hosier, was recently named a distributor for Supurdisplay Incorporated, specialty division, Milwaukee.

Supurdisplay items to be handled by St. Louis Theatre Supply include the Butter-Mat butter dispenser, the Buttercup buttered popcorn container, and the complete line of Buttercup sales and utility accessories.



Two new 10-cent treats are Nestle's Nibbles and Nestle's Semi-Sweets, made especially for theatre trade, and already favorites with customers.

Pardini Speaks On Coast

SAN FRANCISCO—William Pardini, assistant to the general manager, Affiliated Theatres, recently told confectioners at a meeting of the Golden West Candy Salesmen's Club that conventional and drive-in theatres offer candy manufacturers one of their biggest markets for sale of candy products.

He said this market was relatively untapped by all but the largest manufacturers, adding that "any candy manufacturer willing to spend the money can easily more than recover his costs in increased sales in these spots."

Pardini pointed out that theatres currently account for six per cent of the total amount of candy sold in the United States, and estimated that this percentage can be raised considerably due to the increased number of drive-ins.

Hull Upped By Schutter

CHICAGO—Ralph A. Hull, an executive of the Schutter Candy Company, for more than 20 years, has been named special representative of the company, and will spend most of his time in the field with Schutter salesmen and brokers, William A. Fette, vice-president and director of sales, recently announced.

Hull, born in Cleveland, and educated there, moved to Chicago in September, 1931, on a "temporary" assignment with the Schutter sales department.

Edmond Doherty, formerly with the Shotwell Manufacturing Company, has been named purchasing agent to succeed Hull.

Roder In Dad's Post

CHICAGO—Dad's Root Beer Company, Chicago, announced recently the appointment of Horst W. Roder as assistant sales manager, bottling division. Roder has been associated with Canada Dry for the past 16 years.

ABC Declares On Common

PHILADELPHIA—The ABC Vending Company recently declared a semi-annual dividend of 30 cents on common stock, payable on March 15 to stockholders of record on Feb. 27.

"In Our Drive-In We Find the Manley Super Stadium is Tops in Merchandising...Tops in Profit..."

says L. B. Lee, Manager of the Grant Street Drive-In Theatre, Wichita Falls, Texas. "We're certainly well pleased with the financial results from our Manley Super Stadium. In our operation, we must obtain the highest possible dollar yield per 100 pounds of corn. The profits from our Super Stadium have been amazing. Also, to meet today's tough competition in the entertainment business, we have to use every merchandising method at our command. We believe our Manley Super Stadium attracts customers and merchandises popcorn better than any other machine on the market."

Join the many smart operators who merchandise their way to bigger profits with a Manley Popcorn Machine. The new Super Stadium is built for big volume popping . . . big volume sales. Cash in now. Mail coupon today for all the facts.



MANLEY, INC.

1920 Wyandotte St.
Kansas City 8, Mo.

Nobody Outpops Manley

**THE BIGGEST NAME
IN POPCORN . . .
THROUGHOUT THE WORLD**



MANLEY, INC.

EX-453 1920 Wyandotte St., Kansas City 8, Mo.

☐ Send complete information on the Manley Super Stadium.

☐ Please have a Manley representative call.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

- CANADA DRY GINGER ALE, INC. ☐
Soft Drinks
- THE COCA-COLA COMPANY ☐
Soft Drinks
- MANLEY, INC. ☐
Popcorn Machines and Supplies
- C. F. SIMONIN'S SONS, INC. ☐
Popsit Plus Popcorn Popping Oils
- WILLIAM WRIGLEY, JR., COMPANY ☐
Chewing Gum

WITHOUT CHARGE OR OBLIGATION
PLEASE SEND ME ADDITIONAL INFORMATION ON ABOVE CHECKED ITEMS.

NAME.....

THEATRE.....

ADDRESS.....

CITY, STATE.....

RETURN TO
EXHIBITOR

246-48 N. CLARION ST., PHILADELPHIA 7, PA.

D-I Demand Growing For New Sodamaster

CANFIELD, O.—The most marked upsurge in current demand for the soft drink dispensing equipment produced by Carbonic Dispenser, Inc., has come from drive-ins and drive-in restaurants, according to a company spokesman recently.

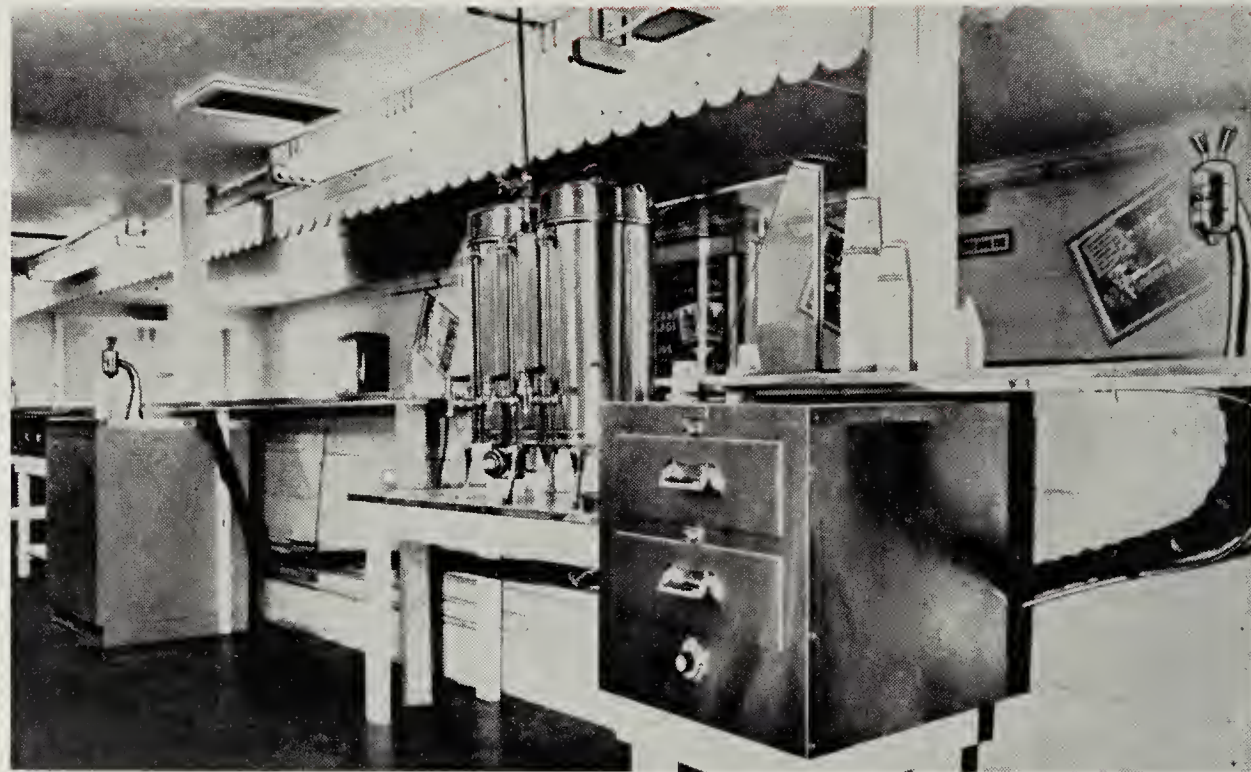
The firm produces a self-contained, refrigerated, multi-flavor beverage dispenser, the Sodamaster, equipped with a special three-lever, self-cleaning master faucet that gives fingertip selection of up to four flavors with any combination of high carbonated, low carbonated, or non-carbonated beverages. Additional faucets may be operated from the same unit, installed remotely at convenient locations along the service counter.

The primary reasons for the high acceptance among drive-ins are the speed of serving with Carbonic's equipment and the fact that customer congestion at peak periods is solved by serving from several faucets installed along the length of the counter, the manufacturer claims. A flick of the finger serves a sparkling, superior quality drink, and bottle handling and storage is eliminated, it is pointed out.

The Sodamaster unit is said to have a peak-period capacity of approximately 1900 drinks at 40 degrees and colder. The special Carbonic faucet, tradenamed the Mix-Monitor, may be installed to include coarse and jet stream soda and plain drinking water.

Syrup tanks, carbonator, and refrigeration equipment are compactly housed in a surprisingly small steel cabinet, attractively finished in dove grey hammerloid. All parts contacting soda water and syrups are made of stainless steel or approved plastics.

Fully patented, the Sodamaster utilizes an exclusive jet re-circulating principle to carbonate ordinary tap water. A range of models provides the most efficient available answer to every drink dispens-



This typical carbonic Sodamaster beverage dispensing equipment installation at the concession stand of North Side Drive-In, Youngstown, O., has self-contained, refrigerated Sodamaster unit, left; one top-mounted multi-flavor faucet, and two additional faucets, extreme right and left, which are remotely installed with insulated lines at convenient spots along the counter to avoid customer congestion.

Cretors Machine

Cretors Corporation, Chicago, announced a new popcorn machine, the "Olympic", that has two three-cubic feet elevator wells which give more heated storage capacity for popped corn. Each individual elevator well will hold the equivalent of 100 boxes of popped corn, and keep it hot and fresh. One elevator may be used for storage of popped corn in the bulk, the other for boxed corn. As corn is removed from the top of the elevator, a twist of the crank brings more corn into view, permitting the operator to keep a "full case" at all times. And, in addition to the elevator wells, there's plenty of storage space in the popper case. Two electric blowers force heated, filtered air through the popped corn, keeping it hot, fresh, and crisp regardless of weather or moisture conditions. A new automatic push-button seasoning pump can be used. An eight-inch Formica counter runs the entire length of the popper case. The working area measures 46 inches long. There is a choice of electric or gas heat. There is an eye-appealing, streamlined cabinet with insulated raw corn bin, oversized casters, and conveniently located cash drawers.

ing problem, it is declared.

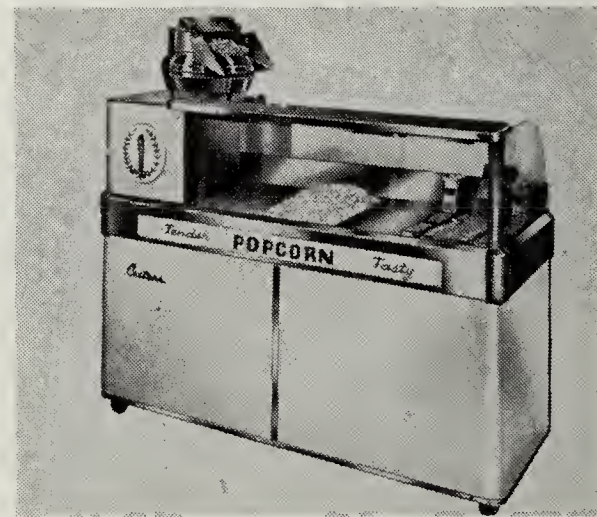
Drive-in companies which now are installing Sodamaster units include Berlo Vending, the Dairy Queen chain, and Tastee-Freez.

"Pop-A-Lot" Machine

Gold Medal Products Company, Cincinnati, recently introduced a new "Pop-A-Lot" popcorn machine for the theatre trade. The new machine uses an infra-red lamp to keep the popped corn warm and to light the case.

The "Pop-A-Lot" kettle is heated by a Chromolox element completely enclosed in a metal jacket, and is protected by a built-in thermostat which keeps the temperature below 510 degrees.

A "drip-lip" device insures that the oil remaining in the kettle as it is dumped does not run down the side.



Cretors new "Olympic" model popcorn machine that incorporates many new features is now available. Features are the corn storage capacity, new forced-air heat that keeps corn crisp, and automatic push-button seasoning pump.

THE
ST/A

(GAINY(O)N
KING RIDER

You pick the
PICTURES
your patrons want!



It pays to pick the
PRODUCTS
they want, too!

For extra profits . . . display popular
Wrigley's Spearmint, Doublemint and "Juicy Fruit" Gum

"Tom-Jerry" Products Available

NEW YORK—The MGM Cartoon novelties division recently came up with a whole flock of "Tom And Jerry" products, now being manufactured and sold at theatre lobby candy stands. These products also stimulate added attention to MGM cartoons.

The MGM Cartoon novelties division, 1540 Broadway, has prepared an attractive 20-page booklet listing manufacturers of "Tom And Jerry" licensed products, and giving the necessary information as to where each particular item may be obtained. The items include paint books, picture books, comic books, puppets, T-shirts and sweat shirts, handkerchiefs, balloons, costume jewelry pins, view-master reels, slipper socks, scarfs, stuffed dolls, neckties, suspenders, belts, mufflers, ceramics, and jewelry, and, of course, Tom and Jerry MGM Record albums.

Prices will be quoted by the manufacturers.

New Orchid Packaging Ready

LOS ANGELES—Theatres may be interested in the recent announcement that Graham W. Dible, known as the "Orchid King" because of large scale orchid shipments from the Hawaiian Islands, has announced new deluxe packaging. Dible orchid corsages will now be available for premiums and traffic building in individual cellophane containers for added eye appeal. The lovely purple colored blooms can also be had with ribbon bows and streamers imprinted in gold with firm name or brand name, at slight extra cost.



Rosemary Clooney, star, Paramount's "The Stars Are Singing," and Tom Morton, who tops the supporting cast, recently showed their exuberance in the lobby by the concession stand at the Los Angeles premiere at Harold Citron's Orpheum.

Candy Tieup In "Laugh Week"

NEW YORK—The National Laugh Week Foundation recently named the 10 comedians who have given the nation the most snickers during the past year, as determined in a poll conducted by the humor societies of America, including the National Association of Gagwriters, Junior Comedians of America, and the Museum of American Comedy. Snickers Awards, scrolls paying tribute to these top laugh-makers, were presented during "National Laugh Week," which concluded today (April 8), in cooperation with Snickers Candy Bar, a product of Mars, Inc., Chicago.

Coffin Sees Need For 10 Cents Concentration

BOSTON—In a recent opinion of Procter A. Coffin, sales manager, New England Confectionery Company, candy bar manufacturers must give up production of nickel bars, and concentrate on the dime variety in order to make a decent return on their business.

Industry leaders point out that the prices of every other marketed commodity have risen in the past few years in line with the increased cost of living. Manufacturers, however, are fearful that the public will not accept a price increase since the nickel candy bar is as much a tradition as anything else. Manufacturers have attempted to find a way out of the dilemma by reducing the size of the nickel bar, and placing a larger dime bar in competition with it.

Coffin considers it a mistake to market the same candy bar in the dual price range. He said that his company had proven through tests that the public will accept the 10 cent candy bar, and pointed to sales results on the Necco 10-cent package as conclusive proof that the candy consuming public will accept a 10-cent bar that provides a dime's worth of value over a watered down five cent bar.

Bastian-Blessing At Exhibit

CHICAGO—Prominent at the forthcoming Restaurant Show on May 11-15 will be the Bastian-Blessing Company of Chicago, in booths numbers 535-538, South Pier, displaying a new line of fast food equipment, including a small soda fountain. Many of the units in the 32-foot layout are on exhibition for the first time, and, according to the company's report, are radically new in design, faster, and easier to operate than former models. The report also states that the new equipment makes the behind-the-counter work more pleasant.

The entire display, simulating a complete fountain-luncheonette type of restaurant, will be in operation for demonstration purposes. In the new Dish-o-lator, an automatic garbage disposal and dishwashing unit, the usual stainless steel panel will be replaced for the occasion by one of transparent plastic so the various operations of the unit can be observed.

The booths will be in charge of L. N. Lucas, vice-president, assisted by C. T. Johnson, Al Ostberg, and Bob Berndt, Chicago sales staff, and by M. E. Steczynski, advertising manager. Representatives from the company's distributing organizations also will be in.

Opler Speaks On Cocoa

CHICAGO—Edmond Opler, president, Cook Chocolate Company, spoke recently at a meeting of the midwest section of the American Association of Cereal Chemists on "The Selection of Cocoa and Chocolate for the Baker and Confectioner." Opler stressed the importance of flavor in cocoa and chocolate, and explained the flavor characteristics of the various varieties of cocoa beans. He showed that there is a wide flavor spectrum, and that the best chocolate flavor could only come through proper blending of the beans.

What gives Popcorn Sales Appeal?

BUTTERLIKE

AROMA . . . stops 'em in their tracks — makes 'em want to eat popcorn.

BUTTERLIKE

APPEARANCE . . . gives your popcorn a golden hue . . . makes it look good enough to eat!

BUTTERLIKE

TASTE . . . that satisfying flavor that makes 'em want to eat more popcorn!

ONLY POPSIT PLUS GIVES

YOUR POPCORN THESE THREE FEATURES!

Plus less cost per bag, fewer "duds", easy to measure accurately, pours in all weather



Made Only
of
PURE
PEANUT OIL

popsit plus!

Made by **C. F. Simonin's Sons, Inc.** Phila. 34, Pa.

NEWS OF THE

Territory

BRANCHES

Atlanta

Wilma Ashcraft and Joan Colbert resigned from Realart. . . . Mrs. Jule Benedic, formerly on the Row, died. She was the wife of the late Jule Benedic, formerly with tradepapers. . . . Edith Bayson was added to the force at National Screen Service.

Jackie Staples, for many years with Monogram, resigned to live in Washington.

The Sundown Drive-In, Tampa, Fla., opened, owned by J. B. Shipley, W. T. Robinson, Jr., and B. N. Pooley, Jr. . . . Bill Straub, owner Straub's, Wiggins, Ark., opened a new drive-in for 200 cars.

Groceries valued at \$100 are being awarded to patrons of the Crenshaw Drive-In, Luverne, Ala., each Wednesday night. The theatre also played a "Jalopy Night" when an old car was given away.

Robert Case is the new manager, Edgewood, Jacksonville, Fla. . . . A benefit showing of "The Sea Tiger" by owner Gravis Allen, Gala, Butler, Ala., raised \$264.65 for "The March of Dimes." . . . Mrs. L. G. Davis is the new owner, Cottage, St. Petersburg, Tenn.

In Fort Myers, Fla., a new drive-in on the Bonita Beach road is under construction by Park Pigott.

F. E. Bierce started his new 300-car drive-in at Louisville, Ga., to be ready about May 1. . . . Roger Langton, local publicity chief, Florida State Theatres, since 1950, resigned to join WMBR-TV, Jacksonville. Al Hildreth assumes the duties of Langton for FST.

Max Stepping, booker, MGM, Jacksonville, is the proud father of a new daughter. . . . Increased operation costs resulted in the Tivoli, Chattanooga, Tenn., raising admission price for the first time in 32 years.

Bernard Jacon, vice-president in charge of sales, IFE Releasing Corporation, was in.

A Halo screen has been installed in the Center, Miami Springs, Fla. . . . The Clearwater, Clearwater, Fla., completed a facelifting program. . . . Nat Bernstein is the new owner, Beach Drive-In, Riviera Beach, Fla. Former owner was John L. Damm.

The Kent, Fort Myers, Fla., is undergoing a remodeling job. . . . The 20th-Century Drive-In, Tampa, Fla., is being enlarged to 783 cars. The auditorium for walk-ins is being air conditioned. . . . The Boulevard Drive-In, Lakeland,



Woodrow G. Fussell, president, North and South Carolina Theatre Owners Association, is seen conferring with George Pal, left, producer, Paramount's "The War Of The Worlds," and associate producer Frank Freeman, Jr., extreme right, during a recent visit to the Paramount studio. With them are Mrs. Fussell and their children, Nanette and Woody. Fussell operates four theatres in North Carolina with headquarters at Blandenboro, where he is mayor.

Fla., owned by Leroy Johnson, was robbed. . . . The Victory, Louisville, Ala., installed a new Cycloramic screen. . . . The Grove-In, Demopolis, Ala., opened.

Civil tax penalties amounting to \$23,000 were assessed against Waller and Thomas Amusement Company, operators, Trail Drive-In, Sarasota, Fla., for alleged failure to report admission taxes collected and alleged failure to turn over admission taxes collected. Federal Judge George W. Whitehurst added a \$1,000 fine for criminal violation of the tax law. Officers of the company, Mose L. Waller, Jr., and Hugh Thomas, Jr., pleaded guilty to a seven-count information of failing to file returns on admission taxes collected over a seven-month period. U. S. agent Hill added that both defendants had cooperated willingly with the agents of the tax department.

Carl Floyd, president, Floyd Theatres, has taken over the Silver Moon Drive-In, Lakeland, Fla.

A. A. Henderrixson has taken over the Lone-Star Drive-in, Manchester, Tenn., from Mr. and Mrs. J. Jarrell.

The new San Marco Drive-In, St. Augustine, Fla., W. R. Shafer, president, opened with Robert L. Fielder as manager. He was formerly with Southeastern Theatre Supply, Jacksonville, Fla.

James D. Craver is manager, Raleigh Road Drive-In, Fayetteville, N. C. Craver has been in the business for 14 years.

It was a happy birthday to Monteen Hewatt, Monogram. . . . On the Row were R. D. Page, Lyric and Maury, Mount Pleasant, Tenn. . . . It was happy birthday to Fred Coleman, president, East Point Amusement Company, East Point, Ga.

Jim Hart, accounting department, Realart, resigned. . . . When "Bwana Devil" opened at the Ritz, it was the first Negro theatre in the south to open with 3-D.

Waters Theatres, Birmingham, Ala., is the new owner of the Ensley, Ensley, Ala.

Robert C. Battin was appointed manager, Paramount, Palm Beach, Fla. . . . Members of the Athens, Tenn., City Council declined to become embroiled in the controversial Sunday show issue. It refused to authorize a referendum on the question. The referendum was asked by Tom Taylor, attorney for Martin Theatres. Sunday movies became a burning question with the arrest twice of manager John L. Smith, Martin, on charge of violating the Sunday blue laws. Meanwhile, a bill was introduced by Senator Ernest Guffey to legalize Sunday showing of movies.

Oscar Howell, president, Capital City Supply, held a special 3-D meeting at the Variety Club. L. W. Davee, head, Century Projector Company, New York, was the guest speaker.

George Hertner and George Koeliker are new owners of the drive-in at Dania, Fla.

Mrs. Lois Artner was appointed manager, St. Cloud, Cloud, Fla. . . . The La Plaza, St. Petersburg, Fla., closed after 40 years. The closing followed condemnation orders from the city.



The Charlotte MGM Pep Club recently honored Mr. and Mrs. Tom Bailey at a Variety Club dinner-dance on the occasion of Bailey's leaving the post of Charlotte assistant branch manager to accept a promotion to St. Louis branch manager.

Marjorie Graves, Martin Theatres, will be married. Mrs. Martha Webster will take over her place.

R. J. Barnes, Barnes Booking Service, will buy and book for Mrs. Phil Enslen, Coosa, Wetumpka, Ala., and Al Rook, Rook Service, will buy and book for the Monteagle Drive-In, Monteagle, Tenn.

Emory Austin now in the MGM home office in New York, moved his family there.

COLUMBIA NOTES—Miss Era Hataway was married. . . . Gus Kakauris, home office representative, returned to New York.

The brother of Sam Sherman, office manager, U-I, died from a heart attack. . . . Back after illness was Jim Corbett, booker, MGM. . . . Earle Hendren, Capitol, Erwin, Tenn., returned to his post after illness in the hospital in Knoxville, Tenn.

Memphis

20TH CENTURY FOX — Mrs. Adelaide Simmons, steno-receptionist, resigned to join her husband who is in the service, and was replaced by Mrs. Jean Bradley.

Visitors from Tennessee included W. T. Ruffin, Jr., Covington, and Norman Fair, Sommerville, and from Mississippi, Clark Shively, Clarksdale; C. J. Collier, Shaw; Thomas Ferris, Tunica; B. M. Jackson, Ruleville, John Carter, Grenada and Amory. . . . J. W. Lyles, Benton, Ky., was also in.

Visitors from Arkansas were: W. R. Ringer, Lake City; Mr. Higginbotham, Leachville; E. C. Fleeman, Manila; Junior and Mrs. Johnny Kellum, Joiner; Horace Stanley, Beebe, and Mr. and Mrs. Henley Smith, Pocahontas; From Tennessee: Guy Amis, Lexington, and From Mississippi: M. Shaw, Fulton; C. N. Eudy, Houston; Mr. and Mrs. Glen Mosier, Olive Branch, and Leon Rountree, Holly Springs.

Mr. and Mrs. W. T. Blann purchased the Joy, Hampton, Ark., from Robert J. Garrett. . . . Mary O'Donnell, inspectress, reports that her mother broke her hip, but is now home from the hospital doing fairly well.

A number of exhibitors were in to attend the showing of "Bwana Devil."

Patrons were given a scare at Newbern, Tenn., when a twister hit that town, and more than 150 persons fled from the rear exit of the Place. The marquee crashed, and part of the roof was destroyed.

Film Row was saddened by the death of Mrs. J. D. Catsoodas, Sr., wife of the owner, Esquire. Mrs. Catsoodas had been ill for five years.

Drive-in openings included: Autovue, Malden, Mo.; Racket Drive-In, Mognolia, Ark.; Louisville, Louisville, Miss.; 45, Mayfield, Ky.; Raco, Covington, Tenn.; Sunset, Martin, Tenn., and Skyway, Princeton, Ky.

New Orleans

The Joy Drive-In, Greenville, Miss., reopened after a shutdown due to repairs of a screen tower badly damaged by a tornado. . . . Mr. and Mrs. F. F. Goodrow took a leisurely look at Biloxi, Miss. . . . Max Connett was in from Newton, Miss. . . . B. V. Sheffield, Sheff, Poplarville, Miss., checked playdates with booker J. G. Broggi.

After a round of calls, Mr. and Mrs. Claud Darce, New Opera House, Morgan City, La., joined a crowd of exhibitors for a trade screening at 20th-Fox. . . . William "Bill" Cobb, who started in show business in the silent days as a "Toby" comedian troupier, joined Dr. Marquis at Gentilich.

Ed Jenner, Ellisville, Miss., was in Davenport, Ia., for the funeral of his father. . . . John Kenlo, back from Mississippi between playdates of "Street Corner," said business is thriving.

Dr. and Mrs. Marquis, Mr. and Mrs. Jack Auslet, and Arnold Furst were at Joe Wright's listening to Sioux princess White Cloud's organ music. The princess presides at her own Hammond organ. Dr. Marquis and the princess are life-long friends.

Theatres Service callers were Lawrence Lampo, Avalon and Boulevard, Jeanerette, La., and C. H. "Preacher" Crossley, Laurel, Miss. . . . Mrs. Kenneth K. McKenna is well on the road to recovery after surgery in Toure Hospital. McKenna is assistant manager, Joy.

Nerry Comeau, Rex, St. Martinsville, La., accompanied by his brother, were callers at J. G. Broggi's buying and booking exchange. . . . Raymond Gre-million, Southeastern, was a Baton Rouge and Lake Charles, La., caller.

"The Amazing Dr. Marquis," who will open his Louisiana stage show tour at the Strand, spent several days with his booking representative, Jack Auslet. He was accompanied by the missus, and Arnold Furst of "Mysteries Around The World."

Transway, Inc., includes Dan M. Brandon, general manager; Paul Mipro, office manager; Herbert Mipro, cashier; E. J. Langhetee, field representative; Lawrence Lotz, traffic manager; Leon Johnson, depot manager; Roy Lombardo and Roy Barras, day dispatchers; Paul Harrell and Floyd Earhart, night dispatchers; George Haas, receiving clerk; Mike Heck, Jr., manager, machine shop; Tommy Hadley, mechanic; Mrs. Pat Bourque, stenographer-clerk; Mrs. Mae Freese, stenographer-clerk, and Lois Keller and Carol Wright, billing clerks.

Fred T. McLendon's managers advising drive-in reopenings are L. P. Head, Co-pia, Hazelhurst, Miss.; Ralph B. Mann, Hub, Monroeville, Ala., and Charles G. Mann, Bay, Bay Minette, Ala.

Lash Larue took time out between personal appearance dates for a dinner hosted by Ad Given Davis. . . . Mr.

and Mrs. Ray Calamia, coowners, Gentilly and Palms restaurant, celebrated seven matrimonial years. . . . Ernest Clinton, Monticello, Miss.; Mike Pisciotta, Peacock, and Bob Roberts, Roxy, advised that after a slow start in attendance due to the house being shuttered for more than a year, business has picked up.

J. P. Guitreau, Gonzales, Gonzales, La.; C. H. Crosley, Starlite Drive-In, Laurel; E. W. Jones, St. Bernard, and Ed Ortte, Hi-Way, Bay St. Louis, Miss., were around also.

Mississippi exhibitors booking were: Vincent Smolcich, Roxy, Biloxi; A. W. Vowell, Liberty, Taylorville; Pick Mosely, Ritz, Picayune, and Mr. and Mrs. Tom Watson, Ellisville, who said that Mrs. Watson had been confined with the flu.

Connie Aufdemorte, who resigned as secretary to Joy N. Houck, has taken over a part time position with Hodges Theatres Supply.

Two prize possessions of Joe Williams, head, NSS shipping department, are a pin and a letter he received from the Saenger Amusement Company, Inc., signed and presented to him in behalf of the company by E. V. Richards, Jr., secretary-general manager. It is dated Oct. 10, 1917, and addressed to Master Joseph Williams, at the time an aid in the Strand. The citation reads, "As members of the Saenger family, we appreciate demonstrated honesty, ability, and integrity of purpose, and pause for a moment to give credit when credit is due. We present you with this Saenger service pin as a little token of our sincere appreciation of the honesty you displayed in turning into the office on Oct. 6 the diamond brooch pin which you found, so that it could be returned to its proper owner, Miss L. Elliott, 1815 Ursuline Avenue. You rendered the Strand Theatre a great service in so doing, and we desire to thank you."

Exhibitors operating drive-ins seen around were: Jim deNeve, Jackson, Miss.; S. E. Mortimore and Lyle Shiell, Skyvue, and Gus Street, Jr., Gretna Green, Gretna, La., who designated the J. G. Broggi booking exchange to represent him, with opening on April 9.

George J. Broussard, T.U., Youngs-ville, La., seldom visits, and when he does, his list covers all Film Row. . . . John F. Kirby, Warner's southern division sales manager, was here to confer with manager Lucas Conner. . . . Don Schulingkamp is the new counter clerk, Southeastern Theatre Equipment.

Ernest Delahaye, Gwen, Maringouin, La., and bosom pal, O. Gaudie, Magic, Port Allen, La., were here. . . . William Sendy, Patio; S. J. Guline, Kenner, Kenner, La., and E. W. Ansardi, Buras, La., made the rounds. . . . Don Kay and Herb Paul are back after a motor trip to Dallas and points in Arkansas. . . . Lew Andrews, formerly with Hall-mark, now covers Arkansas and Tenn-

essee for Don Kay Enterprises. . . Seen around were Mr. and Mrs. W. A. Porter, drive-in, Vicksburg, Miss., and Mr. and Mrs. A. B. Gilbeau, Pat, Jennings, La., and among the "petticoat brigade" were Ann Molzon, Labadieville, La.; Mrs. Bertha Foster, Violet, La.; Mrs. T. Lopo, Lakeview, and Mrs. William Castay, Laplace Drive-In, Laplace, La.

Theatres closed in observance of Holy Week were John Harvey's Nabor, Oberlin, La.; Adeline Sevoie's Liz, Paincourtville, La., and I. M. Gauthiers, Castle, White Castle, La. . . Bentley Davis, recently named manager, New Moon Drive-In, Lake Charles, La., was introduced by Sammy Wright, who will handle the buying and booking. . . Drive-in owners seen about were Larry and Barney Woolner, Drive-In Movies and Airline Drive-In; S. E. Mortimore and Lyle Shiell, Skyvue; W. R. Younger, DeSoto, Mansfield, La., and Chief, Natchitoches, La.; Lefty Cheramie and Richard Guidry, Jet, Cutoff, La., and Ed Ortte, Hi-Way, Bay St. Louis, Miss.

Claudia Perry, Russell Callen's secretary, and Katherine Benneval, Abe Berenson's secretary, were chit-chatting over a cup of java at Gentilich. . . Al Morgan, Fred T. McLendon's Theatres, Union Springs, Ala., were here on a booking jaunt. . . Mississippi exhibitors booking and visiting were L. E. "Jack" Downing, Haven, Brookhaven; Vincent Smolcich, Roxy, Biloxi; Arthur Lehman, Alamo and Booker T., Jackson; Ed Ortte, Clermont Harbor, and Mr. and Mrs. W. A. Porter, Vicksburg Drive-In, Vicksburg.

John Harvey, Nabor, Oberlin, La., conferred with G. Y. Harell, Jr., Manley. . . W. A. Prewitt, Jr., vice-president and general manager, American Desk Manufacturing Company, Temple, Tex., was a caller accompanied by company field representatives Clarence Du Bos and H. Paul Shallcross. . . Henry Glover, manager, Monogram Southern, returned after a trek in Mobile, Ala., and on Mississippi's Gulf Coast.

Our thanks go to E. T. Colongne, co-owner, Bell, New Orleans; B. J. Keyhan, local representative, IFE, and Don Kay, Kay Enterprises, for subscriptions to EXHIBITOR.

H. B. Shaver reopened the Gibsland, Gibsland, La., after closing for remodeling. . . Alex Maillho was a Mobile, Ala., caller. . . John Bailleaux, Gulfport, Miss., was here in the interest of Henry Meyer's Don. . . C. J. "Jimmy" Briant, MGM manager, was in Lake Charles, La.

Mrs. Alex Gournare made the rounds for the Rex, Roxy, and Roosevelt, Mobile, Ala. . . Sid Fuhrman stopped to chat before calling on buyer-booker Russell Callen, Associated Theatres. . . Joy N. Houck, back from Hollywood and 20th-Fox's demonstration of Cinema-Scope, remained at Joy Theatres headquarters before returning to Shreveport, La. . . L. W. "Len" Stevens opened his Legion Drive-In, Coushatta, La. . .

Thomas McElroy, Monroe and Shreveport, La., theatre owner, after assuming ownership of the Joy, Monroe, La., suspended operations for several days for alterations. He reopened under the new name of the Jim. . . J. G. Broggi, buyer-booker, Star, Biloxi, Miss., advised that J. C. Yaeger, owner, shut down operations.

Rene Brunet is always in a rush to take care of that all important date. . . C. A. Gulatto, Fox; Joe Barcelona, Regina, Baton Rouge, La.; Arthur Barnett United Theatres, and Paul Brunet, Dixie, were among those booking. . . W. R. Younger called on his buying and booking agency, Joel Bluestone and Nick Lamantia. . . G. J. Dureau, Jr., and F. F. Goodrow were seen at Gentilich.

The body of Audrey Edson Chadick arrived from Erie, Pa., where it was held by the coroner's office since it became known that he was a victim in the rail collision at Conneaut, O. The funeral took place from the House of Bultman with interment in Greenwood Cemetery. Chadick, executive vice-president, Motion Picture Advertising Service Company, was on his way to Philadelphia from Milwaukee where he attended the national drive-in convention and the meeting of Allied of Wisconsin. Chadick, 52, had been associated with the company for 28 years. His jovial, gracious manner, the gentle goodness of his heart, and his true consideration and kindness commanded warmest friendship here and everywhere. Before entering the ad business, he was manager, Strand, then owned and operated by Saenger Amusement Company. Besides his widow, he is survived by one daughter and one brother, with whom the industry and we share their sorrow.

Arkansas Little Rock

Arkansas Theatre Supply now has a complete line for theatres. This business was formerly owned and operated by the late S. M. Perrin, and upon his death in August the business was purchased from his widow, Mrs. Katherine Perrin, by H. E. Wortsmit. It now has been reopened under the Arkansas Theatre Supply name. Wortsmit has the experience and know-how of the Bal-

lantyne Company behind the firm in the drive-in field and the services of such companies as Strong, Neumade, and Wenzel, along with SMTTE in the 3-D field. The owner and operator of the company is Harrigan E. "Seed" Wortsmit, who has traveled this territory for the last six years for Republic out of Memphis. Arkansas Theatre Supply is organized around the owner, manager Paul Tetter, and assistant manager Robert Childers. The address is the same as the former company, 1008 Main Street.

Florida Jacksonville

For "Come Back, Little Sheba," Florida, Robert Heekin, manager, gave away packaged orchids air-expressed from Hawaii to the women attending the opening night's screenings. . . Mrs. Bobby Farrell, former Palace assistant, replaced Robert Case as manager, Edgewood. L. F. Goodyear moved from the Lyric, Gainesville, Fla., to take over the assistant's post at the Palace. . . Many theatres are reporting a capacity sale of Peter Pan novelty hats, selling for \$1, during their runs of "Peter Pan." Al Hildreth is a new screen ad writer in town, replacing Roger Langston, now with WMBR-TV. . . Jack Price, a veteran of army service in Germany, moved into the film accessories department of Florida State Theatres, taking the place of Ken Demoret, who plans to give full attention to his auto repair and trucking interests. . . R. E. Beck, Kissimmee, was seen here with Paul Hargett, Columbia branch manager. . . Arvin Rothschild announced the early opening of the new Moncrief Drive-In for Negro patrons.

Miami

John C. Flinn, Allied Artists director of advertising and publicity, was in to finalize arrangements for the company's first international sales convention on May 18-20 at the Roney Plaza Hotel. Flinn was accompanied by Harry Goldstein, eastern publicity head, and other international executives.

Herbert Wood and his son, Herbert C. Wood, purchased a site for a theatre in the new Sheryl subdivision in Marathon, Fla. The 500 seat house is expected to be in operation in May.

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618 Michael Street, Marrero, La.

In Tampa, Fla., Curtis Miller, Cloughton Theatres' city manager, tied in with a jewelry store on a "treasure hunt" in connection with "Fair Wind to Java," State. . . . Back at work is Wometco's confection department head, Van Myers, after a bout with the flu. . . . Center patrons are being polled on their reaction to the newly-installed Halo screen. . . . Bill Goller, Tower manager, was a \$50 savings bond winner in 20th-Fox's showmanship contest held in connection with "Something For the Birds." . . . Mrs. Mitchell Wolfson, wife of the Wometco coowner, was elected president, Symphony Club, University of Miami. . . . Murray L. Rose, who used to book hillbilly shows and roller skating attractions locally, switched to selling swimming pools to drive-ins. . . . Wometco's Showmanship Contest was in its second week, with the Carib leading the house management phase of it, with 77 points. The Carib was also first in the benefits portion, with a total of 97.7 points. The Lincoln was tops in the quota contest, leading with 200.5 points, while the Lincoln, Carib, and Gateway, Fort Lauderdale, Fla., were tied for first place in the campaigns section, with 60 points.

The Boulevard Drive-In set an Easter sunrise church service for North Dade County worshippers on April 5. An all-night film program preceded it, with "Come to the Stable" and "I'd Climb the Highest Mountain" the features. Between the close of the film program and the start of the religious services, light breakfast refreshments were on sale at the concession unit. An Easter egg hunt was set for Easter Sunday afternoon.

Louisiana Shreveport

Eight distributors filed damage suits in federal court charging the operator of 11 theatres in northern and central Louisiana with defrauding them of thousands of dollars in receipts. W. W. Page, Jr., Robeline, La., is named defendant in the eight suits filed in the Shreveport division of U. S. District Court. Each of the distributors claims damages in excess of \$3,000, but no specific sum is sought in any of the suits. The plaintiffs ask simply that the court "ascertain and award" damages. Page either now operates or has operated the Winn, Winnfield; Rio, Zwolle; Real Art, DeRidder; Vernon, Leesville Arcade, Ferriday (destroyed in 1951); Crystal, Many (now closed); Holiday, Coushatta (closed since July 1951); Lee, Leesville (closed in September, 1952); Sabine, Many; Hodge, Hodge (disposed of in December of last year), and the Pines Drive-In, Leesville. Distributors filing suit included RKO, United Artists, U-I, Columbia, Paramount, Loew's, 20th-Fox, and Warners. All eight plaintiffs claim many statements on gross receipts made by Page were "fraudulently and intentionally false and incorrect, and substantially less than had in fact been received." As a result, they allege, Page paid less fees for licenses to show films since gross receipts are a determining

factor in the rental fee charged for showing films.

Mississippi Jackson

Jim De Neve, manager, Highway 80 Drive-In, held the formal opening of its ultra modern television lounge. The spot now has seating facilities for over 100 persons, a modern new refreshment building, a playground for children, and other features.

North Carolina Fayetteville

Leon Gibson, manager, Broadway, was reelected to a three-year term of office on the board of the Carolinas United Red Feather Services.

Gastonia

The State suffered some water damage when fire razed an adjoining drug store.

Goldsboro

H. H. Smith, owner, Tower Drive-In, filed notice of his candidacy for election to the Board of Alderman.

Graham

Answer to a \$9,000,000 damage suit brought by a Graham theatre operator, alleging violation of the Sherman Anti-Trust Act, was filed in United States District Court by a group of exhibitors and a circuit of theatres. The court is asked to dismiss the suit on the grounds that the complaint "does not contain a short and plain statement of claim showing that the pleader is entitled to relief as required by federal rules of civil procedure." One part of the reply, filed by the North Carolina Theatres, Inc., Burlington, N. C., and Charlotte, the Wilby-Kincey Service Corporation, and H. F. Kincey, Charlotte, says "damages sought exceed the assessed valuation for taxation of all property in the town of Graham." Mr. and Mrs. Allen B. Thompson, operators of theatres at Graham, in their suit charge the defendants with a conspiracy whose aim is to "induce the public to attend film exhibitions elsewhere, specifically in Burlington, and to run the Graham theatres out of business." The defendants cited as error the complaint's allegation of "a nationwide conspiracy" since it was directed to the defendants as exhibitors while the alleged activities of the defendants are limited to the Carolinas only. It is stated further that the complaint is filled with improprieties which are "redundant, immaterial, impertinent, and scandalous as will be set forth in a memorandum to be filed with the court prior to a hearing on this motion."

Greensboro

Jimmy Bellows has been appointed as manager, Center, taken over by Dick Kennedy. Kennedy is also affiliated with Acme Theatres in the operation of downtown theatres in Birmingham, Ala. A World War II veteran, Bellows operated a theatre in Germany while in the army.



E. W. Box, Jr., manager, DeKalb, Albertville, Ala., recently welcomed the troupe of Seminole Indians, touring on behalf of U-I's "Seminole."

Raleigh

A bill which would outlaw the showing of Sunday movies in Davie County, North Carolina, was introduced in the legislature. The measure, offered by Representative J. N. Smoot, would impose a \$100 fine or a 30-day jail sentence on any person operating "a moving picture show" in Davie County between midnight Saturday and midnight Sunday, and would apply to drive-ins as well as to regular movie houses. Smoot said two theatres now operate on Sunday in the county, one at Cooleemee and a drive-in between Cooleemee and Mocksville. He said a third theatre in the county, at Mocksville, does not operate on Sundays. The measure was referred to the House Local Government Committee.

Statesville

Jack Pardue, for the past year manager, Hilcrest Drive-In, has been transferred to the Starlite Drive-In, North Wilksboro, N. C., and has assumed the management of that spot. Statesville Theatre Corporation Theatres purchased this drive-in from Frank Allen, North Wilkesboro.

Wilmington

When RKO starlet Ursula Thiess was unable to reign over the annual azalea festival because of an attack of flu, Alexis Smith substituted for her.

Tennessee Chattanooga

A would-be bandit was foiled by an aide at the Rogers who pressed a buzzer for aid instead of complying with a request for money.

Nashville

Senate Bill 58 and a companion House Bill, providing for the exemption of film rentals and transcription from the two per Tennessee state tax sales tax, were passed.

Representative M. E. Tipton, Johnson City, Tenn., is on the war path. Tipton, a bachelor, introduced a bill in the state legislature to abolish individual "stalls" at some drive-ins. These "stalls," he explained, are so constructed to cut off the view of parked cars from all sides. His bill calls for an unobstructed view from all directions.

NEWS OF THE

Territory

Chicago

Federal Judge Perry postponed hearings in the Devon, Lasker, Pioneer, and Sun anti-trust suits until mid-May. . . . Fire swept through the temporarily closed State, Columbia, Ill., and also damaged the Masonic Hall.

The Strand, suburban Brookfield, was sold for commercial purposes. . . . Albert Vettors reopened his Rio, Edinburgh, Ill. . . . Mr. and Mrs. Edwin Somet, Gibson City, Ill., bought the Princess, Cullom, Ill., from the Forber brothers. . . . Abe Platt, B and K talent scout, Chicago, took a vacation cruise.

Aaron Jones, Jr., JL and S, and Milton Simon, 20th-Fox, vacationed. . . . A. T. Wohler is reopening his Main, Altamont, Ill. . . . Mr. and Mrs. Wayne Conley reopened the Star, Fremont, Ind. . . . Dick Bregenza, youngest B and K publicist, was given a farewell party by his associates on joining the army.

William K. Hollander, B and K publicity chief, was vacationing. . . . Kerasotes Theatres is building drive-ins at Rantoul and Havana, Ill., with provision to expand from 400 cars to 600.

J. J. McFarland's Arcadia, through attorney Seymour Simon, filed an action in federal district court seeking day-and-date run with theatres in Elgin and Aurora, Ill.

Lester Stepner, 17 years with Jones, Linick and Schaefer, who rose to McVicker management, resigned. . . . Confection Cabinet Company promoted Lester Grant, St. Louis, to the Chicago and St. Louis district managership.

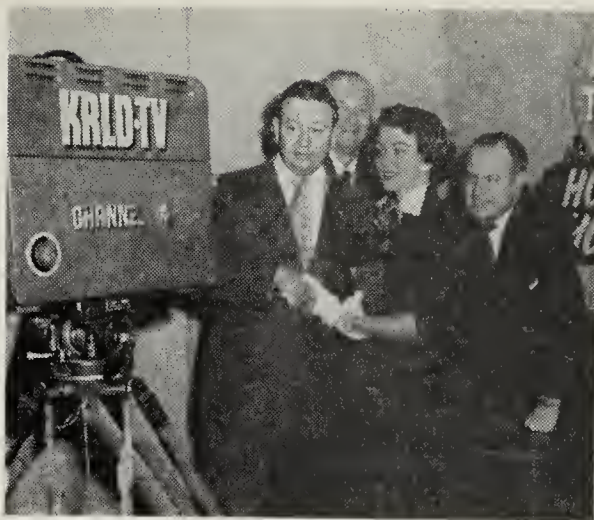
Lippert midwest division offices were moved to Cincinnati under management of Harris Dudelson. . . . The U. S. Supreme Court denied the petition of attorney Thomas McConnell for \$100,000 interim interest in the Towne, Milwaukee, anti-trust million dollar award. . . . Fred Preston, 83, pioneer theatre owner of Highland, Mich, passed on.

Jack Hunt returned from his winter home at Sarasota, Fla., to manage N. S. Barger's Twin Open Air and the drive-in at suburban Morton Grove.

The Illinois Drive-In anti-trust suit was settled out of court. . . . Max Brodsky, U-I, convalesced at home after an eye operation.

James Donohue, Paramount central division manager, is better after illness. . . . Subsequent runs of "Bwana Devil" brought higher prices in some outlying theatres. Alliance Circuit equipped 16 houses for the 3-D film.

James Grainger, new president, RKO, hosted the RKO personnel at luncheon. . . . "Julius Caesar," produced by David



An example of the growing cooperation between the television and motion picture industries is the recently inaugurated "Hot from Hollywood" show, sponsored by drive-ins and seen over KRLD-TV, Dallas. Seen, left to right, are Charles W. Weisenburg, president, Texas Drive-In Theatre Owners Association; George O'Bannan, program producer and master of ceremonies; Dorothy Malone, starring in Allied Artists' "Torpedo Alley," and Jerry Hill, The Times Herald radio-TV editor.

Bradley, was a hit at the Gold Coast. . . . Managerial shifts by B and K were Leo Brown, Riviera; Ralph Ermilio, Belpark to Riviera; H. Swan, Biltmore to Belpark, and Jimmie Salice, United Artists to Biltmore.

Dallas

RCA stereophonic sound systems are being installed in four Texas theatres of the Interstate Circuit in time for the world premiere of "House Of Wax" on April 14. The houses being converted for the new screen service are the Majestic, here; Texas, San Antonio; Palace, Fort Worth, and the Majestic, Houston.

The Coronet, operated since 1948 by owner Alfred N. Sack as an art house, innovated a community service, regular weekly chaperoned children's parties. Under the setup, a special program of carefully selected features and short subjects will be presented each Saturday morning and afternoon. The PTA-chaperoned children's parties will have reserved seats for desired performances, and special arrangements to observe birthdays and similar events may be made in advance.

The Denton Road Drive-In, Leon Theatres, hung a "For Adults Only" sign on one of its bills. Harold Goodman, manager, received a call from a young man wanting to know what "adults only" meant. Goodman could hear a baby crying in the background while the man stated his problem. "My wife and I want to see the show," he said, "and neither of us is 21."

Three young Metro stars took off from Love Field, Dallas, on April 7, as ambassadors of goodwill on a tour of South America and Cuba. Braniff Airlines hosted a breakfast in honor of Debbie Reynolds, Carleton Carpenter, and Pier Angeli.

Longview, Tex., will have another suburban drive-in if the city commission accepts recommendations of its

planning and zoning commission. The site for the theatre has been okehed, and the city will take up the matter at its regular session on April 14. The drive-in would be built east of Longview by Pine Theatres, Inc.

The Luna, Deming, Tex., was heavily damaged in the million dollar fire that destroyed four stores.

In Longview, Tex., Julius Gordon, president, East Texas Theatres, Inc., announced the Rita will be equipped to show 3-D. Two other Longview theatres operated by the company, the Arlyne and Rembert, will be converted later.

In Sulphur Springs, Tex., John E. Lilly, 78, veteran theatre owner since 1922, passed away. The funeral rites were conducted at Commerce, Tex. He entered the business at Alba, Tex., in 1917. Current interests were the Carnation Theatres, Sulphur Springs, Tex., managed by Johnny Long. A. W. Lilly, brother of the deceased, operates the Palace, Commerce. . . . The Majestic, Fort Worth, Tex., part of Lou Novy's Trans-Texas Theatres, closed.

Charlton Heston and wife, Lydia Clarke, had a busy day in Dallas in connection with "The President's Wife." . . . The Capitan's new art film policy opened. . . . Metro added Kevin Genther to the publicity staff, covering the southwestern branch office. Genther replaces Raymond Willie, Jr., who recently joined Trans-Texas Theatres to handle publicity and manage the Melba. Genther left with E. B. Coleman, Metro exploitation manager, for Ricardo Montalban's personal appearance tour.

The Variety Club annual golf tournament will be held on April 25, 26, and 27 at the Dallas Athletic Country Club, Kendall Way, Interstate executive and chairman, golf tournament committee, announced. April 25 will feature entertainment for all members with music by Rip Giersdorf, and April 26 will see the Calcutta. Eight professional golfers will stage a match to be played simultaneously with the Tent 17'ers to heighten interest.

Jack Kelley, Metro's New York office, moved here as salesman. . . . A "Movie Musical Hit Parade" was featured by Interstate's Esquire.

PETTICOAT PRATTLE — Natalie Burnstein, secretary to C. D. Leon, Leon Theatres, left for the office in Abilene, Tex. Polly Thomas, formerly of Columbia, has taken her place here. . . . Astor's Ruth Jenkins was guest singer at the Palace during the stage portion of the Saturday show broadcast over WRR from the theatre. . . . Mrs. Joseph Noble, whose husband manages the Big D Drive-In, had him passing out cigars and pralines in honor of seven pound one-and-a-half ounce JoAnne. . . . Dorothy Johns, Theatre Enterprises, Inc., has been receiving congratulations on winning second prize in the recent Fort Worth, Tex., bridge tournament. She is not a bridgeplayer,

but says she and her husband, Herman, both have namesakes in Dallas. . . . Mosec's luncheon turnouts have grown to surprising proportion. Seventy girls turned out to listen to Manning C. Clements, Federal Bureau of Investigation. The committee appointed Lorena Cullimore, Columbia; Billie Stevens, Rowley United, Inc.; Virginia Simmons, Heywood Simmons Booking Service, and Juanita Till, Jefferson Amusement Company, as the group of hostesses in charge of the April meeting. A written ballot was returned overwhelmingly in favor of organization of the club with officers, in addition to the monthly committee. Verlin Osborne, Paramount, was chosen temporary chairman. Committee members for the March meeting were Verlin Osborne, Paramount; Margaret Falls, Manley, Inc.; Winnell Quinn, National Screen Service, and, Mildred Fulenwider, Ezell Associates, Inc.

Denver

P. Anthony Ranicar, who has been with Warners for 14 years in England, Australia, and lately in Canada, has been given a newly-created post of publicist for Warners.

Ted Knox bought the Durango, Durango, Colo., from Fox Inter-Mountain. He now operates the Basin Drive-In there. He has added the Groy Drive-In, Salida, Colo., to his holdings, and will also operate it.

Sam Collins, assistant manager, Lincoln, Cheyenne, Wyo., received a shot in the shoulder when he grappled at close range with a holdup that got \$3,000 from the theatre office. . . . The Victory is installing 3-D equipment. . . . Mary Mosley, secretary to the manager at U-I, resigned to take an extended Hawaii vacation, succeeded by Fern Giacomozzi.

Floyd Brethour, assistant booker, Paramount, resigned to return to his former post as assistant booker, United Artists. . . . Jack Wodell, Paramount manager, and Velma Buckley, publiciteer, Wolfberg Theatres, split a \$75 award made by 20th-Fox for their campaign on "Something for the Birds."

James Auten, city manager, Fox Inter-Mountain, Longmont, Colo., was named "Citizen of the Year" as a result of his effective work on charity committees and his community aid. . . . Bobbie Reef, Variety Club, Tent 37, secretary, is carrying her ankle in a sling. She suffered a fracture on a skiing trip.

George Rider, assistant shipper, RKO, quit to become assistant manager, Paramount. . . . The Variety Club, Tent 37, is issuing a directory of its members, and is also publishing a monthly newsletter, with Helene Love as editor.

Gibraltar Enterprises, operating 40 theatres in Colorado, Wyoming, Nebraska, and New Mexico, all in the Denver area, launched a talent search which will culminate when the finals are held on the stage of the Denham.

Contests will be run off in all the Gibraltar houses, then in six district eliminations, and these winners will go to Colorado Springs, Colo., for a visit to the Alexander Film Company studios, where a musical short will be made. The winner in the finals will be flown to Los Angeles for a visit to the studios, then to Hawaii for a vacation, and back to the United States and a visit to Las Vegas, Nev., if they wish. The aim, according to Charles R. Gilmour, Gibraltar president, is to get a lot of people back into the theatre-going habit.

Seen on Film Row were: Norman Probst, St. Louis; Merle Gwinn, Benkelman, Neb.; Paul F. and Robert L. Cory, Basin, Wyo.; Robert Kehr, Ogallala, Neb.; Mitchell Kelloff, Aguilar, Colo.; John Roberts, Fort Morgan, Colo.; Clifford Mann, Rangely, Colo.; Dr. F. E. Rider, Wauneta, Neb., and Mr. and Mrs. Owen Anderson, Bayard, Neb.

Des Moines

The Iowa Senate passed 43 to 0, and sent to the House a bill giving the county boards of supervisors authority to issue permits for new drive-ins. A similar bill was on the House calendar. The measure actually takes away the authority to issue licenses from local township boards of trustees. The bill requires publication of an application for construction of a drive-in in a local newspaper for three weeks prior to consideration of the permit by the county board. The measure also sets out certain specifications and sanitary regulations that must be met in constructing the new spots. The tower must be at least 200 feet from the highway, and strong enough to withstand a minimum of 30 pounds of pressure per square foot. A parking area must be provided between the highway and the entrance to the theatre, sufficient to accommodate at least one-fourth capacity of the drive-in. Another requirement calls for lighting facilities inside the theatre, sufficient to give one foot candlepower in all parts, and, in addition, separate rest rooms. The bills provide that if the drive-in is on a primary road, the highway commission may require blinker lights to be installed on both sides of all exits. Before the bill was approved in the Senate, an amendment was added to provide that the provisions of the bill would not affect any drive-in already in operation.

Kansas City

The New 50 Drive-In, Johnson County, has been incorporated by George S. Baker, Louis Lowenstein, and John Bryan.

Glen Beard, Glen Beard Popcorn Company, Plainview, Tex., was a visitor. . . . Lester Zuker, U-I district manager, returned from a meeting with branch manager Meyer Mansky in Denver. . . . Don Phillips, Cobby, Cobby, Kans., returned from Denver and Longmont, Colo. . . . Chick Evans, 20th-Fox midwest exploiteer, was in Minneapolis. . . . When Charlton Heston, Rhonda Fleming, Jan Sterling, and Forest Tucker

appear in person at the world premiere of "Pony Express" at the Durwood Missouri, St Joseph, Mo., many Kansas Citians are planning on making the 65 mile trip.

At this time, April 28-29 are when the joint spring regional meeting of the two theatre associations, KMTA and MPTO of St. Louis, Eastern Missouri, and Southern Illinois, will be held at Lake Ozark, Mo.

Eddie Golden's friends were happy to see him attend a screening. He was discharged from the hospital. Edith Golden has been carrying on at the Golden's Vogue and the Golden Booking and Buying Agency while he was hospitalized.

Mrs. D. A. Bisagno, Augusta, Augusta, Kans., reports that \$93.16 was collected in the recent polio drive. Ralph Winship, Majestic, Phillipsburg, Kans., reported collecting \$180.09. . . . The Kansas-Missouri Theatre Association will hold its regular monthly meeting and luncheon on April 15. . . . Mrs. Zelma Unger, Marion, Kans., is now manager, Glen Dickinson's Macon, Macon, Mo.

Jack Braunagel returned from Excelsior Springs, Mo. . . . Martha Kelly, Ralph Amacher's secretary at United Artists, resigned due to the fact her husband has been transferred to Des Moines. . . . Don Davis, RCA, returned from Denver. . . . R. S. Murphy, RCA field engineer, was in Wichita, Kans. . . . Bill Brennon and Voight Trent, both from the MGM home office, were among the 16 MGM employees who surprised Al and Norva Adler on their 17th wedding anniversary with a luncheon at the Southern Mansion. It was also the second anniversary of Bill Gaddoni's being branch manager, and John Tonge's birthday. The latter is an MGM booker. Gladys Penrod, secretary to midwest division manager B. C. Marcus, Columbia, also attended the Metro luncheon.

Visitors were: Bill Fulton, Avenue and State, Kansas City, Kansas.; Robert Strowig, Plaza and Lyric, Abilene, Kans.; Mrs. Edyth Golden, Vogue; R. F. Fite, Fite, Eldorado, Kans.; Billy Silver, Silver, Cameron, Mo.; J. Leo Hayob, Mary Lou, Marshall, Mo.; Harry Till, Till, Hamilton, Mo., and F. F. Chenoweth, Earl Kerr's Theatres, Albany and Bethany, Mo.

Don Walker, publicity man, Warners, returned from Minneapolis. . . . Ed Resnick, Omaha, is the new sales representative at U-I replacing Tommy Taylor, who returned to England.

Commonwealth's Crest Drive-In opened. . . . Arthur Goldblatt, Lippert, was a visitor. . . . Guy Bradfield, United Artists sales representative, was uninjured when his car turned over. . . . Rene Argrus, secretary to office manager Harvey Cole, MGM, resigned to get married. . . . Rube and Mrs. Finkelstein, Kansas Drive-In, Kansas City, Kans., returned from a vacation in Florida.

Los Angeles

Robert F. Blumofe, recently appointed west coast representative, United Artists, set up the company's new Hollywood organization at offices in the Samuel Goldwyn Studios. As west coast representative, Blumofe represents United Artists in negotiations for new pictures with independent Hollywood producers, and serves as the company's liaison with independent producers whose films are released by United Artists.

One of the most elaborate arrangements of the new multisound track and high fidelity WarnerPhonic sound system is being installed in the Paramount Downtown in preparation for the April 17 premiere of "House Of Wax." A total of 22 speakers will provide stereophonic sound.

Herb Jack, Kroehler Seat Company, was back after recovering from an accident. . . . Lou Largy, who resigned from the RKO branch booking department, is now attending night school, and, in addition, is affiliated with the Midway Theatre Corporation, headed by Floyd Bernard. . . . Carl Burrows, Warner booker, returned after the virus.

State out-of-towners seen were: Leo Hamacher, San Diego; Ben Bronstein, Palm Springs; Fred Siegel, Oceanside; Bill Alford, Desert Hot Springs; Ernie Harper, Fontana; Lloyd Katz, Las Vegas, and Joe Markowitz, Encinitas.

Milwaukee

The 41 Twin Drive-In opened for the season. So did the Blue Mound Drive-In.

Some exhibitors attending the Allied Independent Theatre Owners of Wisconsin meeting were: Len Dorece, Crown, Racine; Floyd Alberts, Mount Horeb; Mrs. August Bergthodt and son-in-law; Don Drew, Westby and Cashton; John Hanus, Home, Antigo; John O'Connor, Gem and Avon, Platteville; Nick Johnson, Sheboygan and Manitowoc; Mrs. Nagle and Miss E. Riley, Crescent, Shawano; Bill Bralick, Lake, Lake Mills, and Myra, Palmyra; Peter Statis and Ray Wicher, Sparta Theatres, Sparta; Sid Goldberg, Wausau; John Adler, Marshfield, and Russell Leddy, Orpheum, Green Bay, many others.

The Colonial was robbed of \$120 from a cashbox in the boxoffice.

Warner branch manager Nat Marcus has been moved to a similar post in Buffalo, and is succeeded here by Ralph H. Dunbar, former Cincinnati branch manager.

Allied Independent Theatre Owners of Wisconsin elected officers and directors as follows: S. J. Goldberg, Wausau, re-elected president; Russell Leddy, Green Bay, re-elected vice-president; Edward Johnson, Milwaukee, secretary; Oliver Trampe, Milwaukee, treasurer, and directors: Jerry Goderski, Angelo Provinzano, Floyd Alberts, C. L. Baldwin, J. P. Adler, Fred Miner, Mrs. Loucille Fowler, and F. J. MacWilliams. Ben Marcus was elected representative to the national board of Allied.

Minneapolis

A protest against theatrical presentations at the University of Minnesota in competition with private enterprise was made in the Minnesota House of Representatives by Representative George Murk, Minneapolis. Murk also is president-business manager, Minneapolis local, AFL musician's union. . . . Ben Friedman, president, Albert Lea Amusement Company, was confined to Mount Sinai Hospital. . . . Harold Field, president, Pioneer Theatres Circuit, was still ill in Florida.

William Preise, former manager, Rivoli, LaCrosse, Wis., was promoted to director of advertising and publicity, LaCrosse Amusement Company. . . . Jaycees at Montezuma, Ia., pitched in to help with the rebuilding of the Monte, damaged badly by fire before Christmas. The Jaycees were refinishing the damaged seats. . . . High winds which accompanied snow flurries, blew the marquee off the Monroe, Monroe, Ia.

In Pierre, S. D., a new law enacted by the recently adjourned South Dakota legislature permits school districts to levy a 10 per cent admission tax where cities, counties, or districts maintain auditorium facilities. The money must be used to build or remodel buildings, or be invested in interest-bearing bonds.

"Martin Luther," the half-million dollar dramatic feature film, based on the life of the 16th century Protestant Reformation leader, will have its world premiere here on May 4. The Lyceum, legitimate house, has been engaged for a two-week, three-a-day run.

Recent out-of-town exhibitors on Film Row were Alex Perkins, Le Center, Minn.; Alice Mersereau, Spring Grove, Minn.; Bill Cameron, Waterville, Minn.; Douglas Ingalls, Pepin, Wis.; Leo Molitor, Superior, Wis.; George Gould, Glencoe, Minn.; Kenny Pepper, St. Croix Falls, Wis.; Frank Kinan, Thorp, Wis.; Mel Eilers, Arlington, Minn., and Bill Brzezinski, Greenwood, Wis. . . . Children's admission prices have been hiked from 12 to 20 cents at most independent and circuit neighborhood houses.

Oklahoma City

An aide of the Center was robbed of \$200 by a bandit, who claimed he had a gun in his coat pocket.

The resignation of Morris Loewenstein from the presidency of the Theatre Owners of Oklahoma was unanimously rejected at a meeting of the board. The resignation arose out of the Video Independent Theatres taking membership in the newly formed Oklahoma Allied as well as Loewenstein's TOA group. The board also voted to change the convention date from May to September.

Omaha

Jack Andrews, Paramount salesman, recovered from the flu. . . . On the sick list was Erma DeLand, Theatre Booking Service. . . . Norma Jean Parr, secretary to 20th-Fox branch manager Joe Scott,

and Private Stanley Coney were married Easter Sunday at Persia, Ia. . . . R. D. Goldberg, head, Goldberg Theatres, Inc., was in Hollywood. . . . William Miskell, district manager, visited Tri-States houses in south-central Nebraska.

Carl Krumrei, Sr., 65, widely-known and highly respected union business agent, died. . . . Mrs. L. W. Hill, theatre owner, Fullerton, Neb., was confined to the hospital at Grand Island, Neb. She has been operating the Fullerton house since her husband's death a year ago, assisted by Mons Thompson.

Harold Dunn, Valentine, Neb., who recently was operated on here, was in for a checkup.

Portland

As the result of the showing of CinemaScope, equipment for 13 installation has been ordered for Pacific Northwest theatres, according to announcement of Frank L. Newman, Sr., president, Evergreen Theatres. These screens have been ordered for installation by Oct. 1, advised William Thedford, Evergreen vice-president. Two sets of equipment will be installed in the Portland houses. A set will be installed in the Vancouver, Wash., theatre and a similar installation in the Evergreen house in Eugene, Ore.

With the increase in the number of drive-ins in Pacific Northwest, some 30 drive-in owners are shortly to announce a new association, covering new theatres in Oregon and Washington.

St. Louis

Thomas E. Bailey, formerly of Charlotte, manager, Metro, was introduced to theatre owners and managers at a luncheon in the Sheraton Hotel. It was an informal affair arranged by the retiring manager Herb Bennin, promoted to manager of the branch in Washington, D. C., and John Allen, Dallas, district manager for MGM.

In Columbia, Mo., a 400-car drive-in is being constructed by Kansas City interests who hope to open it early in the 1953 season. . . . In Washington, Mo., the 400-car drive-in about four miles southeast of here on the way to Union, Mo., being constructed by the Commonwealth Amusement Company, Kansas City, and Bill Williams, Union, Mo., will have its opening in May or early June.

In Mattoon, Ill., an Illinois corporation charter has been granted to the Central Illinois Theatres, Inc. Tom Falk, general manager, said that it contemplates the construction of a number of drive-ins throughout Central Illinois. The company is constructing a 500-car drive-in on Route 130, to be known as the EI Drive-In. Officers of the Central Illinois Theatres, Inc., are: President, Jack Taylor; vice-president, William Zurheide; secretary-treasurer, Don Bouck, and chairman of the board, A. P. Rauwolf. Falk and Taylor also own the Okaw Drive-In, Camargo, Ill.

The St. Louis Loge, Colosseum of Motion Picture Salesmen of America is seeking blood donors for the blood bank of Barnes Hospital as a memorial for Joan Hill, daughter of Mr. and Mrs. Jim Hill, who died recently. Hill is a salesman for Warners. During her long illness, the deceased was given many blood transfusions at Barnes Hospital, greatly depleting that hospital's supply. Friends of Mr. and Mrs. Hill, including those in the film business, could make a noble tribute to the memory of a brave young girl by arranging to donate some blood to the hospital.

Carson Rodgers, president, Rodgers Theatres, Inc., Cairo, Ill., was in Florida. . . . Jack Keiler, vice-president, Columbia Amusement Company, Paducah, Ky., is visiting in Los Angeles, while his father, Leo F. Keiler, is vacationing in Honolulu.

A funeral Mass for James A. Callahan, veteran electrician, St. Louis, was said at St. Rose of Lima Catholic Church. He is survived by his wife and the following children, Robert, Donald, James, Jr., Carol, Cathy, John Joseph Callahan, and Mrs. Austin G. McCormick, two married sisters, and several grandchildren, nephews, and nieces.

The Harry Londoff family is spending some \$250,000 to convert the former Palm into a 10-lane bowling alley emporium.

Out-of-town exhibitors seen included: Tom Bloomer, Belleville, Ill.; Joe Goldfarb and Izzy Wienshienk, Publix district manager, both of Alton, Ill.; Ollie Lessing, St. Charles, Mo.; Judge Frank X. Reller, Wentzville, Mo.; Charley Beninati, Carlyle, Ill.; Otto Ingwersen, Montgomery City, Mo.; A. P. Meier, Cuba, Mo.; Frank Plumlee, Farmington, Mo.; Bill Collins, DeSoto, Mo.; Forrest Pirtle, Jerseyville, Ill.; Keith Coleman, Mount Carmel, Ill., and Claud Davis, Ellington, Mo.

Paul McCarty, McCarty Theatre Supply, moved into a new home in Kirkwood, Mo.

A number of the drive-ins were used for Easter Sunday services.

Salt Lake City

IFE opened offices on Film Row, and installed R. C. Fuller as manager. The new offices are located at 252 East First South Street. Fuller is well-known, having been manager of RKO for 16 years and then owner of Associated, which he sold.

Intermountain Theatres, which installed 3-D at the Capitol, installed an extra set at the Studio, and moved over "Bwana Devil."

Intermountain Theatre Supply reported plans to install 3-D equipment are underway in about 10 cities served out of this area. The Butte Motor-Vu, Butte, Mont., seems to be leading the vanguard of drive-ins to install the new equipment.

The following drive-ins were opening, Harris-Voeller, Burley, Idaho, owner,

Erv. Harris; Roxy, Brigham City, Utah, owner, Mark Neilsen, and Admiral, Clearfield, Utah.

New drive-ins being built, which will be equipped for 3-D showing, are: Price, Utah, owner, Joe Sante, 350 cars; Elko, Nev., Robert Varbrodt, owner, 400 cars; Mount Home, Idaho, Bill Devlin, owner, Canyon, 350 cars, and Las Vegas, Nev., Howard Cahoon, owner, Motor Vu, 700 cars.

San Antonio

Eph Charninsky, head, Southern Theatres Company, returned from Hollywood with Albert Reynolds, vice-president, Ezell and Associates.

Ricardo Montalban was in for a personal appearance in conjunction with "Sombrero," Aztec. . . . Two youths were booked by local police for investigation after shots had been fired at the screen at the Fiesta Drive-In.

In conjunction with "Battle Circus," Majestic, mobile army surgical hospital was on display by the Medical Field Service School, Fort Sam Houston, in the foyer.

Among the exhibitors in to book were Benito M. Silvas, Mexico, Carrizo Springs, Tex.; Samuel Gonzales, American, Bishop, Tex.; Lewis Lile, Laredo Theatres, Inc., Laredo, Tex.; H. A. Daniels, Palace and Texas, Seguin, Tex.; J. H. Flache, Alameda, Lamesa, Tex., and Pepe Suarez, Midland and Odessa, Tex.

San Francisco

Macy's was the exhibition site of the eight Dean Cornwell paintings which 20th-Fox is touring around the country as advance publicity for "The Robe."

MGM was the center of activity with auditor John Ash completing his work there. . . . John Coyne, assistant resident manager, MGM, returned after a few days away from his desk. Mrs. S. J. Gardner, wife of the MGM resident manager, was in from Los Angeles to find an apartment.

Irving Ackerman consummated a new lease with Coldwell-Banker which gives him the 393-seat Regal on Jan. 1. Goldberg Theatres now have the lease. . . . The Valley, Anderson, Cal., will revert to the former owner, Ken Loomis, from Lee B. Zwiebel on April 30. . . . Blumenfeld Theatres closed the 325-seat Gate, Sausalito, Cal., and took over Sunny-Mount Theatres, consisting of the Campbell, Campbell, Cal.; Sunnyvale, Sunnyvale, Cal.; Los Gatos, Los Gatos, Cal., and the Mountain View, Mountain View, Cal.

Guy Meek plans to open his new San Mateo Drive-In, San Mateo, Cal., on April 19. . . . J. J. Perry will open his new drive-in at Carson City, Nev., on May 1. . . . United-California is reopening the Lasson Auto Movie, Susanville, Cal., and Pine Breeze Drive-In, Paradise, Cal. . . . Jack Hillman will

have competition for his Granada, Morgan Hill, Cal., with the present reopening of the Rio by Anthony Blanco. Blanco once owned the Granada. . . . Olive Easterly, bookkeeper, Redwood Theatres, resigned. Also a member of the board of the Film Colony Club, she will be replaced there by Dorothy Ginder, United-California Theatres. . . . Lucille Megary replaced Mildred Ross as secretary to Hal Gruber, branch manager, Favorite. . . . Anne Swenson, office manager-head booker, Republic, resigned. Genevieve Sutton, former booker, will also take over office manager duties.

The Film Colony Club will give a shower for member Milda East on April 9, and present her with the traditional silver tray. . . . Visitors were John Boles, Firebaugh, Cal.; R. E. Degener, Winters, Cal.; Walter Bell, Eureka, Cal.; Howard Hill and G. E. Turner, Riverdale, Cal., and Sam Anea, Salinas, Cal. . . . Walter Bell is equipping his Belaire Drive-In, Eureka, Cal., for 3-D.

Seattle

Lippert's 3-D offering, "A Day in the Country," opened at the local Orpheum and also the Capitol, Olympia, Wash. . . . On Film Row from Alaska was Zolmain Gross, representing the W. D. Gross Circuit, with theatres in Ketchikan, Juneau, Sitka, and Wrangell. . . . 20th-Fox district manager B. D. Stoner was recuperating in Palm Springs, Cal. . . . 20th-Fox eastern Washington salesman Mike Powers was in for a conference with branch manager Jack Burk. . . . Art Gollofon, Concrete, Concrete, Wash., was in. He has been ill with a heart condition. . . . Other Film Row visitors included Sid Dean, over from his Lakewood and Rex, Tacoma, Wash., and J. C. Dawley, Mond, Redmond, Wash. . . . Northwest Releasing's Zollie Volchok returned from Portland, and Jack J. Engerman was back from the northern part of the state. . . . A new 300-car drive-in is being built by Sterling Theatres at Port Angeles, Wash., equipped with Simplex XL projectors from National Theatre Supply. . . . Western Amusement is building a 450-car drive-in at Enterprise, Ore., and another, the Hood River Drive-In, Hood River, Ore., also to be equipped with Simplex XL equipment. . . . Craig Turner has taken over as Warners' office manager and head booker, due to the illness of Guy Maxy. Lou Kahn moved up to assistant booker.

The girls at the 20th-Fox office held a luncheon at the Town and Country Club in honor of Carol Ann Johnson, secretary, marrying Darrell Meyers. . . . Film Row visitors included Howard Taylor, Al Fernandez, Frank Willard, and Miriam Dickey.

In Spokane, Wash., Local 185 charged the Autovue with violating its contract with the union, and began picketing. William J. May, business agent, said the union's wage contract with the theatre had one more year to run, but the management was not observing its terms with regards to hiring and firing employees.

Pennsylvania Bill Would Make Penalties Tougher

HARRISBURG, PA. — A bill sharply increasing penalties for violations of the Pennsylvania "blue laws" of 1794 was introduced by Senator George N. Wade, Republican, Cumberland.

It applies particularly to the sale of anything banned by the act, such as admissions to entertainments prior to 2 p.m. in communities which have authorized them.

The present penalty for a violation is a \$4 fine and six days in jail. Wade's bill increases this to \$100 for the first offense, \$200 for the second, and \$300 for the third, and 90 days in jail.

NEWS OF THE

Territory

BRANCHES Cincinnati

In recently were Howard G. Minsky, Paramount division manager; James O'Gara, Republic district sales manager; Meyer Adleman, Philadelphia, president, State Film Service; E. Payne, Louisville independent booker-buyer, and Moe Dudelson, UA division manager.

Edward Salzberg, Screen Classics, reports that Daisy and Violet Hilton, Siamese twins, promoting "Chained for Life" in the south, are now doing the same in the east.

Cleo Moore was in to bally "One Girl's Confession," Grand, including the usual radio, TV, and house appearances. . . . RKO's Israel-made "Faithful City," neighborhood Avondale, drew good newspaper reviews.

TOC is booking and buying for the Harlan Drive-In, Harlan, Ky., George W. Combs, owner. . . . National Theatre Supply installed equipment in the new drive-in owned by Ned Garten at Sandstone, W. Va.

The nabe Hyde Park, closed for a year, was reopened as an art house by Vance Schwartz, president, Distinguished. The film was "Justice Is Done." Schwartz also operates the Guild as an art house.

Herbert J. Gillis, new Paramount branch manager, took over. William A. Meier is now sales manager. . . . Chic Jansen, MGM shipper, is now in service. . . . Joyce Herald is a new UA clerk.

The Carmago, Suburban Madeira, O., is getting good boxoffice response with Saturday afternoon kid showings of selections from the National Children's Film Library.

Exhibitors in were: Ray Frisz, Springfield, O.; Frank Yassenoff and Jack Needham, Columbus, O.; Frank Nolan,

Athens, O.; Theodore Christ, Spencerville, O.; Carl Pfister, Troy, O.; Moe Potasky and John Gregory, Dayton, O.; Dorman Law, Roseville, O.; G. C. Porter, Beckley, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; John Goodno, Huntington, W. Va.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; E. C. Harvey, Raceland, Ky.; A. M. Miles, Eminence, Ky.; and Walter Wyrick, Carlisle, Ky.

Traveling were Robert McNab, 20th-Fox branch manager, and Jack Kauffman, sales manager, to Cleveland for a company division meeting; Rube Shor, president, S and S Amusement Company, to Milwaukee, for a National Allied board meeting; Harris Dudelson, Lippert midwest division manager, and Richard Rosenfeld, Standard Concessions president, to Chicago; Herbert J. Gillis, Paramount branch manager, and William A. Meier, sales manager, to Springfield, O.; Jay Goldberg, Realart branch manager, to Kentucky points, and James A. Conn, National Theatre Supply manager, to Logan, W. Va.

The annual Holy Week showing of "King of Kings" was in five neighborhood houses this year, with all proceeds going to the Ministerial Association to finance its educational programs. Participating houses were the Deer Park, Covedale, Emery, Century, and Elstun.

National Theatre Supply furnished 3-D equipment for the Temple, Welsh, W. Va., L. E. Rogers, owner, and the Trimble, Mount Sterling, Ky., and Glenn, Georgetown, Ky., Nelson Theatre Circuit, owner.

The Capitol, Frankfort, Ky., will screen its first 3-D film on April 16. . . . More than 5,000 persons viewed the "Hollywood in Cincinnati" show in the lobby of the Cincinnati Gas and Electric Company during the first three days of the month-long presentation.

Sympathy was extended to Carl Gentzel, Columbia salesman, and Rose

Pa. Exhibs Rally for Waterhouse Bill

HARRISBURG, PA. — Complete exhibitor support for the Waterhouse Bill Amending No. 481 in the Pennsylvania legislature was being rallied through the Allied Motion Picture Theatre Owners of Western Pennsylvania and Allied Independent Theatres Owners of Eastern Pennsylvania.

Theatremen are contacting their Representatives and Senators to secure support for the measure, which would exempt theatres from the provisions of the act.

Charlie R. Blatt, Pittsburgh, chairman, legislative committee, Allied of Western Pennsylvania, urges that every exhibitor in the state be a committee of one to bring personally the story of the plight of the theatres to their Representatives and Senators.

Many lawmakers contacted have given indication of their desire to recognize the seriousness of the situation as far as the exhibitors are concerned, and support the Waterhouse measure.

The committee points out that about \$3,409,448, or 12.2 per cent of the money collected through the Enabling Act, was through boxoffices of theatres of the state, and concludes that "obviously, the amount collected in this way is not of such transcending importance that it warrants closing to many theatres, and depriving many others of any profit whatsoever."

Nordman, Tunick Releasing Company, because of recent deaths in their families. . . . Charles Neely is a new 20th-Fox shipping clerk, replacing Roland Watts, who joined the coast guard.

Phil Chakeres, head, Chakeres Circuit, Springfield, O., was in Hollywood for the recent CinemaScope demonstration. . . . George "Bud" Gillum, Chakeres Circuit booker for three years, is now with the Warner branch in Pittsburgh.



Cincinnati exhibitors gathered recently at the Cincinnati Gas and Electric Company for the opening of an exhibit which is a joint promotion of theatre owners, the utilities company, The Cincinnati Post, and the Cincinnati Electrical Association. Seen, left to right, are Edward Hodgetts, sales promotion manager, Gas and Electric Company; Stan Dahlman, promotion manager, The Post; Bob Wile, executive secretary, Independent Theatre Owners of Ohio; Herman Hunt, Plaza, Avon, and Norwood; Willard Gervers, Uptown; Charles Ackerman, Sunset and Covedale; Garland C. Jones, Queen Anne, and Victor; Ray Gervers, Uptown; Rex Carr, general manager, Theatre Owners Cooperative; Roy White, Midstates Theatres; F. W. Huss, Jr., Associated Theatres; Joseph Miller, Goldman Theatres; Jack Goldman, Goldman Theatres; Robert McNabb, 20th-Fox branch manager; Joseph Alexander, RKO Theatres city manager, and Jack Kaufman, 20th-Fox sales manager.

The Chakeres office staff staged a farewell party. The Chakeres Circuit is cooking up a summer promotion for all houses, with 12 automobiles among the prizes.

Exhibitors in were George Turkulis and Nat Turberg, Hamilton, O.; John R. Poe, Aberdeen, O.; Floyd Williamson and C. S. Babalis, Dayton, O.; Harry Wheeler, Gallipolis, O.; Carl Pfister, Troy, O.; Harry J. Knight, Columbus, O.; Frank Feltz, Saint Henry, O.; Harold Reyes, Cleveland; Sylvester Morman, Coldwater, O.; Harley E. Bennett, Circleville, O.; A. R. Holland, Jeffersonville, O.; Ray Mullins, Corbin, Ky.; James B. Howe and R. L. Gaines, Carrollton, Ky.; Ralph McClanahan, Irwin, Ky.; E. T. Denton, Owingsville, Ky.; Mr. and Mrs. Raymond L. Edwards, Somerset, Ky.; George Marshall, Danville, Ky.; Raymond Young, South Shore, Ky.; J. C. Weddell and Mannie Marcus, Indianapolis, Ind.; Guy Great-house, Aurora, Ind.; W. C. McCoy, Williamson, W. Va., and J. C. Shanklin, Ronceverte, W. Va.

James Christian, U-I head booker, has taken on the added job of office manager. . . . Mike Gold, Paramount salesman, Columbus, O., has been transferred to the Cleveland office.

Debbie Reynolds, MGM star, was in in connection with "I Love Melvin."

James S. Abrose has been appointed Warner branch manager succeeding Ralph H. Dunbar, who has been moved to Milwaukee as branch head.

Cleveland

Theatres were definitely benefitted by the "Oscar" TV broadcast, in the opinion of Frank J. Slavik, owner, Mumac, Middlefield, O. He thinks that COMPO should make some sort of tieup with the producers to stage a nation-wide TV program three or four times a year, in which top stars present scenes from outstanding pictures. "If one TV industry program can prove such a beneficial shot in the arm, why not repeat the treatment, and keep the public interest in pictures on a high level?" Slavik made his patrons "Oscar"-conscious by distributing score cards issued by RCA on which were listed the nominees for the various classifications. He gave them at his theatre in advance of the broadcast, and suggested people get together and make their own selections, and then compare them with the winners. By this method, he made his entire community movie-conscious, with the result that when he played "High Noon," right after the awards were announced, he did a big business.

There's rejoicing in Bernie Rubin's Imperial because he is the territorial distributor of "Forbidden Games," the French picture that received the Academy Award as the best foreign picture of 1952.

Jerome Wechsler, Warner branch manager, feels very important now that he knows the family name will go on uninterrupted through Richard Louis,

born to the wife of his son, Dr. Harry Wechsler, who is associated with Harkness Hospital, New York City. This is the first Wechsler grandson.

Jack Vogel, architectural engineer, Wellsville, O., who has specialized in outdoor theatre construction, will build a new drive-in in Annapolis, Md., for the Durkee Enterprises. Equipment contract for the theatre has been awarded to Elmer Brient and Sons, Washington, D. C.

"Moulin Rouge" is doing terrific business at Loew's State. A second box-office was opening to take care of the patrons. An interesting lobby promotion is a street cafe, a la Paris, complete with tables, chairs, striped awning, and plastic flower pots. All furniture was promoted, with credits to each contributor.

Nat Rosen, whose longtime movie affiliations have been in the Philadelphia area, has been appointed manager, State, Cuyahoga Falls, O., deluxe theatre belonging to the Washington Circuit. . . . Mary Maxwell, secretary, Modern Theatres, tendered her resignation. . . . A third cousin of Hans Christian Andersen and the last of the Andersens, Mrs. Madgeleine Andersen Sperry, related first-hand information on the fairy tale author in an exclusive interview which appeared in The News.

Mary Ann Fleischman, daughter of Clarence Fleischman, owner, World, Toledo, O., and Mrs. Fleischman announced her engagement to Donald Neal Thurber, Detroit. Both were students at Toledo University.

Michael Lesnick, Associated Circuit auditor, died at Cleveland Clinic Hospital. Lesnick, 56, had been with Associated Circuit for eight years. Before that, he was a traveling auditor for National Screen Service. Surviving are his wife, a daughter, and a son.

Mrs. Mary Baker, 30, was the winner of The Press "Hans Christian Andersen" limerick contest. She leaves on May 5 aboard a Scandinavian Air System DC plane for an all-expense trip of one week to Denmark.

Borden Mace, Louis De Rochemont organization, showed a print of "Martin Luther" to a group of Lutheran ministers and members of church organizations. He was seeking their support for a showing in one of the leading local theatres.

Helen Rose, since 1949 secretary to 20th-Fox branch manager I. J. Schmertz, resigned to join her family in the east. Her successor is Phyllis Beston.

Irwin Shenker, Berlo Vending Company, flew down to Miami, Fla., to be with his father, Max Shenker, who suffered a slight heart attack, from which he is rapidly recovering.

Although some 20 theatres in northern Ohio hoped to complete 3-D installations made by National Theatre Supply in time for April openings, only six of them were assured of opening this month, the Alhambra, here; Stillwell, Bedford;

Rivoli, Toledo; Madison, Mansfield; Berea, Berea, and Vine, Willoughby. NTS branch manager Frank J. Masek reports that he has contracts covering about 17 per cent of the total number of theatres in Northern Ohio. Demand for speedy installations is so great, Masek says, that in some instances it has been necessary to bicycle magazines to meet opening dates.

Dorothy Freeman, Loew's Theatres division manager Frank Murphy's secretary, who is leaving her post on May 3 to get married, was guest of honor at a bridal shower. . . . Gil Lombardi, shipper, left Columbia to join Academy.

Farley Granger was in on a "Hans Christian Andersen" promotion junket. . . . John C. "Casey" Wein, business manager, Locals F-5 and B-5, is wearing a proud smile because his daughter, Sally, a Baldwin-Wallace College sophomore, made two honorary societies, one in German and one in journalism.

The three-month old son of Irving Field, formerly with Oliver Theatre Supply Company, died. . . . Ruth Lewis resigned from the Modern Theatres office force on doctor's order. . . . Leo Jones, owner, Upper, Upper Sandusky, O., welcomed back from military service two employees, Donald Swartz, manager, and Lawrence Thomas, projectionist.

M. H. Fritchle, Oliver Theatre Supply Company head, sold a complete RCA equipment to the Firestone Tire Rubber Company, Akron, O. The contract included RCA sound projectors, lenses, lamps, screens, etc. . . . Mark Goldman, IFE district manager, reports that "The Little World of Don Camillo" was booked into the Lower Mall. Other IFE bookings include the Brown, Louisville, Ky.; Keith's Indianapolis, and the Butterfield Circuit houses in Lansing and Traverse City, Mich.

Charles Deckman, Jr., manager, Vine, Willoughby, O., is receiving his mail at Hanna House, University Hospital. He's in for a check-up and rest. . . . Justin Spiegle and Jerry Lipow are booking the Woody Wooddell "Pine Hollow Jamboree" packaged with Woody Wooddell's "Moon Over Montana" through, Roadshows, Inc. The novelty program has already been booked by conventional houses and drive-ins.

John Tender, Tivoli, Lorain, O., completed his periodic service with the Reserve Air Corps, and is back at the theatre on a regular basis. . . . Adele Weiss, treasurer, IFE, spent a couple of days here setting up a report and contract system.

Detroit

Cinerama's success in Detroit will top even its New York records, according to Joseph Kaufman, director of exhibition for the company. First week's grosses hit \$30,000, 97 percent of capacity for the Music Hall. Every showing except the Wednesday, Thursday, and Friday matinees were complete sellouts. Four

extra girls have been added to the ticket selling staff, and eight telephone lines have been added. A thousand pieces of mail a day from a nine-state area are being received. With a \$12,000 advance sale, Kaufman expects the Detroit gross to top \$1,000,000 for a run somewhere between nine months and a year.

Benjamin Robins, manager, U-I, is back following a vacation in California which started and ended in a hospital. Robins and his wife were in an automobile accident, and spent most of their vacation in a California hospital.

E. B. Dudley, owner, Belle, sold it to a Negro religious group for use as a church.

Charles Simpson, Central Shipping Bureau and Exhibitors Service, is expanding into the air freight field. The firm has doubled its number of trucks to 12, and has contracts with seven major airlines in the area.

Farley Granger appeared on the stage of the Adams in connection with "Hans Christian Andersen." Norman Meyers, manager, set aside a part of the lobby for autograph hounds.

United Detroit Theatres, in cooperation with the Michigan Catholic newspaper, is working out a program of movies suitable for children's matinees.

Michigan ants, hordes of them, are going to invade Hollywood. Burke Flexo Products Company announced a deal to sell Paramount a half million plastic ants for the "Carpenter vs. the Ants." . . . Dillon Krepps, manager, United Artists, acted as judge of women's hats for The Detroit Free Press. . . . Montague Gowthorpe, Butterfield Theatres, and Edward Stuckey, also of Butterfield, were on a business trip on the west coast. . . . David Gondo replaced Robert Misch as booker at Paramount. Misch resigned. . . . Producer Cecil B. DeMille was a visitor. . . . Larry Burr resigned as cashier at MGM. . . . P. T. Dana and Raymond Moon, U-I district exchange executives, were in to confer with Benjamin Robbins, exchange manager. . . . Jimmy Cavanaugh, formerly with Columbia, joined Paramount. . . . Dillon Krepps, United Artists, has Jean Kennedy, former secretary to Charles Dietz, MGM, on his staff. . . . Kilbride Theatres hired Sy Schechter, New York, to manage the Alhambra.

Several state officials and Homer Ferguson, United States Senator, have been invited to be guest speakers at the Allied Theatres annual convention to be held on April 27, 28, and 29 at the Tuller Hotel. Main theme of the convention will be the impact of 3-D, according to Ernest T. Conlon, executive secretary, Allied. Pearce Parkhurst, Lansing Drive-In, Lansing, Mich., is chairman of the convention committee.

Indianapolis

Debbie Reynolds, MGM star, was in in connection with "I Love Melvin."

Wilmer Blincoe is constructing the Cardinal Drive-In, Ownesboro, Ky. . . . Mrs. Claude McKean, wife of manager Claude McKean, Warners, confined to the Good Samaritan Hospital, Palm Beach, Fla., is reported improved after a heart attack. . . . Rosemary Gigerich replaces Milly Abbott on the bookers' desk at Warners.

Mr. and Mrs. Clyde Brant, Virginia, Terre Haute, Ind., returned from a vacation at Palm Beach, Fla. . . . Don Burnett, Rex, Terre Haute, Ind., is visiting his wife, vacationing in Florida. . . . F. O. Hilligoss opened the Seelyville, Ind., theatre. . . . Branch manager W. T. Keith, 20th-Fox, attended a meeting held by division manager T. O. McCleaster in Cleveland. . . . Gerald Hoskinson took over the Star, Winslow, Ind. . . . The Star, Freemont, Ind., has been acquired, by Wayne Connelly. . . . The Coral Drive-In, Seelyville, Ind., opened.

Visiting exhibitors included: Earl Payne, Switow Circuit, Louisville, Ky.; R. L. Hudson, Sr., Hudson Circuit, Richmond, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind.; Don LeBrun, Kent, South Whitley, Ind., and William Smith, Boston.

Special Holy Week services were held in two downtown theatres, the Lyric and Keith's

Pittsburgh

August 2-8 has been designated "Jack Kalmenson Week" at Warners. . . . Governor Fine has appointed James Sipe, Local 171, as deputy secretary, Department of Labor and Industry. His son is business agent for the union.

Most of the drive-ins in the territory, encouraged by the mild weather, were reopening for the season.

Former Manos executive Bernard Buchheit was a visitor, and local friends were glad to note he had fully recovered from an illness. . . . Mary Lou Taylor resigned from the Lou Hanna Theatre Service as her family moved to Butler, Pa.

Debbie Reynolds, MGM star of "I Love Melvin," was in, accompanied by her mother and MGM eastern division press representative Arthur Canton.

Joseph Mazzei, who recently became owner-manager, Grant, Millvale, Pittsburgh neighborhood house, and for years managed the Art Cinema, was disclosed as an undercover FBI man who posed as a Communist, similar in plot to many action pictures he has presented in his theatre. In fact, Mazzei's story is similar to that of Matt Cvetic, whose story was made into a Warner feature. Mazzei's part as an undercover man came to light when he testified at a trial of five Communists charged with conspiracy to overthrow the government. Mazzei stated he made his first contacts with the FBI in 1941, and joined the Communist party in 1943. Mazzei and his wife were assigned to the Northside Pittsburgh

branch of the party. In 1948, he transferred to the Southside. Mazzei was interviewed on television and radio, and made the front pages of all three Pittsburgh papers with his sensational story. He has been an almost daily visitor to Film Row, booking.

John Stanton, projectionist, Louisa, Carnegie, Pa., and a hero when the theatre was on fire last December, was in New York, and appeared on the "Wheel of Fortune" TV show. . . . Andy Battiston is handling "Sins of the Fathers" in the Pittsburgh area, and set its Western Pennsylvania premiere at the Maple Drive-In, near Irwin, Pa. The picture had been held up until the censors cleared it. It has a sex hygiene lecturer, and stars such well-known stars as Ward Bond, Tim Holt, Jr., and J. Carroll Naish.

Lou Fordham and the missus are back from a Florida holiday. He manages the Memorial, McKeesport, Pa. . . . Harold Hickman, well-known Pittsburgh artist, is having a display of his oils and water colors in the Squirrel Hill, art theatre. . . . Jack Kalmenson, he's the Warner exchange manager, is back after a vacation.

Our sympathies go to Joe Mulone, Cheswick, Cheswick, Pa., on the loss of his father.

Jake Silverman, owner, Blair, Holidaysburg, Pa., who was touring Europe, was in Israel.

A. N. Notopolous, head, Altoona-Publix Circuit, came up from Clearwater, Fla., for some business discussions, and went back again to continue his winter holiday. While up north, he was down with the flu for awhile.

Ted Grance, head, Grance Outdoor Theatres, and president, Tri-State Drive-In Association, is back after attending the drive-in convention in Milwaukee. Grance and Associated Drive-In signed up the William Burns Detective Agency to protect them on losses of loud speakers. It was reported that one drive-in lost 19 speakers one night.

Si Fabian, head, new Stanley Warner Circuit, was in to take a look at the nearly 100 theatres in the Pittsburgh zone.

Jack Kahn, former head, Warner Circuit advertising and publicity department, and now a vice-president with the Dubin-Feldman Agency, has been assigned to do the local publicity for "Moulin Rouge" by United Artists.

Columbia set two of its first-runs in 30 suburban and neighborhood houses Holy Week, with a Sunday opening. The pictures are "Last of the Comanches" and "All Ashore." A big publicity and advertising campaign was used to introduce the program. . . . Sympathy goes to Mae Stephenson, Stanley Warner Circuit zone office, on the loss of her husband.

Sid Jacobs, Stanley Warner Circuit executive, is back at his desk after major surgery in the Montefiore Hospital. . . . Herb and Lily Walton, he's the sign artist for the Stanley Warner Theatres, became grandparents the other day with the arrival of a little girl at the home of the Charles Waltons.

The Harris sneak-previewed "Seminole." . . . The Variety Post, American Legion, 589, arranged for the "Redheads" and stage show to entertain the veterans in Aspinwall Hospital. . . . Bill Zeilor, manager, Harris, screened his Easter attraction, "Call Me Madame," for the disc jockeys, and received a flock of free radio breaks.

The Stanley gave out blue gardenias as a publicity stunt for "The Blue Gardenia." The theatre received another break when King Cole, who sings the title song in the picture, was in town making a night club appearance.

Dave Lewis, property man, Casino,, has been set for the same job this summer with the Pittsburgh Light Opera Company.

Kentucky Lexington

Bob Cox, Schine zone manager, in connection with his "Ma and Pa Kettle" contest on the area premiere of "Ma and Pa Kettle On Vacation," promoted transportation to and from Cincinnati to Lexington, and by Delta to Cincinnati; a suite of rooms at the Hotel Sinton for the weekend, choice of shows for the two, dinner at the leading country club, breakfast in bed for "Ma and Pa" at the hotel, etc.

Bernie Depa, Schine's Strand, and his assistant, Orville Wilson, promoted 50 red roses from a florist for a giveaway to the first 50 ladies attending the theatre on Easter Sunday.

Louisville

Debbie Reynolds, MGM star, was in in connection with "I Love Melvin."

The Kentucky Association of Theatre Owners plan to feature a session devoted to film buying and others to 3-D, exploitation, and concessions at the annual convention on April 14-15 at the Seelback Hotel. Members of Allied Theatre Owners of Indiana have been invited to attend, and participate in the proceedings.

Ohio Columbiana

Two motion picture events, the debut of 20th-Fox's "Treasure of the Golden Condor" and gala opening of the Manos, were highlighted by the visit of Ava Norring. The actress participated in stage ceremonies before a packed house at the Manos. George Manos, head, East Palestine Amusement Company which operates the house, set exciting plans for the star's appearance and theatre opening. Local merchants displayed attractive banners in their windows calling attention to the activities.

Columbus

The annual convention of the Independent Theatre Owners of Ohio, which concludes today (April 8), featured a discussion on third-dimensional processes led by Herbert Barnett, president, Society of Motion Picture Engineers; Ralph Heacock, RCA theatre product manager, and J. Servies, vice-president, SMPT, and vice-president, National Theatre Supply. They showed models of various types of theatres, and explained how the present and future 3-D and wide screen system could be used in each. Other features of the convention were a buffet luncheon attended by members of the state legislature and film clinics. The drive-in clinic was led by T. L. Mendelssohn, United Booking Service, Indianapolis; William A. Carroll, Caravan general manager, led the small town clinic, and Wilbur Snaper, National Allied president, was in charge of the subsequent run discussions. To be featured at the closing banquet is Arthur L. Mayer, author of the best seller, "Merely Colossal."

Manning Clagett, MPAA associate director of public relations-information, conferred with Robert Wile, executive-secretary, ITO of Ohio, and others on the desirability of waging an all-out industry campaign for enactment of the pending Mosher bill in the legislature, repealing film censorship.

Scary movies "absolutely unfit for presentation to the majority of mental patients" have been shown at Cambridge, O., State Hospital, it was charged in a report issued by State Auditor James A. Rhodes. Rhodes said these movies "caused high nervous tension, and disturbed the patients during the night."

Bob Wile, ITOO secretary, is scheduled to address the Lions Club of Delaware, O., on April 16. . . . Dialogue cuts by Ohio film censors in "Come Back, Little Sheba" "did more harm than good" said Norman Nadel, theatre editor, The Citizen. The single word "slut," used three times, was scissored.

Toledo

The industry and the department store field, represented by LaSalle and Koch, joined promotional forces at the opening of the exhibition of paintings from "The Robe" being filmed by 20th-Fox in its CinemaScope process.

E. L. Staup, Capitol, Delphos, O., filed a suit for an injunction restraining distributors from granting clearance to Lima, O., theatres over his house. The action, in federal district court, is against RKO, WB, U-I, UA, Paramount, and Loew's.

Pennsylvania Barnesboro

The Vernon installed 3-D in preparation for "Bwana Devil." The population of this town is only 3831.

Butler

Bob Trautman will manage the Hilltop Drive-In due to the serious heart ailment of Howard Smith.

Harold Reddick, manager, Penn, won an expensive spring wardrobe in connection with the opening of a new store.

Clarion

William Flannigan, trustee, Lou Heppinger estate, including the Orpheum, opened new modernistic insurance and real estate offices on the Main Street.

Erie

The Dipson Circuit leased the Skyway Drive-In from Carl Guerrin. Charlie Beck, who manages the indoor Plaza for the same circuit, will supervise. The Blatt Circuit operates all the other drive-ins in this area. Beck is just back from a vacation in Puerto Rico. Nick D'Aurora managed while he was away.

Edwin Brown, Penn, Wesleyville, Pa., was enjoying two weeks of golf at Greensboro, N. C.

Herman Lorence, owner, 18th Street, is back from his annual California vacation. . . . Vic Weschler, owner, Colonial, is back from Miami, Fla., after a rest and vacation.

Robert Murphy has been promoted by Stanley Warner to manage the Columbia from the Strand, Pittsburgh.

Evansville

Irving Shiffrin, in on behalf of "Salome," Grand, also worked in Louisville, Ky., on the same show.

Johnstown

Plata Panagatocous, former Park owner, is on vacation in Greece.

Joe Freeman, Stanley Warner city manager, doubled the capacity of his concession stand at the State in anticipation of "Bwana Devil."

Titusville

Frank Broron, manager, Penn, was back from Erie, Pa., after attending the funeral of his wife's brother.

Union City

Marshall Peterson, senior partner, Palace, was ill in a Jamestown, N. Y., hospital.

West Virginia Parkersburg

The Joseph-Raad Theatre Circuit purchased the Mur and Starlight Drive-Ins, J. S. Joseph, general manager, announced. Mrs. Lilly Snyder and Dave Miller, former owners, will retain a minority interest in the two theatres, and will continue in the active management.

Wheeling

James Cook, manager, Marsh, was arrested on complaint of the deputy state tax commissioner, who charges he failed to pay consumer's sales tax collected in March, April, May, and June, 1952. The unpaid tax is said to amount to approximately \$300. Cook was released under \$500 bond for future hearing.

NEWS OF THE

Territory

Boston

Crosstown

Greater Boston had its second TV channel in two weeks authorized when the Federal Communications Commission approved the petition of E. Anthony and Sons, Inc., for Channel 50. Chairman Paul A. Walker and Commissioners Frieda Hennock and Eugene Merrill voted against the petition on the grounds that the applicant had already been authorized to operate a TV station in New Bedford, Mass. It was also felt that there would be "excessive concentration in the dynamic television field" since the Middlesex Broadcasting Company, operating WTOA-TV, was granted permission to operate UHF Channel 56 for a transmitter located on Mount Zion, Woburn, Mass.

Mary Pickford, on a nation-wide tour to promote the campaign for the Bond-A-Month purchase of defense bonds, arrived to concentrate on women's organizations. She paid a brief call on Governor Herter, and addressed the Massachusetts Federation of Women's Clubs before journeying to Lynn, Mass., for a reunion of friends she met in 1916. The next day, she met officials of the city, the state bar associations, and the Association of Women Lawyers. She also addressed the Boston Chamber of Commerce at a luncheon, and later paid a visit to the Children's Medical Center and the "Jimmy" building.

The Variety Club hosted a testimonial luncheon for William H. "Larry" Gardiner, RKO sales manager, at the Bradford Hotel Roof Garden. Arthur Lockwood, a friend of long standing, was the toastmaster for the affair, which drew a large gathering of industry friends. Gardiner, born 67 years ago in Boston, has served the industry for 40 years, 27 with RKO, and plans to retire on April 11. The luncheon arrangements were in the capable hands of William S. Koster, executive director, Variety Club of New England. Ned Depinet, former RKO president, was guest speaker.

George Kraska, handling the publicity for the New England premiere at the Kenmore of "Leonardo Da Vinci," arranged to have co-director Lauro Venturi come on from New York for a two-day visit. He made radio, TV, and press interviews, and appeared at the Kenmore on Easter Saturday. Louis Richmond, who operates the Kenmore, and Kraska entertained the press at a cocktail party at the Hotel Vendome. Venturi, a Harvard graduate, class of 1947, visited the Boston Museum of Fine Arts, and met officials. Kraska arranged for several special screenings, one for the various schools of art and officials of art institutions, another for the editors



Frank Westmore, in New Haven recently to assist in the promotion of U-I's "Desert Legion," is seen here with James Darby, left, manager, Park, and Carl Reardon, right, U-I branch manager.

of the high school papers from both public and parochial schools in Greater Boston, sponsored by the Boston Globe, and still another screening for the press and radio personnel.

David Hodgdon, Wakefield, Mass., and Middleboro, Mass., exhibitor, maintains that 3-D films requiring glasses are only for the key city or key suburban houses where they can bring in a fast dollar, but are not for the neighborhood spots. He operates two neighborhood situations in Wakefield and another in Middleboro. He believes, however, that the large screen type of motion picture entertainment will survive, and is eagerly watching as each system is announced. He is, therefore, not considering converting any of his three houses at this time.

Philip D. Bloomberg, an exhibitor for 33 years, has been forced to close the doors of his Plaza, Salem, Mass., and the Orpheum, Danvers, Mass. A former president of the Salem Rotary Club, Bloomberg entered the industry with his father in 1920 at the Strand, Gloucester, Mass. In 1930, he became associated with Paramount-Publix, and opened the new Paramount, Salem, as managing director. In 1949, he branched out for himself, taking over both the Plaza and the Orpheum. He is a disappointed man. "I have had to give my life's work and my savings, and have had to admit defeat," he said in the district. "I can lay the blame squarely on two counts, the competitive bidding situation as it exists today and the 20 per cent government admission tax. If the tax were lifted, it would mean that I could break even at the end of the year so that I could keep my doors open, and continue to serve my patrons. So far as the bidding is concerned, all I can say is that the little fellow with a small first-run house doesn't have a chance today." In 1949, Bloomberg spent \$55,000 in new equipment and furnishings between the two theatres.

Visitors to the district were Mr. and Mrs. Lawrence Miceli, Metropolitan Drive-In, Palmer, Mass., who brought with them their concessions operators, Mr. and Mrs. Edward Medalle, who were purchasing supplies in readiness for an April 4 opening. Miceli handles his own

New England Bowling

Theatrical Bowling League

Ninth week's bowling (second half).

Independants	4	United Artists	1
All Stars	0	Harry's Snack Bar ..	2
Affiliated	3	MGM	2

STANDINGS

	Won	Lost
Harry's Snack Bar	22	14
Affiliated	21	15
United Artists	19	17
MGM	19	17
All Stars	16	20
Independants	11	25
High single: J. Freeman — 131. High team single: MGM — 523 (season's high). High three single: J. Freeman — 334 (season's high). High team three: MGM — 1450 (season's high).		

INDIVIDUAL AVERAGES

J. Freeman	102.3	Asdot	90.6
Jennings	99.6	Berlone	90.0
Prager	94.7	Hy Young	90.0
Bradley	94.3	Rahilly	89.4
Kirchick	94.1	Feinstein	88.6
Farrington	93.8	Clements	87.5
Owens	93.7	Glazier	87.3
Gates	92.8	Larson	86.8
Smith	92.7	Pugh	84.0
Field	92.6	Lynde	83.9
Serra	91.8	L. Freeman	82.2
J. Young	91.7	McCarthy	81.1
Segal	91.3	Cohan	78.4
Sandler	91.2	Rowe	77.3
Hill	90.8	McSorley	73.6

buying and booking. Another out-of-town visitor was Leon Bolduc, owner, Lewiston, Me., Drive-In, in the office of Joseph Cohen, who handles his buying and booking.

Dominic Turturro ordered 3-D equipment from Capitol Theatre Supply for his Elms, Millbury, Mass.

Norman Glassman, who recently added the Strand, Haverhill, Mass., to his circuit, made a quick visit to Milwaukee for the drive-in meetings, arriving in time for the board meeting and to discuss with other Allied officials plans for the coming National Allied convention to be held in Boston on Oct. 3-7. He is the general chairman for the fall affair.

Karl Fasick, Loew's Theatres, and Floyd Fitzsimmons, MGM, lined up a busy two-day schedule for Debbie Reynolds, MGM starlet, in connection with "I Love Melvin." She made the usual radio, TV, and press interviews, and appeared at several public gatherings, including a fashion show at Jordan Marsh Company, and took collections for the Red Cross drive in the lobby of the Statler Hotel. One of the highlights of her visit was an informal meeting with "press representatives" from several high school papers, where she submitted to interviews while the "reporters" took notes.

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298A HARVARD STREET
BROOKLINE, MASS.

Changes in managers in Smith Management Company included the promotion of James Cronin, former manager, Strand, South Boston, to the Uptown, here, while George Sweeney former assistant, Broadway, South Boston, replaces Cronin at the Strand. This theatre was closed during Holy Week for refurbishing. Herbert Asher, formerly with E. M. Loew, is the new manager, St. George, Framingham, Mass., while Jim Collins is handling both the Natick, Mass., Drive-In and the nearby Cinema, Framingham, situated in the Shoppers World. Harold O'Neill returned to the Norwood, Norwood, Mass., as manager.

Arthur DeBra, MPAA, came on from New York on April 3 to address the Harvard Law School Forum on the current state of 3-D, while Floyd Ramsdell, inventor, explained the workings of the camera and the films at the panel discussion. A one-hour demonstration of 3-D films, including a surgical operation, was presented. Following an intermission, Elinor Hughes, drama and film editor, The Boston Herald, spoke on the entertainment aspects of 3-D films, and Dr. John Brooks, Harvard Medical School, spoke on educational aspects. There was also a discussion by the panel members and questions from the audience. This forum is one of a group of meetings held once a month.

Sections of Maine suffered the worst rainstorms and threats of floods in 17 years, with water damage causing at least a half a dozen theatres to close the doors. Roads were washed out, bridges were inundated, and all electrical power was snapped off in the Saco-Biddeford areas, reaching as far as Auburn and Lewiston. Auto traffic was virtually at a standstill. Al Fecke, salesman, UA, who remembers vividly the flood perils of 17 years ago in that state, got as far as Bridgton when he found the road to North Conway, N. H., washed out. He returned to Bridgton to return to Boston through Portland, but that road, too, was impassable. He had to detour over and through a mountain to reach Portland, which he made at midnight. Frank Hyland, AA salesman, was stuck in Dixfield, found no hotel or tourist camp available, and spent the night in a friendly undertaker's establishment. Theatres reported closed because of water damages were those in the Rumford, Mexico, and Bridgton areas.

Norman Zalkind's Strand, Fall River, Mass., is the first in New England to put in the silverplate tableware for theatre giveaways, distributed by Mike Ruttenberg, Coulter Premiums.

Yankee Network affiliate managers were guests of the web at a luncheon meeting presided over by Linus Travers, executive vice-president, and George W. Steffy, vice-president. Purpose was to launch Yankee's 31st New England-wide film promotion in MGM's "Trader Horn" reissue. MGM executives present were introduced to the group by Terry Turner, motion picture director, General Tele-radio, Inc., owner of Yankee. They were: Emery Austin, Ernest Emerling, Ben



Academy Award winner Shirley Booth, in Paramount's "Come Back, Little Sheba," recently sent a cocker spaniel puppy to cheer up five-year-old William Doiron, Jamaica Plain, Mass., Boston suburb, after reading that the youngster, a victim of hemophilia, had a leg amputated. The boy is shown with his mother shortly after the puppy arrived.

Rosenwald, Arthur Canton, Floyd Fitzsimmons, and Karl Fasick. Based on the grosses from Yankee's recent promotion for "Jeopardy," all the MGM men expressed confidence in Yankee radio and video saturation for big boxoffice results for "Trader Horn." This regional campaign is to be a test for the rest of the country. They promised excellent cooperation of their staffs with the 30 Yankee managers from Maine to Connecticut.

The Park, East Walpole, Mass., owned and operated by Roy Smith, was damaged by a roof fire which will take five weeks to repair, causing the theatre to be closed.

Roland Moon, manager, Quintree Drive-In, Braintree, Mass., offered the drive-in for the holding of Easter sunrise services by Rev. Francis Rockwell, minister, Second Universalist Church, South Weymouth, Mass., which was promptly accepted by Rev. Rockwell, whose church was damaged by fire. These services are held each year by a



A Paramount group recently took off from San Francisco for Korea to appear at the world premiere for United Nations troops of "The Girls From Pleasure Island," and seen are, front row, Lieutenant Commander Henry Bishop, USN; Mrs. Herbert, chaperone of the girls in the troupe; and Paramount player Richard Shannon. On the stairs are Paramount stars Don Taylor, Kathryn Grandstaff, Joan Elan, and Audrey Dalton, the latter two of the cast of the film, and Maria Van Slyke, Paramount home office.

group of Protestant churches in the Braintree, Quincy, Mass., and Weymouth areas.

Film District

Seymour Schussell, eastern division manager, IFE, was in to coordinate New England sales activities for the company.

Emery Austin, exploitation assistant to Dan S. Terrell at MGM, was in for conferences on the TV campaign on "Trader Horn."

Florio Simi, a Columbia booker for the past four years, has been transferred to the booking department of RKO, replacing Stan Davis, promoted to salesman. Simi is handling some of the circuits and independents in Vermont, Maine, and New Hampshire.

Sympathy goes to Francis Dervin, district manager, Republic here and to John J. Dervin, Stratford, New York, in the death of their mother, Mrs. Bridget Dervin, Dedham, Mass.

James McConnolly, branch manager, 20th-Fox, returned from the west coast after seeing a special showing of CinemaScope.

Private Richard Oberman, formerly with National Screen Service, received a pass from the Aberdeen, Md., Proving Grounds, where he is stationed, and visited his buddies as well as his dad, Nate Oberman, head booker, MGM.

New Haven Crosstown

Drive-ins in the area gradually were opening. . . . Charles "Dick" Darby, former district manager, Lockwood and Gordon, out of the Boston office, is the new manager, Post Drive-In. . . . Jack Elmgren and Mary Yudkin were co-chairmen of the New Haven Junior Chamber of Commerce benefit show at the Whalley. . . . Irving Hillman had another Saturday night prevue at the Roger Sherman. . . . Morris Rosenthal, Loew's Poli, had plenty of lobby material for "Call Me Madam." . . . A. Gotham, assistant manager, Loew's Poli, will be leaving for the army. . . . Sid Kleper used his lobby to good advantage to bally "Hangman's Knot." . . . Matt Kennedy, Paramount projectionist, was back after a hospital siege. . . . Jim Darby, Paramount manager, arranged with a radio station to have the playdate of Shirley Booth's "Come Back, Little Sheba" in the event she won the Academy Award. She did, and the TV station put a slide on right after she received the award.

To combat juvenile delinquency, theatres can do their part. Manager H. Cohn, Dixwell, followed up his Hollowe'en party for the youngsters with other shows to keep the youngsters occupied. However, his latest efforts are really worth attention. He has received commendation from the chief of police, Chamber of Commerce and others. About a month ago, manager Cohn thought that it would be a good idea to have various young musicians in the town band together in an orchestra. He obtained the cooperation of Mike O'Dell, music teacher, and it wasn't long before 30

children from 7 to 15 were gathered to start under the supervision of manager Cohn and the assistance of O'Dell. Rehearsals have been held on Saturday mornings at the Dixwell. On April 11, manager Cohn expected to have this Hamden Junior Police Band ready for its first personal appearance with a concert at the Dixwell on that Saturday afternoon.

Meadow Street

Back and front office locals were negotiating with exchanges. . . . Harry Fishman, Fishman Theatres, in Florida, was expected back. . . . In Bridgeport, Athan Prakas is continuing to feature ladies matinees on Wednesdays. . . . Mrs. Carrie Wright, 84-year-old mother of Earl Wright, Columbia salesman, was visiting from New Hampshire.

Jack Curtin, Republic home office, was in at Jules Livingston's New Haven branch office. Incidentally, the "Jack Curtin Drive" is on. . . . Jack Bloom, home office representative, 20th Century Fox, was in.

Thelma Chasin, 20th-Fox, will be married to Gilbert Strickler, in the armed forces. She'll move to the midwest to be with her husband when she gets married on April 12. Her replacement will be Doris Vaughan. . . . J. Rice, Columbia exploitation, was in Waterbury on tieups for "Salome," State. . . . The Hi-Way and Beverly, Bridgeport, received publicity on a beauty contest held in conjunction with "Salome."

Circuits

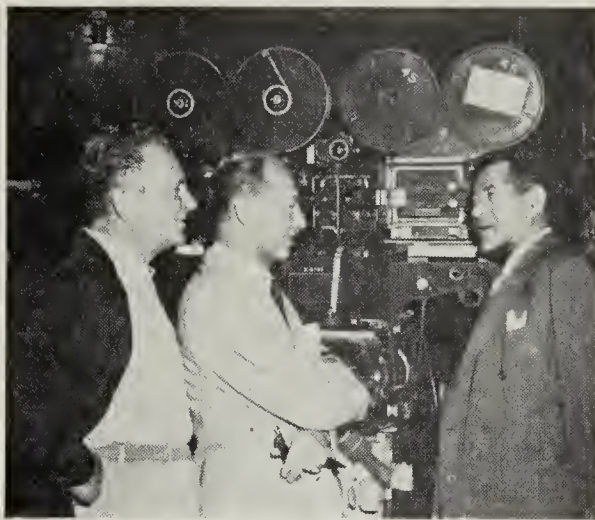
Loew Poli

Debbie Reynolds, in to bally "I Love Melvin," had an active day. In addition to her press conference, she had a party for the scholastic press, made three radio programs and a TV show, visited MGM branch, and also made the papers by aiding the Junior League Country carnival committee. In from out-of-town at the newspaper and radio get-together were: Louise Mace, The Republican; Holly Rudkin, The Daily News, and George Freeman, Poli, all of Springfield, Mass.; M. Oakley Stafford, The Hartford Courant, and Lou Cohen, Poli, Hartford; Frank Corkin, The Journal, and Tony Masella, Palace, both of Meriden; George Dillon, The American, and Bob Carney, Poli, both of Waterbury; Fred Russel, The Post; M. Leo Miller, The Herald, and Matt Saunders, Poli, both of Bridgeport; Roger Connolly, The Register; M. H. Wren, The Journal Courier; Dick Davis, and Rudy Frank, WELI; Bob Lloyd, WAVZ; Ed Oberist and Dave Harris, WNHC-TV, and Morris Rosenthal, Poli, all of New Haven; Arthur Kenton, MGM publicity department, and Lou Brown, publicity director, L-P New England Theatres. . . . A screening of "Call Me Madam" was held for disc jockeys, radio stations, and record dealers.

Connecticut

Essex

A project of the Mother's Club of the First Baptist Church presents film pro-



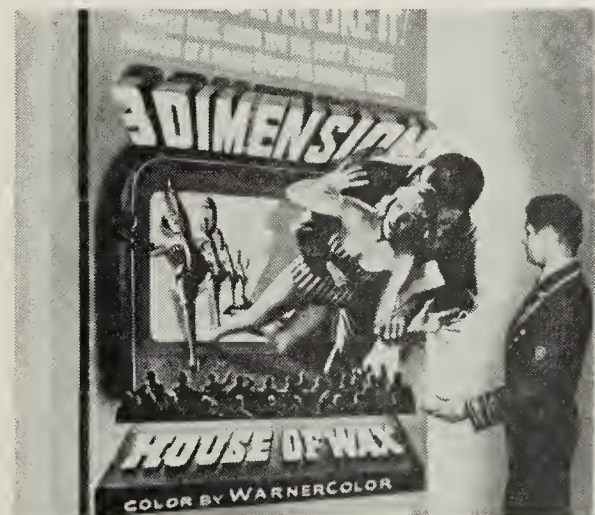
Don Hartman, Paramount production chief and producers William C. Thomas and William H. Pine recently met on the coast set of the 3-D production, "Sangaree," to discuss the workings of the Paramount 3-D camera with twin lenses and a double set of reels.

grams every other Saturday afternoon in Town Hall, provided without charge by the Board of Selectmen. To meet the expenses of a single program, about 150 children must attend at the admission of 15 cents for those up to 11 years of age and 20 cents for those older. Mrs. Frank Chaka, head, Mother's Club children's theatre committee, said the main problem was in finding movies suitable for small fry of all age levels. The largest attendance at any of the Mother's Club showings to date has been 225 children.

Hartford

Russell D. Ordway, manager, Lockwood and Gordon Webb Playhouse, Wethersfield, has been promoted to Massachusetts and Rhode Island district manager, succeeding Dick Darby, resigned. Ordway will headquarter at the Boston offices. William Daugherty, manager, Torrington Drive-In, is being promoted to the Wethersfield position. Douglas Amos continues as Connecticut district manager.

Fred R. Greenway, Loew-Poli Palace, offered guest tickets to see "Taxi" to the writers of the first 10 correct answers to the question, "How many motion pictures has Dan Dailey appeared in?"



In line with its national promotion plans on "House Of Wax," first 3-D film in Natural Vision by a major studio, Warners recently made available this lobby set piece which presents a 3-D effect. The display is seven-feet high and five-foot wide, and is made up of art work specially designed to stress thrill angles of the picture.

"I never knew booking was so tough," six-year-old Jimmy Schulman, son of Morris Schulman, Schulman Theatres, told his mother after visiting Film Row for the first time with his dad.

The Strand, Winsted, discontinued matinees on Mondays, Tuesdays, and Wednesdays until mid-June. . . . Managers of drive-ins on the L and G Circuit include: William Daugherty, Torrington; William Hayes, Norwalk, and Jack O'Sullivan, Danbury. . . . Richard Mahoney, projectionist, Plaza, Windsor, shifted to the Webb, Wethersfield.

The Eastwood, East Hartford, installed new Walker high intensity screen and booth equipment.

Jim McCarthy, Strand, Hartford, climbed on the promotion bandwagon with Irv Hillman, Roger Sherman, New Haven, to cash in on promotional values of selection of Virginia Mayo, "She's Back on Broadway," as "Miss Yale University Record of 1953."

Theatremen were lauded for their efforts to run orderly businesses by Police Chief Michael J. Godfrey. Appearing at a special City Hall meeting called by a special three-member City Council committee to discuss alleged disturbances in theatres, Chief Godfrey asserted that disorders "are nothing compared to what they used to be," even when policemen or firemen were assigned to cover the theatres. The chief said that accounts of a theatre slashing recently and other disorders "have been greatly exaggerated." In referring to the recent accounts of a knife attack in one Hartford theatre, Chief Godfrey contended that police investigation showed no evidence of any weapon having been used.

Joseph E. Tinty, owner, Plainville Stadium, announced plans for construction of a huge shopping center, including an 800-car capacity drive-in, on Route 72, between Plainville and New Britain.

Attorney Ted DiLorenzo, sworn in as a member of the Connecticut Bar, will be associated in law practice with Attorney P. R. Ierardi. DiLorenzo is a son of the late Tony DiLorenzo, for 30 years active in exhibition in Connecticut and Massachusetts.

Paul Kupchunos, East Windsor Drive-In Theatre Corporation, has been appointed chairman, South Windsor's Town Plan and Zoning Commission.

Lockwood and Gordon reopened its drive-ins at Danbury, managed by Jack O'Sullivan; Torrington, Bill Daugherty, and Norwalk, Bill Hayes. . . . George E. Landers, division manager, E. M. Loew Circuit, announced plans to reopen the Hartford Drive-In. . . . George Lougee was named manager, E. M. Loew Milford Drive-In. . . . Lou Cohen, Loew-Poli, and Allen M. Widem, The Hartford Times motion picture editor, tripped to New Haven for an MGM luncheon honoring Debbie Reynolds and "I Love Melvin."

(Continued on next page)



In connection with the recent opening of U-I's "City Beneath The Sea," Loew's Poli, Bridgeport, Conn., Matt Saunders developed the above window display.

Report OF The 1952 "Jimmy" Fund

(Arthur H. Lockwood, general co-chairman, 1952 "Jimmy" Fund, recently issued the final report of the campaign for the Children's Cancer Research Foundation. The report, the second installment of which appears here, will continue in future issues.—Ed.)

MASSACHUSETTS		
Town	Theatre	Collections
East Dennis	E. Dennis D-I	\$ 883.77
East Douglas	Town Hall	163.60
Easthampton	Majestic	144.99
Edgartown	Playhouse	58.81
Everett	Park	220.00
Fairhaven	Fairhaven D-I	295.80
Fall River	Academy, Plaza, & Strand	751.22
	Capitol	385.62
	Durfee	490.62
	Empire	588.50
	Park, Flint	34.60
Falmouth	Casino	217.79
	Elizabeth	301.33
	Falmouth	374.25
Fitchburg	Fitchburg	271.62
	Saxon	475.14
	Whalom Park D-I	350.00
Foxboro	Orpheum	3,290.02
Framingham	County Playhouse	295.27
	Gorman's	201.20
	Hollis	70.60
	St. George	1,283.28
Franklin	Morse	100.76
Gardner	Orpheum, Uptown	632.50
	Mohawk D-I	514.91
Gloucester	North Shore	2,348.90
	Strand	491.64
Gr. Barrington	Mahaiwe	390.34
Greenfield	Garden	510.69
	Lawler	157.52
	Victoria	1,274.26
Harwichport	Modern	573.32
Haverhill	Colonial	1,977.48
	Riverview D-I	128.00
Hingham	Loring Hall	306.66
Holyoke	Majestic	323.54
	State	145.59
	Strand	956.81
	Suffolk	346.60
	Victoria	333.97
Hudson	Hudson	213.03
Hyannis	Center	633.79
	Hyannis	1,204.26
Ipswich	Strand	417.95
Kingston	Kingston D-I	462.58
Lanesboro	Sunset D-I	226.85
Lawrence	Broadway	223.79
	Central	123.05
	Palace	810.56
	Star	47.15
	Warner	152.89
Lee	Lee	77.46
Leominster	Metropolitan	1,330.46
Lexington	Lexington	3.28
Lowell	Lowell D-I	150.00
	Merrimac Square	283.23
	RKO-Keith	31.27
	Rialto	300.60
	Strand	2,090.45
Lynn	Capitol	758.89
	Lynn Open-Air	596.12
	Olympia	321.95
	Paramount	1,999.49
	Warner	426.30
Malden	Auditorium	120.79
	Granada	462.62
	Mystic	70.30
	Strand	274.39

(Continued from preceding page)

Manchester

Jack A. Sanson, city manager, Stanley Warner Theatres, staged another Saturday children's matinee program at the State.

Middletown

Sal Adorno, Sr., M and D Theatres, Middletown, and Mrs. Adorno, were back from a vacation trip to Arizona.

Wethersfield

Russ Ordway, Webb, staged a one-week "Salute to MGM" program, with revivals each day for six days.

Windsor

James White was promoted to assistant manager, Plaza. . . . Mary Cessario, Plaza, resigned. The replacement is Evelyn Holliday.

Massachusetts Dedham

Bridget J. Dervin, mother of John J. Dervin, Stratford, and Francis Dervin, Republic district manager, died.

Lynn

The parents and other relatives of Gloria Grahame, Swampscott, Mass., were guests of manager Ed Myerson, Capitol, when "The Bad and the Beautiful" was the feature picture.

E. M. Loew opened his drive-in theatre on Lynnway with Ed Myerson managing both, that and the Capitol, and David Licciardi, his assistant, acting as manager, Capitol.

Mary Pickford was the guest of the Kiwanis Club, and President James Davis, manager, Paramount, arranged for a dinner party of 200.

Waltham

Brandeis University will stage its second annual Festival of the Creative Arts during the week of June 14, in conjunction with the graduation of the second Brandeis senior class. The theme will be the "comic spirit" and the theme of comedy will be demonstrated as seen in the opera, ballet, theatre, film, fine

Town	Theatre	Collections
Marblehead	Warwick	161.00
Marlboro	Marlboro	608.25
Maynard	Fine Arts, Peoples	793.89
Medford	Meadow Glen D-I	1,034.00
	Medford	388.88
Melrose	Melrose	9.10
Mendon	Mendon D-I	40.00
Methuen	Merrimack Park D-I	320.33
Middleboro	Middleboro	25.00
Milford	Ideal	406.36
	State	1,145.00
No. Attleboro	Boro D-I	195.52
Nantucket	Dreamland	355.10
Natick	Colonial	231.21
	Drive-In	822.53
New Bedford	Baylies Square	20.30
	Capitol	1,303.31
	Center	97.13
	Empire	312.49
	Olympia	1,291.36
	Orpheum	100.00
	Royal	30.75
	State	576.54
Newburyport	Port	206.00
	Strand	237.20
Newton	Paramount	1,331.15
No. Adams	Mohawk	1,372.26
	Paramount	477.89
Northampton	Academy	528.35
	Calvin	258.76
No. Attleboro	Community	142.25
No. Brookfield	Star	346.28

arts, and music. The press is being interviewed by the university to determine the 10 finest motion picture comedy sequences, which will be assembled and shown as part of the festival.

New Hampshire Manchester

The Manchester Drive-In opened for its fifth season.

Newport

Peter Latchis, owner, Latchis, spoke before the town meeting in favor of erecting a memorial to Sarah Josepha Hale, outstanding Newport native. Latchis urged the building of a memorial to the author of "Mary Had a Little Lamb.

Rhode Island Providence

William Rebello, acting manager, Hollywood, East Providence, R. I., was in the hospital with a case of pneumonia. . . . Joseph Jarvis, Jamestown, R. I., who won a \$100 defense bond in the 20th-Fox showmanship contest for "Something For The Birds," leases the Jamestown from the Elmwood Amusement Company.

The Jamestown Boys Bugle and Drum Corp offered a concert at the Island, Middletown, R. I., in connection with "Flat Top." . . . E. M. Loew's Center, Pawtucket, R. I. is presenting a children's amateur stage show each Saturday, broadcast over WPAW.

The seven drive-ins in the Providence-Pawtucket, R. I., area were slated to reopen.

Irving A. Isaacs heads a syndicate which purchased the 200-room Narragansett Hotel. . . . Edward M. Fay, Majestic, has been elected president, Big Brothers of Rhode Island. . . . More certain a sign of spring than the appearance of the first robin was the opening of four drive-ins in the area. Cranston Auto Theatre, Cranston, R. I.; Pike Drive-In, Johnston, R. I.; Boro, North Attleboro, Mass., and Somerset Drive-In, Somerset, Mass., opened.

Town	Theatre	Collections
Northfield	Northfield D-I	206.85
No. Reading	Skylite D-I	576.42
No. Wilbraham	Parkway D-I	279.74
Norwood	Norwood	279.75
Oak Bluffs	Island	215.83
	Strand	37.13
Onset	Cape	99.51
Osterville	Community	245.51
Palmer	Strand	391.74
	Five Star	12.98
	Met. Air Port D-I	40.08
Pittsfield	Berkshire D-I	480.63
	Capitol	1,835.92
	Palace	97.04
	State	511.33
	Tyler	52.18
	Union Square	278.17
Plainville	Plainville D-I	286.77
Plymouth	Old Colony, Plymouth	352.27
Quincy	Art	96.43
	Strand	560.43
Randolph	Randolph	82.35
Raynham	Raynham D-I	175.00
Reading	Graphic	56.55
Revere	Revere D-I	1,032.54
	Revere	401.44
Rockland	Strand	326.00
Salem	New Salem	446.56
	Plaza	96.87

(Continued in a forthcoming issue of EXHIBITOR.)

NEWS OF THE

Territory

New York City
Crosstown

William E. Osborne, assistant export manager, Monogram International Corporation, operating from New York for the past two months following a 15-month stay in the Far East, left for that territory again. . . . Rafael G. Marti, distributor of Allied Artists product in Puerto Rico, arrived for talks with Monogram International Corporation President Norton V. Ritchey and Latin American manager Victor Volmar.

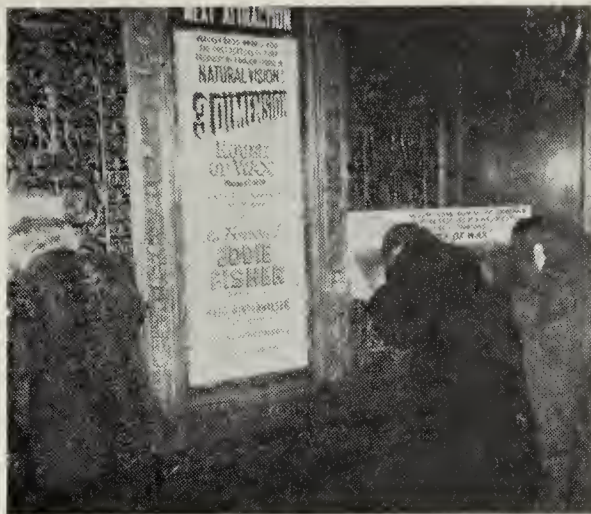
In Washington, Representative Celler, Democrat, New York, put a letter from Harry Brandt, president, Independent Theatre Owners Association of New York, into the Congressional Record. Brandt's letter cited the hardship placed on motion picture theatres by the 20 per cent federal admission tax, and stated that conditions had worsened in recent months.

Molly Becker, 78, mother of Joe Becker, RKO Theatres' film booking office, died. Services were held at Westminster Chapel, Brooklyn.

E. S. Gregg, vice-president and general manager, Westrex Corporation, returned following discussions in Hollywood concerning the equipment required to record and reproduce stereophonic sound.

Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, arrived to set up the world premiere of "House of Wax," 3-D film in Natural Vision and WarnerColor, at the Paramount on April 10. In addition to the premiere activities on "House of Wax," Blumenstock will also set up the campaigns for WarnerPhonic sound and the forthcoming releases of "Trouble Along The Way," "Plunder of the Sun," and "The Desert Song."

Phyllis Kirk, who co-stars with Vincent Price and Frank Lovejoy in "House of Wax," Warners' 3-D picture



This advance lobby display was set up recently in the New York Paramount for the world premiere of Warners' "House of Wax," 3-D film in WarnerColor. The display featured a tieup with stereo-realist camera with a set of viewers through which people saw scenes.

in Natural Vision and WarnerColor, arrived from Hollywood for the world premiere at the Paramount.

Leon J. Bamberger, sales promotion manager, RKO, and Mrs. Bamberger became grandparents for the third time when a girl was born to their daughter, Mrs. Sheldon Kaplan, Minneapolis.

John Kotrady, chairman of the first educational theatre telecast, the "First Greater New York Scientific and Engineering Career Conference," announced that he would recommend a similar program for next year to the Technical Societies of New York, sponsors of the event. He also said he would recommend that the telecast be extended to other parts of the country. The telecast, seen by about 3,000 students in the Paramount, Fox's Fabian, and RKO Fordham, was acclaimed. The 10 leading commercial companies were highly satisfied with the results, and the three theatres donated their seats for the public service event. Technically, the telecast was regarded as a success.

Mrs. Antoinette Capo, secretary to Milt Livingston, U-I trade press contact, resigned to prepare for impending motherhood. . . . W. F. Rodgers, MGM vice-president and sales consultant, got back from a vacation.

Robert Dorfman, field exploitation representative, Walt Disney Productions, returned after a 10-week cross-country trip. . . . Forty-six metropolitan high

schools are competing in a Shakespearean reading contest sponsored by the New York Board of Education and by MGM, producer of "Julius Caesar."

Ned Clark, foreign sales manager, Walt Disney Productions, returned following an eight-week European tour. . . . Alexis Smith and Jan Sterling, in Grainger's "Split Second," RKO, arrived for a series of radio, television, and press interviews.

One hundred and fifty representatives of theatres, distribution companies, newspapers, advertising agencies, and the Lambs Club tendered a testimonial dinner to Joseph Holland, amusements advertising manager, The Journal-American, on the occasion of his retirement after 20 years on the publication. Among the speakers were Ernest Emerling, Loew's; Paul Lazarus, Jr., Columbia; Si Seadler, MGM, and Maurice Bergman, U-I. Holland was presented with a camera.

The remodelled Bryant inaugurated a new first-run policy of presenting specialized motion pictures with the premiere of the original Italian version of "The Little World of Don Camillo."

A. E. Smith, Westrix Corporation's radio installation supervisor, left for Paris to consult with French Post, Telephone, and Telegraph officials regarding the new single sideband systems for Bamako, French Sudan. Smith will later supervise the installation of the equipment in Bamako.

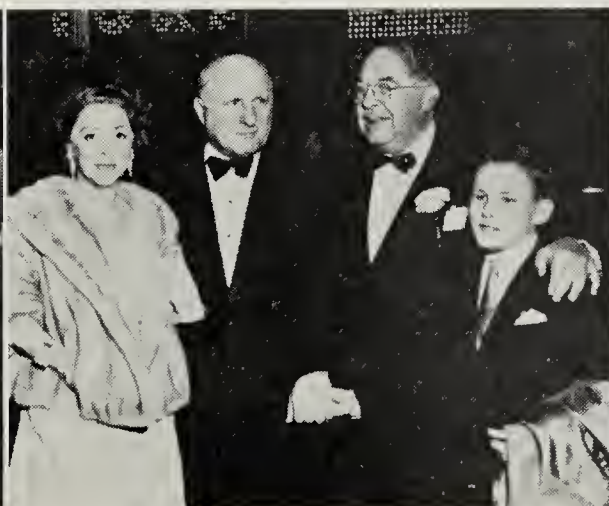
Dick Dickson, Roxy executive, announced that the Roxy will be the first theatre on Broadway, if not in the world, to be equipped with CinemaScope. All the preparatory work necessary for the installation is now under way. When installed, the new CinemaScope screen and picture will measure approximately 80 feet in width. Plans for CinemaScope installations at other Broadway houses are also under way.

Opening soon is the Fishkill Drive-In, Fishkill. . . . The Biltmore, Brooklyn, Randforce, reopened. . . . The Park, South Plainfield, N. J., was reopened by its former operator.

Milton R. Rackmil, president; Alfred E. Daff, executive vice-president, and



A banner premiere crowd turned out recently to hail Columbia's "Salome" at the Rivoli, New York City. Seen arriving for the festivities, which were also televised, are, left to right, Harold Rinzler, New York exhibitor, and Mrs. Rinzler; Jack Cohn,



Columbia executive vice-president, with his arm around his grandson, with Barney Balaban, Paramount president, and Mrs. Balaban, and unidentified man, Rube Jacker, Columbia assistant general sales manager, wife, and daughter.



Charles J. Feldman, general sales manager, arrived from Hollywood following two weeks of studio conferences. William Goetz, in charge of production for U-I, arrived with the first print of U-I's Technicolor production "Thunder Bay," which was screened for circuit and local exhibitors.

Jack L. Warner, Warners' executive producer, arrived to attend the world premiere of Warner's "House Of Wax" at the Paramount on April 10. From here, he plans to go to London to investigate the possibility of filming the coronation of Queen Elizabeth in three dimensions.

H. M. Richey, MGM exhibitor relations head, was at the White Plains Hospital, White Plains, for a checkup. . . . Howard Dietz, MGM vice-president, returned from the coast after a successful preview of "Band Wagon" at the Pickwick, Encino, Cal.

Funeral services for William L. Engelhardt, 61, for 30 years a tax accountant with Loew's, Inc., who passed away after a long illness, were held from the Weigand Funeral Home, Baldwin, L. I. Burial was in the Pinelawn National Cemetery. He is survived by a widow and two children.

M. Person, manager, Westrex Company, Mexico, a subsidiary of the Westrex Corporation, arrived for consultations.

Laboratory men and other charter members of the newly formed Association of Cinema Laboratories will meet for the first time on April 20 in the conference room of the Motion Picture Association of America. Plans will be made for a national meeting to be held at the conclusion of the Society of Motion Picture and Television Engineers convention in Hollywood during the week of April 27.

Distribution and exhibition leaders accepted the invitation of Cinema Lodge, B'nai B'rith, to occupy the dais at the lodge's President's Luncheon at the Hotel Astor today (April 8), at which Martin Levine, retiring president, is being honored, and at which Burt Robbins, newly-elected president, is being installed, according to A. W. Schwalberg, chairman luncheon committee.

A motion picture industry committee of 55 to serve as part of the Cardinal's Committee of the Laity in the 1953 Catholic Charities Drive of the Archdiocese of New York which seeks \$2,500,000 in gifts through 50 different businessmen's committees, was announced by John J. O'Connor, vice-president, U-I, chairman, motion pictures committee. George J. Schaefer is treasurer of the 1953 drive, and L. Douglas Netter, Jr., Altec, is vice-president, motion pictures committee.

Harry Gilbert, manager, Endicott, Brooklyn, recently became a proud father of a baby son weighing six pounds three ounces, named Mark Ira, when Mrs. Gilbert gave birth at the Jewish Hospital. It's the second son for the Gilberts.

No Trade Bills Passed By NY Legis.

ALBANY — The legislature ended its regular session without adopting any bill that would adversely affect the motion picture business. Several were defeated in committee, while the expected proposal for repeal of the reviewing and licensing censorship statute never saw the light of print.

Among the bills killed in committee were: one by Senator Herbert I. Sorin, Bronx, and Assemblyman Ben Werbel, Brooklyn, which would have required establishments operating under license from a municipality and charging a public admission fee, to secure and maintain minimum liability insurance of \$25,000 for personal injuries to one person and \$50,000 minimum for more than one person in one accident; another by Assemblyman John T. Satriale, that made owners, operators, agents, and employees in control of places of public accommodation, resort, or amusement liable for discrimination because of race, creed, color, or national origin, and that increased from \$500 to \$1,000 the maximum which might be recovered (the attorney general to prosecute actions); a third by Senator William F. Condon, Yonkers, which would have eliminated the present five percent maximum agency fee for theatrical engagements and substituted a provision that the fee could not be in excess of the maximum as shown in a schedule filed with the State Labor Department and that the maximum fee must be fixed at a uniform rate; a fourth, by Senator Julius A. Archibald and Assemblyman Daniel M. Kelly, which required the owner or operator of a theatre or other place of public entertainment and exhibition to post a diagram, in a conspicuous spot, showing the exact location by letter and number of each reserved seat.

Several measures to declare Good Friday a legal holiday, a perennial proposal, died in committee. So did bills legalizing "Bingo" under non-profit auspices, also a perennial. Acts extending unemployment and disability insurance to employers of one or more workers also failed to receive approval.

The Consul General of Canada and Mrs. Ray Lawson held an invitational screening of motion pictures about Canada made or distributed by the film industry of the United States in Hunter College Hall. The short subjects shown were provided through the courtesy of the Motion Picture Association of America in support of the Canadian Cooperation Project, and the program ran well over two hours.

Any new system of producing and exhibiting motion pictures can serve only to enhance them in a technical sense, and the best pictures will continue to be those with the best stories and best casts, producer Samuel Goldwyn told a group of New York film critics at a luncheon.

Y. H. More, manager, Hong Kong branch, Westrex Company, Asia, a subsidiary of the Westrex Corporation, arrived.

An advertising presentation on MGM's "Julius Caesar" designed by Ab Weisbord, Metro ad staff, is among the exhibits at the Art Directors Club of New York annual layout show. . . . Steve Davis, MGM home office exploitation department, returned from a honeymoon.

Stuart Dunlap, manager, MGM of Argentina, was in for conferences with Loew's International home office officials. . . . Sir Michael Balcon arrived to participate in pre-premiere activities dealing with his latest production, a film adaptation of "The Cruel Sea." . . . Richard W. Altschuler, president, Republic Pictures International Corporation, returned from a six-week visit in Europe. . . . J. J. deBoer, manager, Columbia branch, Westrex Company, Caribbean, subsidiary of Westrex Corporation, arrived.

New Jersey Newark

Mrs. Florence Radowtz, formerly of the Stanley Warner purchasing department, gave birth to a boy at Beth Israel Hospital. . . . Arnold Michelson, booker, Stanley Warner, received a little scare when he received a call that fire had broken out in the apartment house he lives in. Some damage was done to his apartment.

New York State Albany

A veteran manager, Phil Rapp, has been appointed supervisor, Mohawk Drive-In, Albany-Schenectady Road, and Saratoga Drive-In, Albany-Saratoga Road. Regularly the State, Schenectady, manager, Rapp was assigned to the new post by upstate general manager Saul J. Ullman. Louis Rapp, a brother and manager, Erie, Schenectady, will double into the adjoining State until the outdoor season ends. Rapp took over the post filled last year by George Seed, manager, Cohoes, Cohoes. Seed replaced Leo Rosen, advanced to director of theatre television for Fabian. Irwin Ullman, son of Saul Ullman and an Albany law school student, manages the Mohawk. George Lourinia, a drive-in man for 13 years, directs the Saratoga. Both have been renovated.

Genesee Valley Television Corporation has been authorized to conduct a television broadcasting business in Rochester, with Schine home office staffers as directors and subscribers. They are: Howard M. Antevil, Schine attorney; William J. Graham, chief construction engineer for Schine Hotels and former Altec representative, and Helen Keneally, secretary. The 200 shares are divided into Class "A" and Class "B", both of no par value.

A two-week booking for "House of Wax" at the SW Strand, beginning on April 29, has been set. Top will be \$1.

Dr. Henry Brown, New York dentist-exhibitor and television film company official, was reported to have leased the Colonial to a church organization.

Louis R. Golding, Fabian Theatres, checked in on business. He also stopped at the Strand for a brief chat with manager Al La Flamme.

The steel screen at John Free's Riverside Drive-In, Ogdensburg, was uprooted in a wind storm.

The Albany County Restaurant Dealers Association turned over to the Variety Club a check for \$1,000, representing money collected from members and customers on behalf of the Variety-Albany Boys Club summer camp. Charles A. Smakwitz, chairman, Heart Fund, and Jules Perlmutter, Chief Barker, accepted it, with a Times-Union camera clicking.

Auburn

Jack Mitchell, Schine's Auburn, went all out in his campaign on "Peter Pan." Highlights had a tieup with a dealer for Weatherbird Shoes along with co-op. ads; a full window tieup with both S. S. Kresge and F. W. Woolworth; a full window plus a tiein with the music department for sheet music and records with H. L. Green; a tiein with Edna Moon book store resulting in full window on books with credits; a window, plus counter display, with a music store, plus eight sets of "Little Nipper" RCA records given away at a Saturday matinee; both public and Catholic schools, contacted with stills and 16mm. film shown; a tiein with an appliance store on Admiral radios and TV sets; a tiein with a food market wherein the entire store was completely decorated like a "Peter Pan Wonderland"; sound truck advertising via a large truck, and a tiein with Donald Duck bread resulting in 14 big displays in 14 different grocery stores.

Buffalo

Marvin Jacobs, chairman, theatres division, Children's Hospital Fund, announced that many drive-ins have joined in giving a night's receipts once each year for five years to help the institution. . . . The Teck is now managed by Bert Lapetina.

With the resignation of Clayton Eastman as Warner branch manager to go into business for himself, Nat Marcus, Milwaukee branch manager, was transferred here as branch chief.

Canandaigua

Joe DeSilva, Schine's Playhouse, did things right promoting "Ma and Pa Kettle On Vacation." A week in advance, he had a model T Ford rigged up with banners plugging the picture and playdates and two staff members dressed as the characters, along with a carload of kids, driving around. When the car stopped, the kids all jumped out, and made a fast coverage with special heralds. He also sold a full page of co-op. ads.

Carthage

Tim Valanos, manager, Schine's Strand, contacted the local Firestone



This lobby display at the New York City Paramount heralds the forthcoming world premiere of Warners' "House Of Wax."

store to furnish as a giveaway a replica of the millionth bicycle made by the Monarch Bicycle Company for Firestone.

Glens Falls

The Adirondack branch, American Association of University Women, will sponsor an engagement of "Cry, the Beloved Country" at Schine's Rialto.

Kingston

Joseph Sommers, manager, Kingston, has been elected president, Uptown Businessmen's Association.

Long Island

The Paramount "Pacemaker" short, "High School Hi-Jinks," a salute to the Hempstead High School band, had its world premiere at Skouras' Calderone, Hempstead. John Endres, manager, arranged for Nassau dignitaries and show business personalities to attend the "searchlight" premiere. Featured film player Ed Begley, Merrick resident, acted as master of ceremonies for the brief stage presentation that included a few selections by the celebrated musical aggregation. Telegrams arrived from Paramount stars Bob Hope, Marilyn Maxwell, Jan Sterling, William Holden, and Rosemary Clooney. The short played five days. The Calderone, a 2500-seater, turned them away on the initial weekend showings.

The Massapequa Drive-In, Hempstead Turnpike Drive-In, Bethpage, and Redstone's Sunrise Drive-In, Valley Stream, began group advertising in the two local



Montague Salmon, left, managing director, Rivoli, New York City, and Paul Lazarus, Jr., right, Columbia executive, recently presented Mayor Vincent Impellitteri with a special invitation to the world premiere of "Salome."

newspapers. Theatre heads Saul Lerner, Turnpike, Harvey Elliott, Sunrise, and Thomas de Lorenzo, Massapequa, got together on the plan during the winter hiatus. The plan allows them a cheaper contract rate and better page position and page appearance. The idea was quickened when Lerner had his theatre booked through Liggett-Florin, which the Sunrise and Massapequa have been using for past years.

Max Cooper, manager, Skouras' Cove, Glen Cove, held a "Stars Are Singing" contest. Amateur singers participated in a stage presentation broadcast over the local radio station. Maurice Allen, by the way, is the new assistant manager to Cooper.

The Hempstead Turnpike Drive-In, Levittown, and Redstone's Sunrise Drive-In, Valley Stream, had their earliest openings. The Massapequa Drive-In had its earliest opening, also. The two Suffolk County drive-ins, 5th Avenue, Bayshore, and the Commack, set openings also.

Max Cooper, manager, Skouras' Cove, Glen Cove, and Ben Mindlin, manager, Century's Baldwin, returned from vacations. . . . Lester Saphier, owner, Criterion, East Rockaway, was in Florida.

Fred Underwood, new manager, Commack Drive-In, Commack, was for many years with Prudential. . . . Joseph Fasciano was appointed new manager, Redstone's Fifth Avenue Bayshore Drive-In, which opened. Fasciano comes from Loew's theatres in Syracuse, N. Y., Providence, R. I., and Boston.

The new RCA Synchron screen at the Hempstead, Hempstead, was being publicized through special publicity and direct home mailing since the installation last December, by manager Allen Pinsker, who has developed an entirely new audience.

Leonard Freund, manager, Century's Freeport, Freeport, is tying in with a merchant to present a large birthday cake to youngsters attending his Saturday afternoon "Birthday Club."

The Plaza, Freeport, one of the pioneer houses on the Island, closed for over a year, had its seats and equipment removed.

—R. E. D.

Malone

Jim LaFarr, Schine's Malone, for "Ma and Pa Kettle On Vacation," held a photo contest with promoted prizes from co-operating merchants; received cooperation from the 4-H Club, and had a street bally featuring employees in "Ma and Pa Kettle" costumes in a horse and buggy.

Norwich

For U-I's "Ma and Pa Kettle On Vacation," Schine's Colonia, Carl Dickerson contacted the 4-H and Farm Bureau county agents, and told them about the premiere, and they passed the information to their members. He secured a display of paper at an auction barn where sales are conducted, attended by

(Continued on next page)



National Guardsmen arrive at the Holiday, New York City, for the recent premiere of Republic's "Thunderbirds" after parading down Broadway, and attracting attention.



Anika Van Koy, French model and actress, touring key cities on behalf of U-I's "Desert Legion," recently visited Buffalo, and met Dave Miller, Buffalo branch manager, and his group.



Anika van Koy, French actress and model, recently visited Jamestown, to publicize U-I's "Desert Legion," and posed with G. Germaine, manager, Palace.

EYEING THE

Exchanges

NEW YORK — While walking along 44th Street toward the Film Center building, Columbia inspectress Celia Weiner was held up by two youths, who snatched a manila envelope containing \$265. She had just cashed her own pay check and those of several other employees when the theft occurred. She was going to try to make good the loss of her fellow employees herself, but there was talk of other exchange people helping her out.

WARNERS — Katherine Hanley, supervisor, contract department, was in San Francisco visiting her brother, Joe, with Warners. . . . Birthday congrats went to Ida Martin, billing department. . . . Salesman Leo Jacoby became a grandfather when his daughter had a little girl. . . . Ill was Arlene Moffa, contract department. . . . Alice Harold Bannon, formerly of the print department, died. . . . Inspectress Saddle Cooper Trager became a grandmother when her daughter, Joanne Trager Cohen, a former MGMer, had Beth Hannah.

20TH-FOX — Josie McGrath, film room, helped her granddaughter celebrate her 10th birthday. . . . Irving Green, film room, expects birthday cards on April 15. . . . New Jersey salesman Moe Kurtz had his daughter in from Syracuse for a visit.

MGM — Inspectress Kay Schwartz was sick. . . . Shipper Barney Mannion at St. Francis Hospital, and inspectress Mae Burke, at St. Vincents Hospital, would like to hear from friends. . . .

Norwich

(Continued from preceding page)
people from all over the county. The auctioneer announced the premiere dates, and presented a pair of guest tickets to the first successful bidder in the live-stock sales. Free space was promoted in The Pennysaver, which covers 4800 area families. He also obtained a page co-op. ad in a newspaper, a guessing contest window display in a farm and garden supply store window, etc.

Former shipper Julius Friedman was recuperating in Veterans Hospital, Fort Hamilton, Brooklyn. . . . Contract clerk Rhoda Lulla got her bungalow for the summer. . . . Contract clerk Barbara Schwartz entered her prize Doberman Pincer in a dog show. . . . Vacationing was Helen Cohen, secretary to office manager Sid Stockton. . . . Typist Marie Alfano was moaning the loss of a tooth. . . . Dick Feinstein, bookers' assistant, was elected secretary, B'nai B'rith group.

REPUBLIC — Secretary Mary Nicolaou enjoyed the Easter weekend at Springfield, Mass.

COLUMBIA — Birthday greetings went to assistant booker Monty Raphaelson. . . . Ledger clerk Camille Patti said good-bye to her army Joe. . . . Typist Francis Taylor arranged to have her Y dance group entertain at the USO canteen. . . . Monty Raphaelson left for duties at the home office.

ALLIED ARTISTS — Branch manager Nat Furst was back from Florida. . . . Head booker Etta Segall and salesman Meyer Solomon were sick.



Senator Fred G. Moritt, Brooklyn, recently arranged a special screening of "The Paris Express," starring Claude Rains and Marta Toren, for colleagues in the New York state legislature and other official guests at the Ten Eyck Hotel, Albany. Senator Moritt is treasurer, MacDonald Enterprises, Limited, which has acquired the American rights to the film, made in England, Holland, and France. Seen, left to right, are former Lieutenant Governor Joe R. Hanley; Freda Harden, secretary to Senator Louis Friedman, Brooklyn; Moritt; Mrs. Ben Schrift, secretary, MacDonald Enterprises, and Friedman.

RKO — The office paid respects at the funeral of secretary Ruth Hirsch's father. . . . Head booker Bill Hartman was vacationing.

BONDED — Night shipper Murray Vogel was on vacation. . . . Shipper Rocco Seripiglia is nursing back trouble.

BOOKERS BIOG — The robust and towering six foot-five booker at U-I, Harvey Reinstein, was born in the Bronx 24 years ago. After graduating from William Howard Taft High School, he started in 1947 with U-I as an office boy, continuing his education in the evening at NYU. Moving up to apprentice booker to print booker and now booker for the Brooklyn territory, he has developed a deep interest in the business. An all-around sportsman, he is at home with a golf club, fishing rod, baseball bat, or a pair of skis, and is equally as deft handling the clarinet. Still single, he has become one of the most eligible bachelors in the exchange area. An active member of the Motion Picture Bookers Club, he was recently elected financial secretary, and he is also a member of the Cinema Lodge, B'nai B'rith.

RAMBLIN' 'ROUND — A fire at Nayfack destroyed offices at 354 West 44th Street, and sent President Jules Nayfack to the hospital with serious burns. . . . The Film Exchange Employees Union Local B-51 had its first meeting with distributors to negotiate a new contract. . . . U-I biller Dorothy Ezeroff and bookers clerk Mary Contos were sick. . . . Al O. Bondy, Bondy, returned from his southern trip. . . . Bondy booker Harry Cotter expects birthday greetings on April 24. . . . Louis Weinstock, whose brother is with Raybond, died at 70. . . . Johnny Mack, driver for Newark Delivery, died. . . . United Artists won the second lap of the "Bernie Kranze Drive." . . . Charles Nacci, driver for Prudential, died suddenly at 31. . . . Paramount booker Harvey Epstein was planning a Florida vacation. . . . Favorite set "I'll Get You" for the RKO Circuit.

—J. A. D.



Dressler Named Philly Paramount Sales Manager

PHILADELPHIA — Popular salesman Harry Dressler, handling the upstate territory, has been promoted to the sales manager post of Paramount, succeeding Herbert Gillis, recently promoted to the branch managership in Cincinnati.

Dressler, a youthful veteran, was at one time with 20th-Fox, and has a host of industry friends, all of whom wish him well.

NEWS OF THE

Territory

Philadelphia

Crosstown

To make possible 3-D performances without intermission, several large theatres will soon install two additional RCA projectors to provide a total of four in the booth, it was disclosed by J. F. O'Brien, theatre manager, RCA Victor Division, Radio Corporation of America. Making the installation is the Randolph, operated by William Goldman Theatres, Inc.

William Goldman, head, William Goldman Theatres, is on a tour of Europe. . . . Goldman Theatres has Columbia's 3-D "Man In The Dark" dated for the Randolph next month. . . . The SW Mastbaum held a preview of Warners' "Trouble Along The Way."

Mel Fox and Neil Hellman open their drive-in in Levittown, Pa., on U. S. Route 1 on June 1.

New Jersey projectionist George Wilson and Bob Day, who is with Blumberg Brothers, have taken over the Sherwood, and will operate on lease.

The Imperial, South 60th Street, was purchased by James Toppi from Donald Bean for \$40,000. The theatre will undergo extensive improvements, and will be reopened by Toppi as a skating rink.

Bob Hanover has taken over the Byrd, and will reopen it on April 15, according to reports. . . . It was reported that William I. Greenfield is reopening the Ambassador on April 10. . . . David R. Rosen, who bought the Eureka, leased it for the showing of Greek films on weekends.

Samuel Goldwyn, producer of "Hans Christian Andersen," Midtown, came in with Mrs. Goldwyn for a luncheon with newspaper folk and others.

Vine Street

The neon sign of Triangle Studios blew down in the heavy wind, and, for a time, threatened to smash through American's plate glass window.

Due to a stalemate in negotiations for a new contract between the distributors and the front office and back room em-



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Two Philly Affairs Highlighting April

PHILADELPHIA — Plans were progressing last week for two dinners to be held soon.

One is a testimonial in honor of Jack Beresin, Chief Barker, Variety Clubs International, at the Bellevue-Stratford Hotel on April 20. Most of the proceeds from this affair will go as a contribution to the Tent 13 Camp for Handicapped Children.

The other is a Motion Picture Associates affair honoring all bookers of the local area at the same hotel on April 13. William F. Rodgers, vice-president, MGM, will be principal speaker.

employees unions, it was decided by Local F-7 and Local B-7 to follow whatever action the New York locals take in the matter. Strike permission had been sought from the IATSE, and it was understood, these union exchange employees were awaiting word from IATSE head Richard Walsh.

Robert Abel and Arthur Silber, prominent exhibitors and concessionaires who are handling Dari-Delite in this area, as well as in others, wish to thank the trade for its warm response. They report plenty of interest in the product which they are distributing.

Milt Young, Columbia exploiter, fell for "Salome" in a big way in Atlantic



Sponsors of the \$25,000 "Dream Home Jackpot" contest arranged by Stanley Warner Theatres, Philadelphia, met recently to tour the "Dream Home" at the formal opening in Broomall, Pa. Seen, left to right, are Raymond Facciolo, father of one of the builders; Christian Kirsch, representing The Chevrolet Dealers; Max Robb, vice-president, Lit Brothers; Judge Harold L. Ervin, Delaware County president; Harry E. Robinson, The Chevrolet Dealers; Ted Schlanger, SW zone manager; Lee Ellmaker, Jr., The Daily News, and William Barrett and Frank Facciolo, builders of the home.

City, N. J. He tripped over a curbstone, and landed flat on his face, cutting his eye brow, and getting a beautiful black eye.

District of Columbia Washington

E. G. Hemenway retired after 16 years with Altec as service inspector. In 1919 he was employed by the Western Electric Company in the export department, having charge of operations in Central and South America. He remained in export until 1937, when he was transferred here, and, in a short time, joined Altec. From 1941 until his retirement, he was located in Roanoke, Va. To commemorate Hemenway's retirement, a small group of Altec associates had dinner and surprised the honor guest with a wrist watch, closing his 34 years with Western Electric, Erpi, and Altec.

VARIETY CLUB — The ways and means committee met with Defense Department officials to discuss the possibility of staging a football game in Washington on Thanksgiving Day between two outstanding service teams in the Washington area. Among those attending were: Victor J. Orsinger, Chief Barker; Frank M. Boucher, chairman, ways and means committee; Herman Paris, ways and means committee; Major Lowe and Captain Barrett, Defense Department, Colonel Leeman, air force, and Admiral Cowart, coast guard. . . . The board of Governors approved Leon S. Oppenheimer, partner, Y and O Realty Company, for associate membership. . . . The club rooms will shortly be repainted and recarpeted. Orville Crouch is chairman, committee on planning and improving physical facilities. . . . Victor J. Orsinger, Chief Barker, sent out a detailed bulletin to all members regarding the Variety Clubs International convention in Mexico City from May 18-21.

Mary Pickford, "America's Sweetheart," launched another bond drive. She is on a coast-to-coast tour. Present at the ceremonies were Miss Pickford, the guest speaker; Speaker of the House Martin; Senator Bridges, president pro tempore of the Senate, and other

members of Congress and government officials.

Samuel Goldwyn, veteran producer, was in town, and was feted by the American Newspaper Women's Club. . . . Farley Granger was due in for personal appearances.

Mori Krushen, exploitation manager, United Artists, was in to help supervise the premiere of "Moulin Rouge," Loew's Palace.

"Julius Caesar" had a special engagement at the K-B Apex. It was filmed in the Chicago area on 16mm. for the low cost of \$15,000.

Sam Roth is cooperating with the District of Columbia Recreation Department in the Children's Theatre project. "Rebecca of Sunny Brook Farm" will be shown at a series of matinees at the Plaza and the Little.

Jack Foxe arranged with a gallery to display original lithograph posters, and color reproductions of paintings by Henry de Toulouse-Lautrec in the Palace mezzanine during "Moulin Rouge." . . . Columbia exploiter Sid Zines and manager Vince Iorio, Trans-Lux, were busy on the "Salome" campaign. Good for a lot of space was the "Salome" beauty contest being conducted by The Daily News.

—RICK LA FALCE

Delaware Dover

Representative Paul F. Livingston, Democrat, Wilmington, has introduced in the House of Representatives a civil rights measure which would make it unlawful to bar persons from theatres or other public places because of race, color, or creed. Livingston's measure would entitle all persons to full and equal accommodations, facilities, advantages, and privileges of places of public accommodations, and it would make it unlawful to advertise that any such place is barred to persons because of race, religion, color, or national origin. Both criminal and civil liability are provided, with fines up to \$500 and jail sentences up to 90 days.

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Wilmington

Ben Shindler's Ace celebrated its 20th anniversary on April 1, and invited all couples celebrating their 20th wedding anniversary that week to be admitted free on that day. . . . The SW Warner SW Towne, SW Ritz, and SW Grand resumed advertising in The Wilmington Sunday Star.

—H. L. S.

Maryland Annapolis

Revised measure indicating a tightening of censorship was recently submitted to the Maryland General Assembly with the approval of Sydney Traub, chairman, State Board of Censors. The bill reads: "The board shall approve such films as are moral, decent and proper." The word profane was also added as a reason for rejection. Films would be rejected that "tend to incite an immediate breach of the peace, or advocate, abet, advise or teach the overthrow, destruction, or alteration of the constitutional form of the government of the United States, or the state of Maryland, or of any political subdivision of either of them by revolution, force or violence." Permits, to be given without charge, would be required for free exhibition of films by religious groups, schools, charitable institutions and the like. The Enoch Pratt Library, Baltimore, has gone on record in opposition to the bill. Under the proposed measure, the chairman's salary would be raised from \$3,200 to \$6,000, and his associates' from \$2,750 to \$4,000.

Baltimore

Dr. John H. Fischer, superintendent of schools, came out in opposition to the revised state censor measure now before the General Assembly in Annapolis, Md. He stated that since teachers have the responsibility to educate children, they must have the authority to select the films and books used in class. Dr. Fischer said he did not see how any outside board could improve the quality of school films, which are all bought on approval, and, before being shown to students, are reviewed by superintendents, the supervisor of visual education, teachers, and sometimes parents. The proposed censorship bill was introduced by Sydney R. Traub, chairman, censor body.

Fred L. Schanberger, one of Keiths' owners, escaped serious injury when knocked down by an auto during a rain-storm. . . . George T. Barker is handling major duties at the Irvington while manager Al Levin is recuperating from high blood pressure. . . . Bud Rose, United Artists, was host for a preview of "Moulin Rouge" before the Playhouse opened for the day. Those attending included Milton Schwaber, Mickey Hendricks, Bob Rappaport, Lawrence Schanberger, Howard Wagonheim, Leon Back, Lauritz Garman, and Bill Brizendine.

A new policy of first-runs for Baltimore's neighborhood houses was instituted by Allied Artists, which offered "Battle Zone" first to the neighborhood exhibitors. Allied Artists, according to



Industry friends recently gave Herb Gillis, promoted to Paramount Cincinnati branch manager, a farewell party in the Ritz-Carlton, Philadelphia. Seen at left are, left to right, John Turner, United Artists, president, Motion Picture Associates; Gillis, and Ulrik Smith, Paramount Philadelphia branch manager, and at right, left to right, Ted O'Shea, Paramount vice-president; Gillis, Turner, and Howard Minsky, Paramount division manager.

Mark Silver, local representative, will send some of their attractions direct to the neighborhood houses.

Isador M. Rappaport, Hippodrome owner, and Mrs. Rappaport spent a weekend in Atlantic City. . . . The Maryland General Assembly passed a bill to permit movies every other Sunday after 2 p.m. and every other Sunday after 8:30 p.m. in Queenstown, Md. It now awaits the governor's signature.

The New boosted admissions from 70 cents to 90 cents tops for "Call Me Madam." . . . Stanley aide Betty Bunjon resigned to accept a position at the Hampden. . . . Stanley Baker, general manager, Hicks Enterprises, was in New York.

—G. B.

Hagerstown

The Hi-Way Drive-In opened.

—L. Mc W.

Leonardtown

John P. Green, St. Mary's and New, saw his mother in the newsreels of Mrs. Eisenhower's press conference. His mother was one of the lady reporters attending it. . . . The Great Mills Senior High School mixed chorus presented a program of Easter music at the Plaza, Lexington Park, Md. . . . Mrs. Ray Trumble and new daughter returned from the hospital to her Hollywood, Md., home. . . . Jackie Fruchtmann, son of Jack Fruchtmann, Southern Maryland circuit owner, spent the holidays with his parents at Greenbelt, Md., coming from school in Phoenix, Ariz. . . . J. D. Bailey's

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Hughesville, Charles County, Md., now has an improved marquee. . . . Mr. and Mrs. Lee Dowell, D. and L., Solomon's Island, returned after a pleasant sojourn in Florida. . . . Mrs. Reynold Evans, Evans Pier, Solomon's Island, Md., had her son home with her over the holidays from Trinity College, New York.

Pennsylvania Allentown

Lou Golding, New York City; Fred Osterstock, Fabian Easton, Pa., city manager and Mrs. Osterstock; Ward Kreag and Henry Romig, Colonial, and Earl Arnold and William Wyndham, Rialto, attended the funeral services for Edwin G. Mann. The noted Lehigh Valley theatre poster artist and designer for 42 years, familiarly known to the trade as "Eddie," died at the home of his brother-in-law. He had worked originally for Wilmer and Vincent, taken over later by Fabian Theatres. His offices and workshop, through the years, were in the rear of the State building.

Dr. Willis D. Mathias leased the Colonial for morning Holy Week showings of "King of Kings." Proceeds of collection beyond overhead will be used for the building fund of his church, Emmanuel Evangelical and Reformed. The theatre was donated for the occasion.

Fred von Steuben, assistant manager, Earle, succeeds Harold E. Bell as manager, College, Bethlehem, Pa. Bell is managing his own drive-in at Danville Pa.

Brandonville

The local drive-in formerly known as the Brandonville is now known as the Starlite. Owned by Mel Heinback and partners, it is being serviced by Tri-State Buying and Booking Service, Philadelphia.

Harrisburg

The Keystone Drive-In and the Harrisburg Drive-In opened.

A bill sharply increasing penalties for violations of the Pennsylvania "blue laws" of 1794 was introduced by Senator George N. Wade, Republican, Cumberland. It applied particularly to the sale of anything banned by the act, such as admissions to entertainments prior to 2 p.m. in communities which have authorized them. The present penalty for a violation is a \$4 fine and six days in jail. Wade's bill increased this to \$100 for the first offense, \$200 for the second, and \$300 for the third, and 90 days in jail.

Reading

The Astor, J. Lester Stallman, manager, showed "King of Kings" for a week, and the Strand, Paul H. Esterly manager, devoted a day to the same presentation. In previous years, the Reading Council of Churches showed this in the Rajah. The showings were free, with patrons making voluntary contributions.

The Astor, J. Lester Stallman, manager, used a "traveling billboard" to publicize "Peter Pan."

Pa. Exhibs Rally For Waterhouse Bill

HARRISBURG, PA. — Complete exhibitor support for the Waterhouse Bill Amending No. 481 in the Pennsylvania legislature is being rallied through the Allied Motion Picture Theatre Owners of Western Pennsylvania and Allied Independent Theatre Owners of Eastern Pennsylvania.

Theatre men are contacting their Representatives and Senators to secure support for the measure, which would exempt theatres from the provisions of the act.

Charles R. Blatt, Pittsburgh, chairman, legislative committee, Allied of Western Pennsylvania, urged that every exhibitor in the state be a committee of one to bring personally the story of the plight of the theatres to their Representatives and Senators.

Many lawmakers contacted have given indication of their desire to recognize the seriousness of the situation as far as the exhibitors are concerned, and support the Waterhouse measure.

The committee points out that about \$3,409,448, or 12.2 per cent, of the money collected through the Enabling Act was through the boxoffices of theatres of the state, and concludes that "obviously, the amount collected in this way is not of such transcending importance that it warrants closing so many theatres, and depriving many others of any profit whatsoever."

The Reading Drive-in reopened. Incidentally, this drive-in will probably find itself in the center, very shortly, of a new town of about 3,000 population. When the drive-in was opened less than three years ago, it was surrounded by farmland. Now, it is almost in the center of a new residential district with more than 600 houses, wide streets, and all city conveniences, and more houses going up every week. A. A. Ullman, Reading realtor, announced that a Reading grocery store chain has signed a long term lease on a new 120-foot front supermarket to be built next door to the theatre. The building will cost \$100,000 or more and will be brick, steel and glass.

Shamokin

Walter Finch, Jr.'s, Shamokin Drive-In is being serviced by Tri-State Buying and Booking Service, Philadelphia.

Virginia Norfolk

Four 20th-Fox stars will fly in from Hollywood on April 10 for the three-way special event, "Operation Titanic," scheduled for the Naval Amphibious Base April 11 and 12. The quartet, Anne Francis, Mitzi Gaynor, Debra Paget, and Jeff Hunter, will join top-ranking military and naval officers for a program of activities including, an amphibious assault landing, the world premiere of 20th-Fox's drama, "Titanic," and a gala ball for the Navy Relief Fund. A party of columnists, editors, trade press rep-

TRADE SCREENINGS

PHILADELPHIA

WARNERS — (230 North 13th) April 22, 2, "The Desert Song" (Gordon MacRae, Kathryn Grayson, Steve Cochran) (Technicolor); 29, 2, "Plunder Of The Sun" (Glenn Ford, Diana Lynn, Patricia Medina.)

representatives, magazine writers, and radio commentators will leave New York on April 11 to participate in "Operation Titanic."

Richmond

Alfred Starr, TOA president, has been announced as the second principal speaker for the Virginia MPTA annual convention to be held at the Hotel Chamberlin, Old Point Comfort, on May 5, 6, and 7. Syd Gates and Leonard Gordon, co-chairmen of the convention, said that Starr will speak May 7. His speech will be open to everyone attending the convention. The two chairmen also stated that invitations will be sent to exhibitors in Virginia, Maryland, the District of Columbia, and North Carolina to attend. Wilbur Snaper, president, Allied, was announced as a speaker previously.

Easter sunrise services were held at the Bellwood Drive-In, sponsored by Chesterfield County churches. Ralph Daves, manager, State, Lexington, and his theatre had a story in the magazine section of The Times Dispatch.

Mrs. Ethel Cline, Richmond theatre fan, returned from vacationing at Sarasota, Fla. . . . Louis Magalis, State, was called to Roanoke by the death of a brother. . . . Irving Martin, manager, Loew's Columbia, Washington, was a visitor. . . . Horace Carter, native of Farmville, has been appointed manager, Farmville Drive-In.

Robert Racobs is the assistant manager, Fabian's Colonial.

The Grand and Venus both had stage shows. . . . Carl Moore, Brookland manager, has been sent up to the Amherst Drive-In as temporary manager, and Richard Kilgore was sent from the Grand to the Brookland as manager until his return.

—S. T.

Tappahannock

Manager George Clanton, who built theatres in this part of Virginia, including the Montross, Montross, Va., and the Daw, Tappahannock, Va., will soon start construction on his new drive-in at Tappahannock. Arrangements have been made for the addition of a children's playground as soon as the project gets into operation. Drive-ins have also been constructed at Kilmarnock, Village, and Saluda in this area. The new \$50,000 Saluda Drive-In opened this month.

Variety Club

Tent 13, Philadelphia

"Split Second" was screened through the courtesy of RKO.

ALLIED ARTISTS

Fort Vengeance (5303)

OUTDOOR
DRAMA
76M.

(Cinecolor)

ESTIMATE: Northwest Mounted Police show will fit neatly into the duallers.

CAST: James Craig, Keith Larsen, Reginald Denny, Rita Moreno, Guy Kingsford, Patrick Whyte, Charles Irwin, Charles Keane, Peter Coe, Michael Granger, Morris Ankrum, Paul Marion, Peter Mamakos, Peter Camlin, Emory Parnell, Jack Ingram. Produced by Walter Wanger; directed by Lesley Selander.

STORY: Americans James Craig and impulsive brother, Keith Larsen, escape into Canada after Larsen kills an Indian. This is seen by Peter Coe, the latter's brother. Craig and Larsen join the Northwest Mounted Police, but Larsen hasn't reformed. Michael "Sitting Bull" Granger brings his Sioux Indians into Canada, seeking to get chief Morris Ankrum to ride against the Canadians. Granger's Indians start raiding. Larsen makes a deal with trapper Peter Camlin to sell stolen furs, and Larsen kills him to protect himself, the blame shifting to Paul Marion, son of Ankrum. Craig investigates, learns the truth, apprehends Larsen, and they fight. Coe kills Larsen while saving Craig's life. Coe and Craig return to the fort in time to save Marion from hanging, and also prevent an Indian outbreak.

X-RAY: This follows the now familiar pattern, and it should fit into the duallers okeh. The presence of the Mounted Police, Indians, and cavalry should help in the selling, and, while performances are routine, action fans should be satisfied. The story was written by Dan Ullman.

AD LINES: "Brother Against Brother"; "The Honor Of The Mounted Police Was At Stake"; "He Had To Choose Between Honor And His Brother . . . What Did He Do?"

The Ghost Of Crossbone Canyon

WESTERN
56M.

(Monogram)

ESTIMATE: Routine western.

CAST: Guy Madison, Andy Devine. No other cast credits available. Produced by Wesley Barry; directed by Frank McDonald.

STORY: After six government men have tried to collect taxes in a county infested with bad men, Guy "Wild Bill Hickok" Madison and his sidekick, Andy Devine, take over the job. Madison gets the chief of the bad uns, who hopes to make off with the taxes, to aid in the collection. When all the money is collected, and Madison plans to take it back to the revenue bureau, the crook and his cohorts

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The original Pink Section evaluation of features, short subjects.

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APRIL 8, 1953

set up an ambush to halt him. However, they are outsmarted. Later, Madison and Devine stumble on an express office hold-up, trace the crooks to a ghost town, spend a night in one of the rooms of the deserted hotel, discover the gang and the leader, and Madison and Devine are the victors.

X-RAY: The first of a new series of "Wild Bill Hickok" westerns, this falls in line with other films of the type with action and gunplay to keep action fans awake. Madison makes a fairly presentable "Wild Bill." Maurice Tombragel is responsible for the screen play.

AD LINES: "Wild Bill Hickok' Brings Law To Terror Territory"; "Gun Justice In Ghost Town"; "Two-Fisted Thrills And Six-Gun Action."

Jalopy (5318)

COMEDY
62M.

ESTIMATE: Okeh series entry.

CAST: Leo Gorcey, Huntz Hall, Bernard Gorcey, Bob Lowry, Leon Belasco, Richard Benedict, Jane Easton, Murray Alper, David Condon, Bennie Bartlet, Tom Hanlon, Mona Knox. Produced by Ben Schwalb; directed by William Baudine.

STORY: "The Bowery Boys", headed by Leo Gorcey and Huntz Hall, enter their Model T car in a \$1500 jalopy race after unusual success in previous derbies due to a magic fluid developed by Hall and a mad professor, Leon Belasco, in the back room of Bernard Gorcey's sweet shop. The formula makes their car unbeatable, and Bob Lowry, rival car owner, and his aides, Murray Alper, Richard Benedict, and his girl friend, Jane Easton, try to learn the secret. The day before the race, the boys lose the formula, and are way behind in the race until Hall appears on the scene with a new batch, catches up with driver Leo Gorcey on foot, and re-

fuels the jalopy. The car switches suddenly into reverse, and roars around the track to win the race.

X-RAY: This shapes up as one of the best in "The Bowery Boys" series. There are plenty of laughs and the more ridiculous things get the funnier it is. It is action all the way. All of the players handle their assignments well. The yarn is by Tim Ryan and Jack Crutcher, with additional dialogue by Bert Lawrence. It is becoming increasingly obvious that Hall is registering stronger than the other "boys" in the comedy department.

AD LINES: "They're Super-Charged With Laughing Gas"; "Hi-Octane Howlarity"; "They'll Strip Your Laughing Gears As They Put The Racing World In Reverse."

The Marksman (5333)

WESTERN
60½M.

ESTIMATE: Okeh outdoor entry for the duallers.

CAST: Wayne Morris, Stanford Jolley, Elena Verdugo, Frank Ferguson, Rick Vallin, Robert Lee Bice, Tom Powers, Russ Whiteman, Brad Johnson, Jack Rice, Stanley Price, William Fawcett, Tim Ryan. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: Wayne Morris is appointed a deputy marshal primarily because he is an ace marksman with a telescopic sighted rifle. The governor orders Stanford Jolley, a marshal, to go after a gang of rustlers operating secretly. Disguised as a prospector, Jolley is spotted by the gang headed by rancher Frank Ferguson, and is killed. Morris takes over when no word is heard from Ferguson at about the time that Ferguson's niece, Elena Verdugo, visits him. Also posing as a prospector, Morris meets Verdugo, and they are attracted to one another. He is about to leave when he is spotted for a lawman.

A VERY IMPORTANT PERSON will read these REVIEWS!

Who? YOU! YOU are the one who will furnish the final theatre link in the chain of effort that will bring these pictures to the admission-paying public . . . your patrons. YOU are the one whom scores of Producers and Distributors will spend thousands of dollars to impress with their boxoffice potentials and patron pleasing qualities. YOU and some 20,000 other Owners and Managers throughout the U.S.A. will be the deciding voice that will make or break these pictures.

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He manages to get to the hills with one of Ferguson's rifles, and kills or scares off the outlaws, including Ferguson. He and Verdugo plan a future together.

X-RAY: Gunplay and shooting are to be found in this program entry as well as a fairly interesting story, okeh performances, and adequate direction and production. This should round out the duallers nicely. The screen play is by Dan Ullman.

AD LINES: "He Had A Way With A Gal And A Gun"; "Action, Adventure, And Romance Ride With 'The Marksman'"; "His Gun Was Loaded, And Ready For Action."

MGM

Never Let Me Go (327)

MELODRAMA
93M.

(Made in England)

ESTIMATE: Names should help interesting melodrama.

CAST: Clark Gable, Gene Tierney, Bernard Miles, Richard Haydn, Belita, Kenneth More, Karel Stepanek, Theodore Bikel, Anna Valentina, Frederick Valk, Peter Illing, Robert Henderson, Stanley Maxted, Meinhard Maur, Alexis Chesnakov. Produced by Clarence Brown; directed by Delmar Daves.

STORY: American newspaper correspondent Clark Gable, in Moscow at the war's end, falls in love with ballet dancer Gene Tierney. They wed, honeymooning at a Baltic seaport where they meet Tierney's friend, Anna Valentina, and her British husband, Richard Haydn. The latter is deported for allegedly taking pictures of the port. Valentina is left behind, pregnant, with Gable and Tierney looking after her. She has a baby boy. Gable is ordered out of Russia for some strong anti-Red writings, and he tries to take Tierney with him, but permission is denied him. He gets assigned to England, where he finds that Haydn has some letters smuggled out by American radio broadcaster Kenneth More. Gable buys a boat, learns to sail it, equips it, and sets out with sailor Bernard Miles and Haydn, who decides to get Valentina out when he learns that their baby died. With the help of messages from More, they plan to meet at the Baltic port where they honeymooned. Valentina meets them off-shore, but Tierney couldn't make it, having to take part in a special show for army officers. Gable refuses to leave without her, swims ashore, dons an army medical officer's uniform, attends the opera, befriends the general, and almost makes good their escape until an informer recognizes him, and the chase is on. Gable crashes their car into the ocean, and they elude their pursuers in the darkness, and swim out to the boat, practically certain of escape.

X-RAY: This has suspense, adventure, romance, and intrigue as well as some different scenes behind the Iron Curtain. The story holds interest on high pretty much throughout with topical touches assisting. The cast is good, and the direction and production are in the better class. The Gable name is still good for boxoffice reaction, and the whole thing shapes up as interesting dramatic entertainment. The screen play is by Ronald Millar and George Froeschel, adapted from the novel, "Came The Dawn", by Roger Bax.

TIP ON BIDDING: Better than usual price.

AD LINES: "He Was In Love With His Wife Behind The Iron Curtain, And Determined To Do Something About It"; "Action . . . Adventure . . . Romance And Intrigue"; "A Suspenseful Tale About An American In Love With A Gal Behind The Iron Curtain."

RKO

The Big Frame

MYSTERY MELODRAMA
66½M.

(English-made)

ESTIMATE: Import for the lower half.

CAST: Mark Stevens, Jean Kent, Garry Marsh, John Bentley, Dianne Foster, Bryan Coleman, John Harvey, Duncan Lamont, John Horsley, Jack Lambert, Cyril Smith, Leslie Perrins, Thora Hird. Produced by Robert S. Baker and Monty Berman; directed by David MacDonald.

STORY: Mark Stevens, American test pilot, arrives in London for a reunion party with his old RAF squadron with which he served during the war and also to set a marriage date with his fiancée, Jean Kent. During the party, John Harvey and Stevens fight, after which everyone has a drink. Stevens gets a drugged whiskey after which he remembers nothing until he wakes up in a hotel. He learns of Harvey's murder via the newspapers, and contacts Kent and friend John Bentley, and they try to dig up clues. The police are convinced that Stevens is guilty, but he tracks down available clues. As several people are about to talk they, too, are killed. Kent accidentally traps Bentley into admitting that he was the killer, and leaves a clue for the police who, with Stevens, catch up with Bentley at an air field as he is about to take off. Stevens makes the capture and he and Kent are free to leave for America on their honeymoon. It develops that Bentley was tied in with a smuggling racket and Stevens was drugged by mistake.

X-RAY: One of the lesser imports from England, this will fit into the lower half in houses which can play foreign-made product. Performances, production, and direction are standard. The screen play is by Steve Fisher and John Gilling, based on a story by Robert S. Baker and Carl Nystrom.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Killer Loose In London"; "He Was Guilty To Everyone Except His Girl"; "Mystery, Thrills And Chills."

Split Second

MELODRAMA
85M.

ESTIMATE: Well-made, suspenseful meller.

CAST: Stephen McNally, Alexis Smith, Jan Sterling, Keith Andes, Arthur Hunnicutt, Paul Kelly, Robert Paige, Richard Egan, Frank de Kova. Produced by Edmund Grainger; directed by Dick Powell.

STORY: Keith Andes is at an army proving station prepared to cover a scheduled atomic bomb test but is reassigned to cover a prison break in which killers Stephen McNally and Paul Kelly escaped, aided by former convict Frank de Kova. Enroute Andes gives stranded night club dancer Jan Sterling a lift. Meanwhile, the convicts take over a gas station, kill the attendant, and take over a car driven by Alexis Smith, in Nevada for a divorce, and her admirer, Robert Paige, insurance executive, holding both as hostages. When Andes learns that Smith's husband is a doctor, he phones him, and orders him to meet them, if he values her life, in order to extract a bullet from Kelly. When the car runs out of gas, they hijack Andes' car, and they all wind up in a desert ghost town. Andes warns them about the bomb, but McNally insists on staying. When prospector Arthur Hunnicutt shows up to pick up some of his belongings, he is added to the hostages. McNally learns that the doctor, Richard Egan, may not show up because he and Smith have been separated, that Andes car is useless, and that Kelly is weak-

ening. Smith begs McNally not to kill her but to take her with him after he kills Paige. Egan arrives, and operates to take out the bullet. Meanwhile, the time of the blast is advanced. McNally and Kelly take the doctor's car, and try to escape with Smith but they are killed. Meanwhile, Hunnicutt takes the others to an abandoned mine shaft, and they survive.

X-RAY: A tight, well-made, suspense-filled entry, this is entertainment which should have popular appeal. The old yarn about killers holding hostages in the desert has been modernized with the addition of the atom bomb angle, which is very effective. Dick Powell, in his initial directing stint, does a high rating job, and the acting, production, and special effects in the better class. The screen play is by William Bowers and Irving Wallace, based on a story by Chester Erskine and Wallace.

TIP ON BIDDING: Above average price.

AD LINES: "Director Dick Powell Brings You Suspense, Thrills And High Adventure"; "She Wanted To Live In The Worst Way, And Said She Would Do Anything"; "When Escaped Killers Mix With The Atom Bomb, There's A Terrific Entertainment Explosion."

REPUBLIC

Woman They Almost Lynched (5204)

OUTDOOR
MELODRAMA
90M.

ESTIMATE: Outdoor melodrama has the names and angles.

CAST: John Lund, Brian Donlevy, Audrey Totter, Joan Leslie, Ben Cooper, James Brown, Ellen Corby, Fern Hall, Minerca Urecal, Jim Davis, Reed Hadley, Ann Savage, Virginia Christine, Marilyn Lindsay, Nina Varela, James Kirkwood. Directed by Allan Dwan.

STORY: During the Civil War, an area on the border between Arkansas and Missouri is neutral because lead from its mines is needed by both the Union and the Confederacy. Joan Leslie, sister of saloon keeper Reed Hadley, arrives when Brian "Quantrill" Donlevy is raiding the territory. Donlevy, accompanied by his hard wife, Audrey Totter, holds up the stage on which Leslie is a passenger, and escorts her to town. When Hadley is killed by John Lund, mine foreman, to prevent Hadley's shooting Totter, an old flame, Lund incurs Leslie's enmity. The good women of the town shun Leslie, so she stays on to run the saloon after proving better with guns than Totter. Lund, in reality is a Confederate spy, tries to divert more lead to the Confederacy, and is put on the spot when Union soldiers ride into town, but, thanks to Leslie and Totter, he is able to get away. Leslie is to be hung as a spy when Totter saves her life, becoming the target of the Union chase. After the war, Lund returns to clinch with Leslie.

X-RAY: With more story than is usually seen in this type of open air show, this combines such elements as the north vs. the south, "Quantrill", Jesse James, and the Younger brothers in an outdoor film that should satisfy the action trade and fit into the duallers. It has some star strength to sell, and although the plot becomes involved at times, the exploitable elements are present. Performances are standard throughout, as is the direction. There is some incidental music. The story was written by Michael Fessier.

AD LINES: "She Was Willing To Give Her Life For Her Man"; "A Spy To Everyone Else But The Woman He Loved"; "Quantrill" . . . Jesse James And

The Younger Brothers . . . In The Year's Most Exciting Melodrama."

20TH-FOX

Gentlemen's Agreement (352) DRAMA 118M.

(Reissue)

ESTIMATE: Reissue has the names and angles.

CAST: Gregory Peck, Dorothy McGuire, John Garfield, Celeste Holm, Anne Revere, June Havoc, Albert Dekker, Jane Wyatt, Dean Stockwell, Nicholas Joy, Sam Jaffe, Harold Vermilyea, Ransom M. Sherman, Roy Roberts, Kathleen Lockhart, Curt Conway, John Newland, Robert Warwick, Louise Lorimer, Howard Negley, Victor Kilian, Frank Wilcox, Marlyn Monk, Wilton Graff, Morgan Farley. Produced by Darryl F. Zanuck; directed by Elia Kazan.

STORY: Gregory Peck, assigned to do a series of articles on anti-Semitism in America, meets his publisher's niece, Dorothy McGuire, and they fall in love. Peck decides to pose as a Jew to get first hand experience for his articles. Even with McGuire he begins to feel that beneath the tolerance she outwardly displays there is a belief that if he was not masquerading to her friends, their relationship would be smoother. John Garfield, discharged GI, comes to Peck for help in finding a place to live, and McGuire shows them a cottage she has built which is to be the home of McGuire and Peck when they are married. Peck wonders why she doesn't offer her house to Garfield, realizes that she doesn't want to let Garfield have it because her neighbors are intolerant, and breaks with her. McGuire consults with Garfield, and it is he who reunites the couple after McGuire decides to fight against the "gentleman's agreement" of her neighbors.

X-RAY: When first reviewed in THE SERVICESECTION of November, 1947, it was said: "The industry should be proud of this offering. A hard-hitting job, extremely well done, it deserves the highest praise both for its aims and accomplishments. It follows the best-selling book by Laura Z. Hobson closely, and should prove fascinating for anyone. No punches are pulled, and a spade is called a spade."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Acclaimed By Everyone"; "Brought Back For Your Reenjoyment"; "A Great Cast In One Of The Screen's Truly Great Stories."

Man On A Tightrope (315) MELODRAMA 105M.

(Made in Germany)

ESTIMATE: Well-made melodrama of escape from behind the Iron Curtain.

CAST: Fredric March, Terry Moore, Gloria Grahame, Cameron Mitchell, Adolphe Menjou, Robert Beatty, Alex D'Arcy, Richard Boone, Pat Henning, Paul Hartman, John Dehner, the Brumbach circus, Dorothea Wieck, Philip Kenneally, Edelweiss Malchin, William Castello, Margaret Slezak. Produced by Robert L. Jacks; directed by Elia Kazan.

STORY: The circus run behind the Iron Curtain by Czech Fredric March includes his second wife, Gloria Grahame; his daughter by his first wife, Terry Moore; handyman Cameron Mitchell, equipment chief Richard Boone, clown Paul Hartman, elephant trainer Pat Henning, lion tamer Alexander D'Arcy, dwarf Hansi, and equestrienne Dorothea Wieck, among others. Although March rebels against

following Communist directives, he bows because he wants to keep the circus together. However, in his mind is the desire to dash through the Iron Curtain to freedom in nearby Germany. His troubles mount when his daughter is infatuated with Mitchell; Grahame has no respect for him, and the circus is falling to pieces. But though the police watch him closely, and Adolphe Menjou, one of the propaganda police, is certain March will make a break, the plan progresses, and final arrangements are set. Then a rival circus owner tells March he knows what will happen, but won't tell, which forces a quick decision on March's part to dash through the lines. Boone, a life long friend, rebels, and is tied up by March. Nearing the border, the lead truck breaks through the barrier, but Boone, who has gotten loose, shoots March. Everyone gets through safely to Germany. March dies, but he knows he has won out. Grahame, who realizes how fine a man March was, orders the show to go on.

X-RAY: Here is a trilling, suspenseive film, high ranking on many counts. It deserves the best selling attention, but what it does will depend on the merchandising. March, as the Czech circus owner, is topnotch, and the casting is first-rate. This is not just another Iron Curtain story, but a tense melodrama that audiences seeking suspense should enjoy. However, the better grosses won't come easily in all situations, although this should have strong appeal in the class and metropolitan spots. Based on an actual incident, this can be played up as such. Anyone who admires the courage of those who still keep resisting behind the Iron Curtain should be ready customers. The others should come if properly sold. The screen play by Robert E. Sherwood is based on a story by Neil Paterson. This was made in Europe.

TIP ON BIDDING: Better price for metropolitan areas, class spots.

AD LINES: "The Thrilling Story Of 'Man On A Tightrope' . . . The Year's Most Suspensive Film"; "Fredric March . . . As A Man Of Courage . . . In 'Man On A Tightrope'."

The Snake Pit (353) PSYCHOLOGICAL DRAMA 108M.

(Reissue)

ESTIMATE: Reissue has the names and angles.

CAST: Olivia de Havilland, Mark Stevens, Leo Genn, Celeste Holm, Glenn Langan, Helen Craig, Leif Erickson, Beulah Bondi, Lee Patrick, Howard Freeman, Natalie Schaefer, Ruth Donnelly, Katherine Locke, Frank Conroy, Minna Gombell, June Storey, Lora Lee Michel, Damian O'Flynn, Ann Doran, Esther Somers, Jacqueline de Wit, Betsy Blair, Lela Bliss, Queenie Smith, Virginia Brissac, Grayce Hampton, Dorothy Neumann, Jan Clayton, Isabell Jewell, Victoria Horne, Tamara Shayne, Grace Poggi, Syd Saylor, Angela Clarke, Mae Marsh, Marion Marshall, Ashley Cowan, Minerva Urecal, Helen Servis, Celia Lovsky. Directed by Anatole Litvak; produced by Litvak and Robert Bassler.

STORY: Writer Olivia de Havilland and Mark Stevens meet when she submits a manuscript to the publishing house which employs him. Things are okeh until one day she suddenly leaves him to go to New York. He follows, gets a job with a hotel, and eventually they meet again at a concert. This leads to their marrying. She suffers a nervous breakdown, and is committed to a state asylum. She remembers only bits of her past from time to time, and it takes doctor Leo Genn to restore some semblance of order. He brings back from the recess of her memory incidents in her childhood which

finally help her regain her footing, and she is restored to normalcy.

X-RAY: When first reviewed in THE SERVICESECTION of November, 1948, it was said: "This tends to get away from the usual sugar-coated type of entertainment film, and, instead, presents a phase of life as it really exists. Perhaps, a more authentic film on the processes involved in the treatment and care of the mentally sick has never been seen outside a medical school. de Havilland should be commended for the quality of her performance, and she receives more than adequate support from Stevens, Genn and the others." It is based on a novel by Mary Jane Ward.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Great Book Brought To The Screen"; "A Great Emotional Experience In Screen Entertainment"; "Brought Back For Your Reenjoyment."

UNITED ARTISTS

Africa Screams COMEDY 79M.

(Nassour)

(Reissue)

ESTIMATE: Reissue will depend upon A and C draw.

CAST: Bud Abbott, Lou Costello, Hillary Brooke, Max Baer, Buddy Baer, Clyde Beatty, Frank Buck, Shemp Howard, Joe Besser. Produced by Edward Nassour; directed by Charles Barton.

STORY: Book salesman Bud Abbott tells socialite Hillary Brooke that his pal, Lou Costello, is a big game hunter, and that he has possession of a map of Africa which she desires. They join her safari to Africa to find diamonds, along with Max Baer, Clyde Beatty, Buddy Baer, Joe Besser, and Shemp Howard. The map Costello has contains directions to get into a store he shares with Abbott. Then follows many mis-adventures and even Frank Buck. Costello joins forces with a sympathetic ape, and winds up a millionaire.

X-RAY: When first reviewed in THE SERVICESECTION of May, 1949, it was said: "This is decidedly not one of Abbott and Costello's best offerings. It relies on stock devices, repeated chases, and just about everything usually seen in jungle farces. The film is based on a screen play by Earl Baldwin."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Abbott And Costello At Their Best"; "Africa Was Never Like This"; "It's Stupendous, It's Colossal, It's Unbelievable."

Love Happy COMEDY 84M.

(Cowan)

(Reissue)

ESTIMATE: Reissue has names to help.

CAST: Harpo Marx, Chico Marx, Ilona Massey, Vera-Ellen, Marion Hutton, Raymond Burr, Melville Cooper, Paul Valentine, Leon Belasco, Eric Blore, Bruce Gordon, Marilyn Monroe, Groucho Marx. Produced by Lester Cowan; directed by David Miller.

STORY: Private detective Groucho Marx relates the case of the missing diamonds. A group of stage-struck youngsters get together to put on a show, with Harpo Marx having a crush on dancer Vera-Ellen, in love with the lead, Paul Valentine. Harpo Marx supplies the gang with lunch by taking food from the wealthy. From the cellar of a food shop run by Melville Cooper, he takes a sardine can containing diamonds. Ilona Massey, who stole the jewels in Europe, picks up the trail. After grilling Harpo, she finances the show in order to find the gems. On opening night, the Marxes lead a merry

chase as they pass the diamonds back and forth, and get them confused until no one seems to know whether he is coming or going.

X-RAY: When first reviewed in *THE SERVICESECTION* of October, 1949, it was said: "There are a number of good gags by the Marx brothers, and while they are before the cameras, the action is always fast, funny and furious. The story is average, and the cast is okeh, as are the direction and production. A chase sequence gets in plugs for many products such as GE Lamps, Fisk Tires, Kool cigarettes, etc. There are four or more songs heard." This is based on a story by Harpo Marx. **Legion of Decency:** "B."

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Merry, Mad Marx Brothers Back Again To Fill You With Laughter"; "Funnier Than Ever Before—The Marx Brothers"; "Brought Back For Your Reenjoyment."

U-International

Law and Order

WESTERN
79M.

(Color by Technicolor)

ESTIMATE: Okeh outdoor show.

CAST: Ronald Reagan, Dorothy Malone, Alex Nicol, Preston Foster, Russell Johnson, Barry Kelly, Ruth Hampton, Chubby Johnson, Dennis Weaver, Don Gordon. Produced by John W. Rogers; directed by Nathan Juran.

STORY: Ronald Reagan, sheriff of Tombstone, cleans up the town and decides to settle down on a ranch near another town with Dorothy Malone, who has held off marrying him until he gets out of the law business. Reagan meets an old enemy, Preston Foster, who controls the town with his sons. They start to rile Reagan, who refuses to take the job of marshal offered him. His brother, Alex Nicol, takes the job, and one day in a gunfight with Foster's son, Dennis Weaver, Nicol is killed. Reagan takes the marshal's job, and offers to clean up the town if the decent citizens stand behind him. Reagan's younger brother, Russell Johnson, threatens to kill Weaver, but falls in love with his sister, Ruth Hampton. Weaver and Foster, etc., arrive, and, in a gun fight, Weaver is shot by Johnson. Reagan persuades him to go to jail, but Foster has him released, knowing town pressure would be against Reagan. The latter goes after him, and brings him back after a fight with Foster which results in the latter being killed as the result of an accident. It appears that Johnson will be acquitted with Hampton as a witness, and Reagan plans to settle down on his ranch with Malone.

X-RAY: With action, an interesting yarn, and okeh performances this shapes up as a better than average western, and it is aided by the Technicolor. The pace is good, and action fans should be satisfied. The screen play is by John and Owen Bagni and D. D. Beauchamp, based on the story, "Saint Johnson", by William R. Burnett.

TIP ON BIDDING: Fair program price.

AD LINES: "He Wore A Badge, And Meant It"; "There's Only One Way To Clean Up A Town. . . With A Gun"; "Action Aplenty For All."

The Lone Hand

OUTDOOR DRAMA
79½M.

(Color by Technicolor)

ESTIMATE: Outdoor drama should draw best with the family trade.

CAST: Joel McCrea, Barbara Hale, Alex Nicol, Charles Drake, Jimmy Hunt, Jim

Arness, Wesley Morgan, Roy Roberts. Produced by Howard Christie; directed by George Sherman.

STORY: Widower Joel McCrea and young son, Jimmy Hunt, travel by wagon from Missouri, and settle on a broken down ranch near Timberline. Hunt sees the sheriff killed by masked men, one of whom has a red star on his boots. Later, Hunt also sees a Pinkerton detective killed by Alex Nicol and Jim Arness, and recognizes them as the first outlaws. When Hunt tells McCrea, McCrea tells him to forget about the whole thing. Nicol and Arness approach McCrea after his wagon and supplies have been wrecked, and offer to cut him in on some outlawry. Needing money, McCrea goes along, with Hunt spying on the holdup of a stagecoach. McCrea marries neighbor Barbara Hale. When he continues to go out mysteriously, she suspects him, and finally leaves him. In the showdown, it is revealed that McCrea is really a Pinkerton agent working to ferret out the outlaw ring, which is headed by Charles Drake, supposedly a dealer in horses. The windup has McCrea almost killed, but, thanks to Hale, he and Hunt are rescued, and Drake is apprehended.

X-RAY: While bearing little that is new, this should please the family, western, and neighborhood trade. Performances are routine, and the story hardly original, but the color embellishes the offering, and the players go through in experienced style. The story was written by Irving Ravetch.

TIP ON BIDDING: Fair program price.

AD LINES: "His Father Was An Outlaw . . . Should He Tell The Sheriff?"; "Lawless Bandits . . . Was His Dad One Of Them?"; "What Would You Do If You Discovered Your Father Was A Bandit?"

Penny Princess (382)

COMEDY
90M.

(Color by Technicolor)

(English-made)

ESTIMATE: Amusing comedy for the art spots.

CAST: Yolande Donlan, Fletcher Lightfoot, Dirk Bogarde, Edwin Styles, Reginald Beckwith, Kynaston Reeves, Peter Butterworth, Desmond Walter-Ellis, Lawrence Naismith, Mary Clare, Robert Henderson, J. McDonald Parke, Alex Gauge, A. E. Mathews, Anthony Oliver, Paul Sheridan, Derek Prentice, Raf De La Torre, Eric Pohlmann, Richard Wattis. Produced and directed by Val Guest. A J. Arthur Rank presentation.

STORY: When Yolande Donlan, salesgirl in a large New York department store, hears that she has inherited a million dollar estate from a remote relative, it is learned that among her inheritance is the European state of Lampidorra, a tiny principality. While Donlan is winging her way toward Lampidorra, Dirk Bogarde, representing a London department store, is headed for Lampidorra for a convention. Donlan finds that her little state has a national industry, smuggling. She stops it, and, to stave off bankruptcy, gets the idea of selling Lampidorra's cheese which has an intoxicating effect. The affairs of Bogarde and Donlan become intertwined, and he is ultimately involved in the distribution of Lampidorran schneese. The marketing of schneese in other countries is so successful that protective tariffs are set up against it. The princess counters this by legalizing smuggling. Nature takes a hand when the berries needed for the schneese are exhausted, but Providence steps in at this point to save Lampidorra. Eventually, Donlan abdicates, and goes off with Bogarde.

X-RAY: This off the beaten track comedy for the art and specialty spots

offers a number of laughs and some amusing moments are present. Bogarde and Donlan are pleasant enough as the young princess and her consort, and the Technicolor contributes to a pleasant fare. The screen play is by Val Guest.

TIP ON BIDDING: Low bracket.

AD LINES: "A Zaney Comedy Of International Relations"; "One Taste Of Schneese, And You Are Out Of This World"; "She Inherited A European Country."

WARNERS

By The Light Of The Silvery Moon

COMEDY
WITH MUSIC
102M.

(Color by Technicolor)

ESTIMATE: Pleasing, nostalgic musical should account for itself okeh.

CAST: Doris Day, Gordon MacRae, Leon Ames, Rosemary DeCamp, Billy Gray, Mary Wickes, Russell Arms, Maria Palmer, Howard Wendell, Walter Flannery, Geraldine Wall, John Maxwell, Carol Forman. Produced by William Jacobs; directed by David Butler.

STORY: Around the end of World War I, Gordon MacRae, sweetheart of Doris Day, a tomboyish gal, returns to the small town where Day lives with her father, Leon Ames, a banker; mother, Rosemary DeCamp, and small brother, Billy Gray. MacRae, wanting to wait a while before he and Day marry, works for the bank. Complications arise when Day, Gray, and Wickes believe their father is playing around with visiting French actress Maria Palmer, which stymies the romance between Day and MacRae, but it is all ironed out.

X-RAY: Suggested by the Booth Tarkington "Penrod" yarns, this follows the same pattern as "On Moonlight Bay", and it should do similar business. While the treatment and comedy are old-fashioned, chances are that most audiences, particularly in the small town and neighborhoods, will get fun out of it. The long list of songs includes: the title song, "Your Eyes Have Told Me So", "Be My Little Baby Bumble Bee", "In My Merry Oldsmobile", "Ain't We Got Fun", "Love Nest", "If You Were The Only Girl In The World", "What's The Matter With Father", "King Chanticleer", "I'll Forget You", "Moonlight Bay", "My Home Town Is A One Horse Town", "La Vie En Rose", and "Just One Girl". The period settings are attractive, and the production numbers are modest. Performances are in line with the story written by Robert O'Brien and Irving Ellison.

TIP ON BIDDING: Better than usual price.

AD LINES: "You'll Sing . . . You'll Dance . . . The Year's Happiest Picture"; "She Was A Tomboy Until She Found What Fun Being A Sweetheart Could Be"; "Laugh . . . Cry . . . And Have A Lot Of Fun When You See 'By The Light Of The Silvery Moon'."

FOREIGN

Concert of Stars

MUSICAL
85M.

(Magnicolor)

(Artkino)

(Russian-made) (English titles)

ESTIMATE: High rating Russian musical import.

CAST: M. Mikhailov, N. Guselnikova, B. Khaikin, Galina Ulanova, V. Prebrazhensky, L. Maslennikova, Sergei Lemeshev, S. Preobrazhenskaya, K. Sergeyev,

V. Dubovsky, N. Dudinskaya, N. Anisimova, V. Gerbek, Veronica Borisenko, Ivan Bugayev, A. Shelest, S. Kaplan, T. Vecheslova, N. S. Ubkovsky, V. Ivanovsky, I. Tyatov. A Lenfilm production; directed by A. Ivanovsky and H. Rappaport.

STORY: The Leningrad State Philharmonic Society orchestra opens with the third movement from Tchaikovsky's Sixth Symphony the "Pathetique", conducted by K. Kondrashin. Next on the program are scenes from Mikhail Glinka's opera, "Ivan Susanin", with M. Mikhailov singing the lead. Galina Ulanova follows with the "Valse", by Chopin. Scenes from Tchaikovsky's opera, "The Queen Of Spades", with L. Maslennikova and Sergei Lemeshev, are next. K. Sergeyev and N. Dudinskaya dance A. Glazunov's ballet, "Raymonde", with V. Dubovsky conducting. A Spanish dance follows, performed by N. Anisimova and V. Gerbek. Ivan Bugayev, soloist, Leningrad Kirov Opera House, sings Milutin's song, "The Lenin Heights", and Veronica Borisenko, soloist, Moscow Bolshoi Theatre, does an old Russian song, "The Spinner". Aram Khatchaturian's ballet, "Gayane", including the "Saber Dance", is danced by A. Shelest, S. Kaplan, T. Vecheslova, and N. S. Ubkovsky, and the state choir, conducted by Professor Dmitrievsky, give excerpts from the oratorio by Shostakovich, "Song Of The Forests", with V. Ivanovsky and I. Tyatov as soloists.

X-RAY: Without being tied down by a story line which involves the inevitable propaganda, this Soviet musical import must stand on its musical merit, which it ably does. Russia's greatest composers and artists are represented, and their contributions produce an array of musical talent with a Magnicolor background. This worthy sequel to the "Grand Concert" should appeal to the art houses.

AD LINES: "A Worthy Sequel To The Grand Concert"; "Some Of The World's Greatest Artists Contribute To This Musical Masterpiece"; "A Rare Experience."

Glory At Sea

DRAMA
90M.

(Souvaine)
(English-made)

ESTIMATE: Good sea story for the art houses.

CAST: Trevor Howard, Richard Attenborough, Sonny Tufts, James Donald, Bernard Lee, Hugh Williams, Meredith Edwards, Patric Doonan, Dora Bryan, Robin Bailey, John Forrest, Tony Quinn, Sidney James. Produced by George Pitcher; directed by Compton Bennett.

STORY: As one of the ships loaned to Britain by the United States during the war, H.M.S. Ballantrae is known as the "gift horse" to captain Trevor Howard and crew. Howard, court martialed years before, is called back to active command because of the needs of the admiralty. His mistakes while in command of his ship receive chastisement at the hand of his superiors and even from his crewmen, but Howard tries desperately to live down his past record. The crewmen come to love their "gift horse" and commander, and get into a number of fights protecting their honor. When the ship is chosen to be scuttled at the mouth of an enemy port, all the crew come along for this last assignment. Sneaking through enemy waters, Howard gets her into position, evacuates the crew, and sets the explosive mechanism. Scurrying to shore, where they are taken prisoners by the Germans, the crewmen wait for the explosion. When nothing happens, Howard is weighed down by the feelings of another failure, but, after considerable delay, the "gift horse" explodes, and the crew and captain

march off to prison camp proud and happy.

X-RAY: This story of men's pride in a ship and of a captain's attempt to redeem a dishonorable record has some good dramatic moments. The characterizations make this more than just a thrill-packed war film. Howard is excellent as the struggling captain. The screen play was written by Bill Fairchild, Hugh Hastings, and William Rose, from an original story by Ivan Goff and Ben Roberts.

AD LINES: "A Warm, Human, Dramatic Tale Of A Ship And Her Crew"; "The Story Of 'Gift Horse' And Her Captain"; "A Sea Story That You Will Never Wish To Forget."

Hell Is Sold Out

COMEDY DRAMA
75M.

(Realart)
(English-made)

ESTIMATE: For the lower half.

CAST: Richard Attenborough, Mai Zetterling, Herbert Lom, Kathleen Byron, Hermione Baddeley, Nicholas Hannen, Joan Hickson. Produced by Raymond Stross; directed by Michael Anderson.

STORY: Herbert Lom, French novelist, is reported killed while serving with the resistance movement in World War II. Soon after the liberation, his home is taken over by Mai Zetterling, Swedish girl, who poses as his "widow." Lom returns and discovers that a novel, "Hell Is Sold Out", published under his name, is on all bookstalls. Arriving home, he accuses Zetterling of not only masquerading, but also of stealing his name to publish a book he has never written. She confesses, but claims she was only retaliating for the putting out of a diary of hers as one of Lom's "posthumous" works. Publisher Hermione Baddeley insists that the masquerade be kept up since "Hell" is doing amazing business. They agree, but find the arrangement impossible, although they grow to secretly like each other. After a quarrel, Zetterling runs off to Paris, where she is befriended by cafe pianist, Richard Attenborough, who was with Lom in a concentration camp. An attraction springs up between them, while Lom finds consolation with Kathleen Byron. Lom is offered a chance to lecture in America. Baddeley arranges a dinner party to clinch the deal, and persuades Zetterling to put in an appearance. Lom, in love with Zetterling, realizes that the proposed tour is a direct result of the book she wrote under his name, announces that Zetterling is not his wife and that she wrote "Hell". Attenborough steps down in favor of Lom.

X-RAY: This slight comedy-drama import is amusing enough to fit into the lower half, and should fit where English films are favored. The acting and direction are competent. The screen play is by Guy Morgan and Moie Charles, based on a novel by Maurice Dekobra. Legion of Decency: "B."

AD LINES: "His Widow First—And Then His Wife"; "She Invented A Husband And He Came To Life"; "A Most Unusual Love Story."

Marika

MUSICAL
81M.

(Baker-Brill)
(Natural Color)

(Austrian-made) (English titles)

ESTIMATE: Pleasant musical for the art spots.

CAST: Marika Rokk, Fred Liewehr, Harry Fuss, Fritz Mulliar, Josef Egger, Annie Rosar, Helly Servi, Ballet of the Vienna State Opera, Vienna Symphony Orchestra. A Boris Morros presentation; directed by George Jacoby.

STORY: Woven around life in Vienna, Marika Rokk, entertainer in a local restaurant, captivates two writers. Seeing her potentialities, they convince her to come along with them to a theatrical agency but there is no position available. The boys get the idea of staging their own production in an open air theatre with Rokk as the star. The young hopefuls in the agency office volunteer their services, and work like Trojans preparing costumes, sets, and rehearsing their parts. On the night before the scheduled opening, the theatre is destroyed by fire. Rokk's lover, who works in the mailing room of a newspaper, manages to get the newspaper to publish the story of the tragedy, and the public contribute to the rebuilding of the theatre. When the theatre is rebuilt, it is more elaborate than the original. Every seat is sold for the opening, but the leading tenor loses his voice. The cast prevails upon Rokk's lover to substitute. He and Rokk are thrown together on stage; turn in a sensational performance.

X-RAY: Although the story is rather slight, this is overshadowed by the beautiful musical score by Nico Dostal and lyrics by Stanley Cowan, delightfully sung by Rokk and Liewehr. Photographed in Natural Color, this should provide pleasant time for art house audiences. The screen play is by William LeBaron and Gladys Hill.

AD LINES: "A Beautiful Musical Sump-tuously Photographed And Delightfully Performed"; "See The Sensational Vienna Song Bird"; "Tops For Entertainment."

Paolo and Francesca

ROMANTIC
DRAMA
94M.

(IFE)

(Italian-made) (English titles)

ESTIMATE: Interesting medieval love yarn.

CAST: Odile Versois, Andrea Checchi, Armando Francioli, Nino Marchesi, Aldo Silvani, Dedi Ristori, and Roberto Murolo. Produced by Valentino Brosio; directed by Raffaello Matarazzo.

STORY: Two feudal towns of 13th century Italy are at war. A peace is negotiated in which a marriage union between two families is proposed. The elderly head of the Rimini faction, Andrea Checchi, is to marry the young daughter of the Ravenna family, Odile Versois, sight unseen. Checchi sends his younger brother, Armando Francioli, to Ravenna to marry Versois by proxy. Versois had met Francioli during the war, and had grown to love him. She thinks that he is the partner in her marriage, but discovers that he is only his brother's representative, which sends her into despondency. Meeting her husband, she does nothing to conceal her disgust for him. Refusing her husband's advances, she lives only for Francioli. Their meetings are distorted by court astrologer Aldo Silvani until Checchi becomes suspicious. Unable to remain apart, the lovers plan suicide. Before they can take the fatal potion, Checchi discovers them. He murders both. Before Versois dies, she reveals the planned suicide pact, and Checchi is horrified by his senseless deed.

X-RAY: The glitter and flourish of medieval life is caught in this tender and tragic love story. With all the hate, brutality, and intrigue that surround them, the touching love between Paolo and Francesca stands out. Versois and Francioli are ably suited for the roles of the young lovers, and this should be acceptable to art houses and Italian audiences. The scenario was written by Vittorio Novarese, Vittorio Montuori, and Raffaello Matarazzo, based on an episode in Dante's "Divine Comedy."

AD LINES: "The Tragic Lovers Of 'Dante's Inferno' In . . . 'Paolo and Francesca'"; "An Innocent Love That Led To Destruction"; "Their Love Could Not Be Consummated Except In Death."

Ramuntcho

DRAMA
89M.

(Arlan)

(French-made) (English titles)

ESTIMATE: Juvet name may help art house draw.

CAST: Louis Juvet, Francoise Rosay, Nino Constantini, Madeleine Orseray, Olile Rameau, Line Noro, Jean Brochard, Cambo, Genin, N. Morgillo, Pierre Simone, Frances Machnik, Aquistapace. Directed by Rene Barberis.

STORY: When Madeleine Orseray returns to her village with her illegitimate son, people shun her. The child, Nino "Ramuntcho" Constantini, becomes a champion Pelota player, and later falls in with a gang of smugglers headed by Louis Juvet. Constantini loves Odile Rameau, daughter of one of the town's most respected women, Francoise Rosay, but the mother, bearing a hatred for Orseray and her illegitimate son, forbids meetings between her daughter and Constantini. One night, on a smuggling expedition, Constantini is almost caught, but escapes punishment. Since he must eventually serve in the military, he enlists, and is sent to an outpost in Saigon. Before leaving, the lovers promise to marry upon his return. However, the letters between the lovers are interrupted by Rosay. Rameau, thinking she is forgotten, decides to enter a convent. When Constantini returns, he learns that she is a nun, and, with the help of Juvet, they attempt to persuade her to come away again. She remains unmoved, but the mother superior, realizing that she could never be happy in her religious life, releases her from her vows, and she returns to Constantini.

X-RAY: Art houses probably may find to their liking this French import that can boast of two of France's top stars, Juvet and Rosay. Based on a novel by Pierre Loti, the screen play explores the life and songs of the people along the Spanish-French frontier. The story is rather uneventful, and concentrates more upon the flavor of life in a section of France than upon incident.

AD LINES: "From A Novel By Pierre Loti Comes This Strange, Exotic Tale Of Love"; "France's Top Star, Louis Juvet, In . . . 'Ramuntcho'"; "He Was Punished For A Sin In Which He Had No Part."

The Seven Ravens

FANTASY
50M.

(Meadow)

(Made in United States Zone of Germany)
(English dialogue)

ESTIMATE: Grimm fairy tale puppet show should please the children.

CREDITS: Produced by the Diehl brothers.

STORY: The mother of seven sons finally has a frail daughter. The brothers are sent to the well to get water to christen the child lest the baby die. They lose their bucket, and the father, impatient with their delay, voices a wish that they be converted into ravens, which happens. When the little girl is a bit older, she learns from her parents of the tragedy. Blamed for the misfortune by the neighbors, she enters the forest in search of her brothers, and meets a spirit that tells her that she must weave seven little shirts with her own hands and bids her not to speak a word for seven years. She meets a prince, whom she later marries. Their first child turns into a raven, and flies off, and the girl is tried as a witch, and condemned. Just before she is to be

burned at the stake, the good fairy appears, and rewards her silence and work by restoring her brothers and her child. The people, convinced that she is no witch, cheer the princess and family.

X-RAY: Adapted from one of the Grimm brothers fairy tales, the Diehl brothers have produced this in an amazing life size puppet version, using a technique in which the controls are wholly invisible. The simple fantasy should delight the children, and the puppet technique might be of interest to adult audiences. An appropriate musical score by Walter Popper guides the action along. This will be released nationally as a double feature package with "Congress Dances."

AD LINES: "The Seven Ravens' . . . Another of Grimm's Timeless Tales"; "An Ingenious Puppet Version Of An Old Fairy Tale To Thrill The Children And Amaze The Adults"; "A Delightful Fantasy."

Sextette

COMPILATION
90M.

(Arlan)

(French-made) (English titles)

ESTIMATE: Collection of short stories has the angles for the art spots.

CAST: Alexandre Rignault, Yvonne Gaudau, Jean-Jacques Delbo, Colette Darfeuil, Jacques Famery, Sophie Desmarets, Pierre Juvenet, Robert Favart, Monique Delavaud, Maxudian, Giles Watteaux, Blanchette Brunoy, Frank Villard, Robert Hommet, Frances Ellys, Cautier Sylla, Lloyd W. Means, Martine Carol, Maurice Baquet. Produced and directed by Robert Hennion.

STORY: After selling his resort hotel, innkeeper Alexandre Rignault recalls some of the incidents during his ownership. The first story, "The Gun", tells of Colette Darfeuil, who goes out with a young poet after a misunderstanding with her husband. The husband, Jean-Jacques Delbo, turns up during a gay party brandishing a revolver, and frightening all the guests. Rignault manages to get the gun away from him, and hides it. When the young poet and Darfeuil go for a walk, Delbo follows, and soon after there is a shot. It is thought that Delbo is the murderer, but investigation shows that the young man was a suicide. The next incident, "Female Affair", deals with a young gold digger, Sophie Desmarets, who aims to snare a rich nobleman, Pierre Juvenet, but the nobleman is one step ahead of her, and her scheme is snared. "The Key To Sin" deals with a beauty, Monique Delavaud, who lures Robert Favart into an affair in the hotel garage with the intention of blackmailing him. When she realizes that she really loves him, she gives up her scheme, and, with her confreres, runs away, leaving Favart grieving. "The Snow Queen" is the legend of a beautiful woman often pursued by lovers, but never finding love. Blanchette Brunoy fancies herself the snow queen, but fellow guest Frank Villard convinces her that she is a very real woman, and the legend has a happy ending. Rich Robert Hommet throws a dinner party in "The Seducer's Fate", and engages in a discussion of sex and revenge with author Cautier Sylla. In the course of the discourse, Hommet reveals that the author is having an affair with his wife. In a climax, he shoots Sylla before all the guests. The final episode, "Ski Champ", tells of a gay blade, Maurice Baquet, posing as a ski champ, who courts the affection of Martine Carol. For love of Carol, he promises to compete in the local ski competition, and tries to learn to skin in the confines of his room. However, he manages to win.

X-RAY: There is much that is exploitable in this collection of short stories. The stories themselves are slight, but there is

a variety of humor, melodrama, love, etc. The original stories and screen plays are by Pierre Apesteguy.

AD LINES: "Sexy Pieces Of Life In . . . 'Sextette'"; "Sextette, The Story Of Six Sensational Sins"; "An Adult Film Full Of Passion, Humor, and Mystery."

MISCELLANEOUS

Hurricane At Pilgrim Hill

COMEDY
53M.

(Howco)

ESTIMATE: For the lower half.

CAST: Cecil Kellaway, Clem Bevans, Virginia Grey, David Bruce, Bob Board, Lyle Banning, Syd Saylor, Oliver Blake, Frank Lackteen, Ann Doran, Billie Gray, Harry Hayden. Produced by Hal Roach, Jr.; directed by Richard Bare.

STORY: Clem Bevans, wealthy Wyoming oil man, decides to visit Virginia Grey, his granddaughter, and her husband, David Bruce, in a small New England community to find out what's behind her letters saying marriage isn't going so well. Bevans gets in wrong with the town's big shot, Cecil Kellaway; breezes his way through a couple of young folk's romances; pretends to conjure up a hurricane designed to maroon Kellaway on an exposed sea island; manages rescue in the teeth of the storm with newly made friends, and goes back to Wyoming with all troubles straightened out.

X-RAY: This is strictly for the lower half. The action is generally lively, and the pace is fairly good and performances adequate. It is from The Saturday Evening Post story, "Battle Of Pilgrim Hill", by James Charles Lynch.

AD LINES: "A Lovable Old Busybody Who Blew The Town Sky High"; "When 'Big Mouth' Summons A Hurricane, All Hands Get Drenched With Laughter"; "A Gale Of Rip-Roaring Laughter."

The Shorts Parade

TWO REEL

Color Cartoon

THE ROMANCE OF TRANSPORTATION. Mayer-Kingsley. 13m. Tracing the development of transportation in Canada, this Technicolor cartoon starts with the first settler and his travel problems, and how he dealt with them. With the growth of prosperity came newer and better means of transit, the steamboat, the railroad locomotive, the automobile, and the airplane. With the new methods came also the traffic trouble. When a prospective Martian invader is about to invade the earth from his flying saucer, he is stunned by the traffic situation, and sets off again to the peace of his own planet. EXCELLENT.

Comedy

BOOTY AND THE BEAST. Columbia—The Three Stooges. 16½m. Having trouble with their car, The Three Stooges stop to get help from a man in front of an imposing mansion. Believing him to be the owner, the boys aid him in blowing the wall safe. With their work finished, the crook takes the money, and leaves them to answer to the police. In an attempt to clear themselves, they pursue the thief. To add to their troubles, while on the train they have a run-in with a lion. However, they finally manage to apprehend the crook. FAIR. (5405).

(Continued on page 3499)

Alphabetical Guide

(Continued from page 3500)

TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades	3464
TREASURE OF THE GOLDEN CONDOR— 93m.—20th-Fox	3456
TRIORAMA—36m.—Maga	3482
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TROUBLE ALONG THE WAY—110m.—Warners	3488

TURNING POINT, THE—85m.—Paramount	3382
TWILIGHT WOMEN—see WOMEN OF TWILIGHT	
TWO CENTS WORTH OF HOPE—100m.—Times	3447

U	
UNDER THE RED SEA—67m.—RKO	3390
UNDERSEA RAIDER—74m.—Manor	3471

V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405

W	
WAC FROM WALLA WALLA, THE—83m.—Republic	3407
WAGON TEAM—61m.—Columbia	3381
WAR OF THE WORLDS, THE—84m.—Paramount	3479
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441

WHITE LIGHTNING—61m.—Allied Artists	3485
WHITE LINE, THE—74m.—Lux	3441
WIDE BOY—67m.—Realart	3457
WILLIE AND JOE IN BACK AT THE FRONT— 87m.—U-I	3383
WINNING OF THE WEST—57m.—Columbia	3454
WOMAN THEY ALMOST LYNCHED—90m.—Republic	3494
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WOMEN OF TWILIGHT (TWILIGHT WOMEN)— 89m.—Lippert	3472
WORLD FESTIVAL OF SONG AND DANCE— 78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421

Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3498)

Color Documentary

NEIGHBORS. Mayer-Kingsley. 8m. If only for its innovation in technique this should be a good Technicolor short subject. Add to that a startling type of humor and a moral of "love your neighbor", and this becomes a memorable, original film. By speeding up or reversing the film, some startling effects are achieved. When a dancing flower pops up in the backyard, two seemingly friendly neighbors are fascinated with it. There develops a quarrel as to whose property contains the flower, and a fight ensues. The fight, captured by trick photography, is fast and furious. In the course of the fistcuffs, the neighbors kill each other, and on their graves each has his own dancing flower. This subject was judged the best short subject documentary, and given an Academy Award in that classification. It was produced by Norman McLaren, and was made by the National Film Board of Canada. **EXCELLENT.**

Documentary

SHEEP RANCH COUNTRY. U-I—The Earth And Its Peoples. 20m. Australia has a dry area where the lack of moisture makes the land unsuitable for agriculture. The Australians, however, have converted this large area into a sheep grazing land. Aside from being one of the largest wool producing countries in the world, in the moist areas of the country cattle are raised, and cooperative creameries turn out large quantities of butter for export. Machinery is imported, but there are signs of industrial development. **GOOD.** (8366).

Musical

LES BROWN AND HIS ORCHESTRA IN CRAZY FROLIC. U-I—Musical Features. 19m. Les Brown and orchestra give the rendition of "Ramona", followed by Lucy Ann Polk vocalizing to the tune of "It's A Good Day." The Dupree Trio dances to "It's Bigger Than Both Of Us" and Bob Monet croons "Venita." The Wayne Marlin Trio demonstrates amazing skills while Brown and orchestra play "Dance Tropicana." Eileen Wilson does a snappy job on "Zing Went The Strings Of My Heart" and the Dupree Trio makes an encore with "Harlem Nocturne." The orchestra rings down the curtain with "Montana Express." **FAIR.** (8305).

Serial

RETURN OF CAPTAIN MARVEL. Republic serial in 12 chapters. Tom Tyler, Frank Coghlan, Jr., Louise Currie, William Benedict, The Scorpion, Robert Strange, Harry Worth, Bryant Washburn, George Pembroke, Peter George Lynn,

Reed Hadley, Jack Mulhall, Kenneth Duncan, Nigel de Brulier, John Bagni, Carleton Young, Leland Hodgson, Stanley Price, Ernest Sarracino, Tetsu Komai. Directed by William Witney and John English. First Chapter. 31m. When first reviewed in *THE SERVICESECTION* in March, 1941, it was said of this reissue, then known as "Adventures Of Captain Marvel," "Truly amazing, this serial will more than likely keep the kiddies on the edge of their seats, but adults are likely to view it with some skepticism. What, with the fondness for comics about supermen, this should do well at the boxoffices, however. The first chapter shows how plain Billy Batson can make himself into Captain Marvel by saying 'Shazam'. The setting is Siam. At the conclusion Louise Currie seems to be well on the way to her end in a deep gorge. **GOOD.**" (5284).

ONE REEL

Color Cartoons

BUCCANEER WOODPECKER. U-I—Walter Lantz Cartoons. 6m. When bloody pirate Buccaneer Buzzard puts in an appearance, the frightened town fathers offer a reward for him. Woody Woodpecker accepts the challenge. There is a real nip and tuck squirmish with hungry sharks hanging around to finish off the loser, but Woody sets a bomb under the pirate, and blows him to kingdom come. **FAIR.** (8324).

CHILD SOCKOLOGY. Paramount—Popeye. 6m. When Sweet Pea climbs up on the framework of a skyscraper under construction, Popeye and Bluto compete to save him. Crawling along the girders, Sweet Pea causes considerable anxiety for Popeye and Bluto. After being thrown into a bad spot by Bluto, Popeye, with the aid of a can of spinach, finally catches Sweet Pea. **FAIR.** (E12-2).

LITTLE JOHNNY JET. MGM—Cartoons. 7m. Little Johnny Jet is born to his dad, an old B-29, and mother, and although father is furious, when little Johnny helps dad win a big government contract, all is well. **GOOD** (W-442).

NECK AND NECK. 20th Century-Fox—Terrytoon Re-releases. 7m. When first reviewed in *THE SERVICESECTION* of May, 1942, it was said: "The champion race horse falls for a Mae Westish type, and almost loses the big race, but she says she loves him, and he wins. **FAIR.**" (5330).

WINNER BY A HARE. Paramount—Noveltoons. 6m. Bemoaning the fact that he always comes in second best when he races with the tortoise, Moe Hare determines to take advantage of the situation

by plunking down the family jewels and the shirt off his back in favor of the tortoise winning. Despite his attempts to lag behind, the hare is forced over the finish line and to the winner's circle where he sees the sly tortoise collecting on his stubs. He had bet on the hare to win. **FAIR.** (P-12-4).

Musical

LES ELGART AND HIS ORCHESTRA. Columbia—Thrills Of Music Reprints. 10m. When first reviewed in *THE SERVICESECTION* of January, 1947, it was said: "The orchestra gives out with some music featuring a minimum of brass. Highlight is a clever arrangement of a novelty tune, 'Mabel, Mabel', sung by Howard Duffy, Jo Jean Rogers, and Terry Parker. Hal Winters, vocalist, sings 'Either It's Love Or It Isn't', and the band plays an instrumental, 'Liza Jane.' **GOOD.**" (5955).

Novelty

THE LITTLEST EXPERT ON HORSE AND BUGGY DAYS. Paramount—Toppers. 10m. This gives a juvenile view of the '90's, with shots of Coney Island and the San Francisco earthquake. Charlie Hankinson offers comments on the habits and customs of the fabulous era. At times there are some laughs, but more often than not this falls into monotony. **FAIR.** (M12-3).

MICKEY ROONEY-THEN AND NOW. Columbia—Screen Snapshots. 9½m. "Screen Snapshots" gets its camera into a Hollywood projection room where Mickey Rooney sits down to watch some of his old movies going back to 1930, when he was a child star. Rooney comments on his old scenes and Mary Pickford, Douglas Fairbanks, Mae Murray, Dolores Del Rio, Marie Prevost, and Jean Arthur. **GOOD.** (5856).

Sports

TRICK SHOT ARTISTS. Columbia—World Of Sports. 9m. Experts with the pistol, bow and arrow, and golf ball exhibit amazing trick shots. Howard Hill, master of the bow and arrow, shows his ability while Colonel Walter Walsh, of the marines, demonstrates his marksmanship. On the golf course, John Montague shows some driving and putting skill. **GOOD.** (5805).

Color Travel

CEYLON. Republic—This World Of Ours. 9m. The island of Ceylon, its principal cities, and its industries are noted; with the Trucolor camera presenting vividly the old and the new. Because the subject matter isn't too familiar, this has more than passing interest. **GOOD.** (5188).

ALPHABETICAL GUIDE

To 344 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A	
ABBOTT AND COSTELLO GO TO MARS—76½m.—U-I	3488
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AFRICA SCREAMS—79m.—UA	3495
AGAINST ALL FLAGS—84m.—U-I	3423
ALL ASHORE—80m.—Columbia	3469
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Cammerclal	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365
B	
BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BANDIT OF SHERWOOD FOREST, THE—87m.—Columbia	3477
BANDITS OF CORSICA, THE—81m.—UA	3481
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG BREAK, THE—74m.—Madison	3482
BIG FRAME, THE—66½m.—RKO	3494
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLADES OF THE MUSKETEERS—51½m.—Howco	3489
BLAZING FOREST, THE—90m.—Paramount	3389
BLOOD BROTHERS—63m.—Classic	3489
BLOOD ON THE MOON—87m.—RKO	3486
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BLUE GARDENIA, THE—90m.—Warners	3488
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BWANA DEVIL—87m.—UA	3433
BY THE LIGHT OF THE SILVER MOON—102m.—Warners	3496
C	
CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CALL ME MADAM—114m.—20th-Fox	3480
CALL OF THE WILD—81m.—20th-Fox	3487
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Disclna	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
CODE TWO—69m.—MGM	3478
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONCERT OF STARS—85m.—Artkino	3496
CONFIDENTIALLY CONNIE—71m.—MGM	3454
COUNT THE HOURS—74m.—RKO	3469
COUNTRY DOCTOR, THE—113m.—Artkino	3488
CRIMSON PIRATE, THE—104m.—Warners	3373
CRY OF THE HUNTED—80m.—MGM	3486
CURTAIN UP—82m.—Fint Arts	3384
D	
DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESERT LEGION—85m.—U-I	3482
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE StARCH—71m.—MGM	3421
DESTINATION GOBI—89m.—20th-Fox	3470
DEVIL MAKES THREE, THE—90m.—MGM	3367
DEVOTION—84m.—IFE	3471
DOWN AMONG THE SHELTERING PALMS—87m.—20th-Fox	3481
DREAM WIFE—99m.—MGM	3478

E	
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389
F	
FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FANGS OF THE ARCTIC—63m.—Allied Artists	3469
FARGO—69m.—Monogram	3381
FATHER'S DILEMMA—80m.—Davis	3409
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FLYING SQUADRON, THE—60m.—Republic	3480
FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FORT APACHE—127m.—RKO	3486
FORT VENGANCE—76m.—Allied Artists	3493
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384
G	
GAMBLER AND THE LADY—71m.—Lippert	3429
GENTLEMAN'S AGREEMENT—118m.—20th-Fox	3495
GHOST OF CROSSBONE CANYON, THE—56m.—Allied Artists	3493
GIRL WHO HAD EVERYTHING, THE—69m.—MGM	3478
GIRLS IN THE NIGHT—82m.—U-I	3446
GIRLS OF PLEASURE ISLAND, THE—95m.—Para	3469
GLASS WALL, THE—80m.—Columbia	3485
GLORY AT SEA—90m.—Souvoine	3497
GODS OF BALI, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462
H	
HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HELL IS SOLD OUT—75m.—Realart	3497
HIAWATHA—79m.—Monogram	3430
HITCH-HIKER, THE—71m.—RKO	3445
HOAXSTERS, THE—36m.—MGM	3429
HORIZONS WEST—81m.—U-I	3383
HOUR OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HURRICANE OF PILGRIM HILL—53m.—Howco	3498
HURRICANE SMITH—90m.—Paramount	3381
I	
I BELIEVE IN YOU—96m.—Rank	3385
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454
J	
JACK McCALL, DESPERADO—76m.—Columbia	3485
JALOPY—62m.—Allied Artists	3493
JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369
JUSTICE IS DONE—96m.—Burstyn	3489
K	
KANSAS CITY CONFIDENTIAL—98m.—UA	3415
KANSAS PACIFIC—74m.—Allied Artists	3477
L	
LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LADY WANTS MINK, THE—92m.—Republic	3487
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES, THE—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAW AND ORDER—79m.—U-I	3496
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LILI—81m.—MGM	3486
LIMELIGHT—141m.—UA	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LONE HAND, THE—79½m.—U-I	3496
LOVE HAPPY—84m.—UA	3495
LOVE ISLAND—66m.—Astor	3458
LUSTY MEN, THE—113m.—RKO	3390
LUXURY GIRLS—96m.—UA	3481
M	
MA AND PA KETTLE ON VACATION—75m.—U-I	3482
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401
MAGIC SWORD, THE—90m.—Ellis	3401
MAGNETIC MONSTER, THE—76m.—UA	3470
MAHATMA GHANDI—TWENTIETH CENTURY	
PROPHET—80m.—AAAS	3471
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MAN ON A TIGHTROPE—105m.—20th-Fox	3495
MARIKA—81m.—Baker-Brill	3479
MARKSMAN, THE—60½m.—Allied Artists	3493
MARSHAL OF CEDAR ROCK—54m.—Republic	3470
MAVERICK, THE—71m.—Monogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402
MILLION DOLLAR MERMAID—110m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373

MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—82m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—Landon	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY DARLING CLEMENTINE—97m.—20th-Fox	3487
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391
N	
NAKED SPUR, THE—91m.—MGM	3445
NEVER LET ME GO—93m.—MGM	3494
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkino	3402
NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431
O	
OF LOVE AND BANDITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
OLD OVERLAND TRAIL—60m.—Republic	3480
ON TOP OF OLD SMOKY—59m.—Columbia	3477
ONE GIRL'S CONFESSION—74m.—Columbia	3477
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416
P	
PAOLO AND FRANCESCA—94m.—IFE	3497
PATHFINDER, THE—78m.—Columbia	3437
PENNY PRINCESS—90m.—U-I	3496
PETER PAN—76½m.—RKO	3455
PIMPERNEL SVENSSON—85½m.—Scandia	3471
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY EXPRESS—101m.—Paramount	3479
PONY SOLDIER—83m.—20th-Fox	3408
PORT SINISTER—65m.—RKO	3470
PRESIDENT'S LADY, THE—97m.—20th-Fox	3481
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROBLEM GIRLS—70m.—Columbia	3485
PROMOTER, THE—88m.—U-I	3385
R	
RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RAMUNTCHO—89m.—Arlon	3498
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE—82m.—Fronco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439
S	
SALOME—103m.—Columbia	3486
SAN ANTONIO—90m.—Republic	3480
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SEMINOLE—87m.—U-I	3471
SEVEN RAVENS, THE—50m.—Meadow	3498
SEXTETTE—90m.—Arlon	3498
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metra	3406
SMALL TOWN GIRL—93m.—MGM	3478
SNAKE PIT—108m.—20th-Fox	3495
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMBRERO—103m.—MGM	3479
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SON OF THE RENEGADE—57m.—UA	3487
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPLIT SECOND—85m.—RKO	3494
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3455
STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser	3464
STOLEN IDENTITY—87m.—Ainsworth-Nathanson	3489
STOOGE, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STORY OF THREE LOVES, THE—122m.—MGM	3479
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
STRIP TEASE HOLD-UP—74m.—Union	3489
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455
SYSTEM, THE—87m.—Warners	3488
T	
TANGIER INCIDENT—78m.—Allied Artists	3455
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBIRDS—99m.—Republic	3414
TONIGHT WE SING—109m.—20th-Fox	3456

(Continued on page 3499)

ALLIED ARTISTS		COLUMBIA		LIPPERT		METRO		PARAMOUNT		RKO		REPUBLIC		20th-FOX		UNITED ARTISTS		U.-INT.		WARNERS	
MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH		MARCH	
White Lightning S. Clements, B. Bestar, S. Brodie		The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek. B. Rush (Technicolor) Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made) On Top Of Old Smoky G. Autry, All Ashore M. Rooney (Technicolor) The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)		Perils of the Jungle C. Beatty, P. Coates		Confidentially Connie J. Leigh, V. Johnson, L. Calhern I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Battle Circus H. Bogart, J. Allyson, K. Wynn The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell		The Stars Are Singing R. Clooney, A. M. Albergheiti, L. Melchior, J. Archer (Technicolor) Come Back, Little Sheba B. Lancaster, S. Booth T. Moore		The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Port Sinister J. Warren, L. Roberts		Old Overland Trail, W R. Allen, V. Hall, S. Pickens Woman They Almost Lynched J. Lund, B. Donlevy, A. Totter		Taxi D. Dailey, C. Smith (Technicolor) Destination Gobi R. Widmark. D. Taylor, (Technicolor) Down Among The Showering Palms D. Wayne, M. Gaynor, J. Greer (Technicolor) Call Of The Wild C. Gable, L. Young (Reissue) My Darling Clementine H. Fonda, L. Darnell, V. Mature (Reissue)		Moulin Rouge J. Ferrer, C. Marchand, (Technicolor) (Made in France and England) (Romulus) (Pre-release) Bwana Devil R. Stack, B. Britton, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor) Penny Princess Y. Dolan, K. Bogarde (English-made) (Technicolor)		City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminole R. Hudson, B. Hale, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor) Penny Princess Y. Dolan, K. Bogarde (English-made) (Technicolor)		She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color) The Blue Gardenia A. Baxter. R. Conte, A. Sothorn	
APRIL		APRIL		APRIL		APRIL		APRIL		APRIL		APRIL		APRIL		APRIL		APRIL		APRIL	
The Marksman W. Morris, E. Verdugo, S. Jolley		The Glass Wall V. Gassman G. Grahame Jack McCall, Desperado G. Montgomery, A. Stevens (Technicolor) One Girl's Confession H. Haas, C. Moore Problem Girls R. Elliott, S. Morrow Man In the Dark E. O'Brien, A. Totter (3-D)		Bad Blonde B. Payton, T. Wright (English-made) White Goddess J. Hall		Sombbrero P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor) Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor) Code Two R. Meeker, S. Forrest, K. Wynn Bright Road D. Dandridge, H. Belafonte		Off Limits B. Hope, M. Rooney, M. Maxwell, E. Mayehoff The Girls Of Pleasure Island D. Taylor, A. Dalton, E. Lancaster, L. Genn (Technicolor)		Blood On The Moon R. Mitchum, B. Bel Geddes, R. Preston (Reissue) Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue) Count The Hours T. Wright, M. Carey The Sea Around Us Documentary (Technicolor) Merry Mirthquakes Liberace		The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor) Fair Wind To Java F. MacMurray, V. Ralston, V. McLaglen (Trucolor)		The President's Lady S. Hayward, C. Heston, F. Bainter Call Me Madam E. Merman, G. Sanders, D. O'Connor Vera-Ellen (Technicolor) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)		Africa Screams Abbott and Costello (Nassour) (Reissue) Love Happy Marx Brothers (Cowan) (Reissue) The Assassins R. Todd, E. Bartok (Made in England) (Rank) Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor) I Believe In You C. Parker, C. Johnson (English-made)		Ma and Pa Kettle On Vacation M. Main, P. Kilbride Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)		Trouble Along The Way J. Wayne, D. Reed, C. Coburn The System F. Lovejoy, J. Weldon, D. Seymour House Of Wax V. Price, F. Lovejoy, P. Kirk (3D) (WarnerColor)	
MAY		MAY		MAY		MAY		MAY		MAY		MAY		MAY		MAY		MAY		MAY	
Rebel City B. Elliott, M. Lord Bowery Knights Bowery Boys Roar Of The Crowd H. Duff, H. Stanley (Color)		Salome R. Hayworth, S. Granger, C. Laughton (Technicolor) Ambush At Tomahawk Gap D. Brian, J. Hodiak, J. Derek, M. E. Marques (Technicolor) Serpent Of The Nile R. Fleming, W. Lundigan, R. Burr (Technicolor) Goldtown G. Autry, S. Burnette, G. Davis		Bachelor In Paris D. Price, A. Vernon, M. Auer (Made in France and England) Ghost Ship H. Court, D. Walsh (English-made) The Slasher J. Kennedy, J. Collins (English-made)		Never Let Me Go C. Gable, G. Tierney, R. Haydn (Made in England) Cry Of The Hunted V. Gassman, B. Sullivan, P. Bergen Fast Company H. Keel, P. Bergen, N. Foch Dream Wife C. Grant, D. Kerr, W. Pidgeon Arena G. Young, P. Bergen, R. Horton (AnsoColor) (3-D)		The Greatest Show On Earth B. Hutton, C. Wilde, C. Heston, D. Lamour, J. Stewart, G. Grahame (Technicolor) (Academy Award release) Sangaree F. Lamas, A. Dahl, P. Medina (Technicolor) (3-D and conventional) Pony Express C. Heston, R. Fleming, J. Sterling (Technicolor)		The Big Frame M. Stevens. J. Kent (English-made) Split Second S. McNally, J. Sterling, A. Smith 3-D Follies L. St. Cyr, G. Moran, P. McCormick (Eastman Color) (3-D)		A Perilous Journey V. Ralston, D. Brian Man On A Tightrope F. March, T. Moore, G. Grahame (Made in Germany) Titanic C. Webb, B. Stanwyck The Desert Rats R. Burton, J. Mason Invaders From Mars J. Hunt, A. Franz, H. Carter (Cinecolor) Gentleman's Agreement (Reissue) The Snake Pit (Reissue)		Raiders Of The Seven Seas J. Payne, D. Reed (Technicolor) (Small) Rough Shoot J. McCrea, E. Keyes (Made in England) (Stross) That Man From Tangier N. Asther, R. Young, N. Coleman (Made overseas) (Elemsee) Phantom From Space T. Cooper, W. Nash (Wilder)		The Lone Hand J. McCrea, B. Hale, A. Nicol (Technicolor) Law And Order R. Reagan, S. Cabot, A. Nicol (Technicolor) It Happens Every Thursday J. Young, J. Forsythe		By The Light Of The Silvery Moon D. Day, G. MacRae, R. DeCamp (Technicolor) Plunder Of The Sun G. Ford, D. Lynn, P. Medina The Desert Song G. MacRae, K. Grayson, S. Cochran (Technicolor)			

OBSERVANCES

May 30—Memorial Day

ASTOR

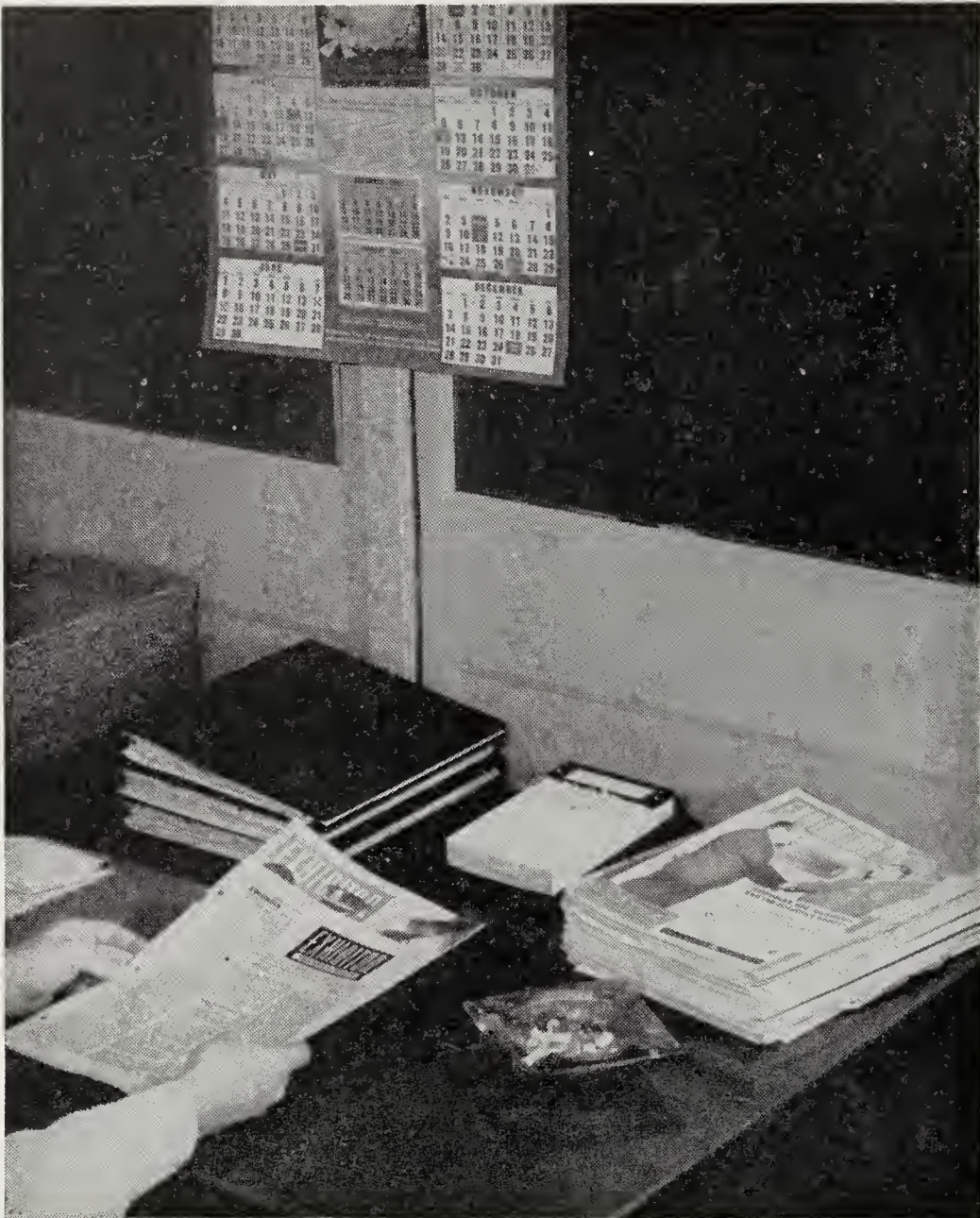
March—Love Island—E. Gabor, P. Valentine (Cinecolor)
Born In The Saddle—L. Erickson, D. Woods (Cinecolor)
April—Thief In Silk—P. Reed, J. Bradley

REALART

March—Salome, Where She Danced—Y. DeCarlo, R. Cameron
(Reissue)
Abbott and Costello In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

WARNERS

April—Tiger Island—C. Bickford, E. Young (Reissue)
Strange Conquest—J. Wyatt, J. Bishop (Reissue)



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EXHIBITOR



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EXCITEMENT FOR YOUR SCREEN!

Edward L.
Alperson
presents

Invaders from Mars

Photographed in
COLOR



UNUSUAL!

**Off-the-Beaten-Path
Entertainment!**

Date It Now For May!

An Edward L. Alperson
Production • Released
by 20th Century-Fox

49 Number 24
Two Sections: Section One

APRIL 15, 1953

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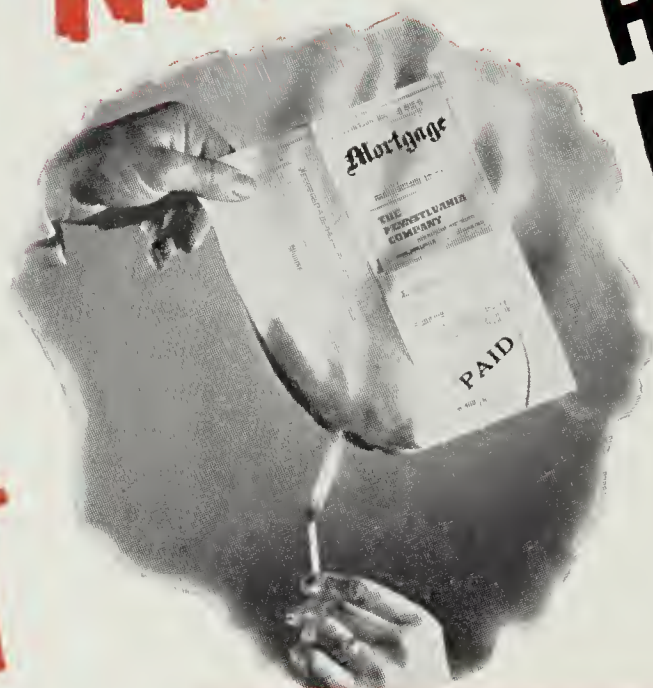
GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

aturing **STUDIO SURVEY**



BURN THE MORTGAGE!

Here comes the
HOTTEST GABLE GOLD-MIN
in **YEARS**



M-G-M's
"NEVER LET ME GO"
"SURE-FIRE B.O."
—says **VARIETY**

Launched to the nation in BIG campaign starting with telecast on ED SULLIVAN'S top-rated "TOAST OF THE TOWN" over CBS-TV. 26 million fans will see thrills from the picture in their homes. Watch the trade press for details of M-G-M showmanship behind a great showman attraction.

M-G-M presents
CLARK GABLE • GENE TIERNEY
in
"NEVER LET ME GO"

with **RICHARD HAYDN**
Screen Play by **RONALD MILLAR** and **GEORGE FROESCHEL**
Adapted From the Novel "Come the Dawn" by **ROGER BAX**
Directed by **DELMER DAVES** • Produced by **CLARENCE BROWN**

Gable and his bride!
captive

CLARK GABLE
IS TERRIFIC
AS THE
FOREIGN
CORRESPONDENT
WHO
FIGHTS
FOR HIS
CAPTIVE
BRIDE...

GENE TIERNEY

with **RICHARD HAYDN**
Screen Play by **RONALD MILLAR** and **GEORGE FROESCHEL**
Adapted From the Novel "Come the Dawn" by **ROGER BAX**
Directed by **DELMER DAVES** • Produced by **CLARENCE BROWN**
An M-G-M PICTURE

FROM M-G-M
"NEVER LET ME GO"

ABOVE: Fan ad (part of big campaign) shows theme of promotion "Gable and his captive bride."



AN EASTERN mayor has launched a campaign to charge half price for persons over 65 at theatres, on bus lines and on railroads. We can just picture people 35 and over suddenly aging considerably if this becomes the vogue, which will be a switch from the current trend which finds youngsters up to 16-18 posing as under 12.

★

WHEN a gunman approached an aide in the cashier's booth at an eastern theatre, and asked for \$250, the reply was that "we haven't got that much," whereupon he settled for \$125, undoubtedly conscious of the condition of boxoffices these days.

★

A NEW claim of the Russians inventing 3-D films was heard recently.

★

AN EXPLOITATION company has announced that it is training an all-female sales organization to handle sales of its product. The first two chosen are described as "a personable redhead" and "a shapely, blue eyed brunette." We now predict a lessening of the bickering and strife between exhibition and distribution.

★

IT HAD TO happen, and it did. Two days in a row passed without someone coming up with any new developments in 3-D, wide-screen, or 3-D glasses.

★

TWIN concession stands are making their appearance in some drive-ins to take care of the crowds at peak periods.

—H. M. M.

I N D E X

VOL. 49, No. 24

APRIL 15, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"A SILVER ANNIVERSARY AND A NEW PRESIDENT"	5, 6
WHAT'S NEW IN 3-D	23
NEW YORK NEWS LETTER	12
THE INTERNATIONAL SCENE	17
THIS WAS THE WEEK WHEN	20
PEOPLE	22
IN THE NEWSREELS	26
THE SCORE BOARD	26
STUDIO SURVEY	SS-1—SS-4

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

RKO executives meet in New York City for their silver anniversary sales drive. Seen, standing, left to right, are Charles Boasberg, general sales manager; E. L. Walton, executive assistant to J. R. Grainger; Walter Branson, assistant general sales manager, and Nat Levy, eastern division manager, while seated is RKO President Grainger.

EXHIBITOR

VOL. 49, No. 24



APRIL 15, 1953

And Still They Come

THE week doesn't pass in which bulletins of exhibitor organizations do not cry out against advanced price films. Never has there been such unanimity in a protest, evidence that when it comes to something that affects their well-being, the theatremen see eye to eye.

FOR EXAMPLE, North Central Allied recently declared:

"The list of pictures that distribution intends handling as special 'specials' grows. The clearances widen, and, in general, the thousands of theatres in this country, and especially Allied members, are going to be injured at the boxoffice to the extent that their very continuance in business may be doubtful. The arguments against advanced admissions are well known to each and every one in our business. If we can't stop this one, we can't stop anything."

THE Independent Theatre Owners of Ohio had this to say:

"It is a crying shame that the distributors seem to pay no attention to conditions, and once again are going into the advanced price picture policy. Of course, none of them is crude enough to forthrightly demand that you charge more money. If any should be so foolish and you agree with them, remember that both of you are violating the law, but by the outrageous terms some distributors are demanding, the exhibitor is being forced to raise his prices to come out ahead."

THESE are but a couple of samples. Both National Allied and TOA are in agreement on the seriousness of the situation. They may differ as to the approach, but the goal is the same.

YET, THE ADVANCED price films come. Somewhere, soon, there has to be a showdown. The only other possibility of averting a collision between distributor and exhibitor is if the public stops buying advanced price shows, and the boxoffice reacts unfavorably. There are signs that this is happening already, but, nevertheless, it is up to the exhibitors themselves to force a showdown on the issue.

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SHE'S BOX OFFICE DYNAMITE!

**Kate
Quantrill...**

rode like a man

...fought like a man

...killed like a man

...and

Loved

like the beautiful woman

she was!

Woman of the outlaws...
sweetheart of Jesse
James...desired by
Cole Younger...she
led Quantrill's
dreaded Raiders!

HERBERT J. YATES
presents

**WOMAN THEY
ALMOST LYNCHED**

starring

**JOHN
LUND • BRIAN
DONLEVY**

with BEN COOPER • NINA VARELA

Screen Play by STEVE FISHER

AUDREY

TOTTER • LESLIE

JIM DAVIS • REED HADLEY

Based on a Saturday Evening Post story by MICHAEL FESSIER

Directed by ALLAN DWAN

A REPUBLIC PICTURE





PITTSBURGH RKO BRANCH HEAD DAVE SILVERMAN GIVES A "SHOT" TO ZONE CHIEF MOE SILVER, SW THEATRES, AS SOL BRAGIN WATCHES.

A Silver Anniversary And A New President

RKO Radio's Current Sales Endeavor Has Been Heightened By Added Impetus To The Big Push



Charles Boasberg, in New York, general sales manager, gives Mervin Houser, publicity director, a "shot in the arm" to prepare for RKO's silver anniversary drive. Looking on are Nat Levy, eastern division manager; Walter Branson, assistant general sales manager; M. Poller, assistant to Boasberg, and Sid Kramer, shorts sales chief.

THE impetus given to the annual sales drive at RKO Radio has been doubled by the entrance into the company of veteran James R. Grainger as president.

RKO's "25th Anniversary Drive," launched on March 6 and which continues for 16 weeks to June 25, looms as one of the most potent in the company's history.

Aware of the drive's importance to the future of the organization and with determination to welcome RKO's new president with a meaningful demonstration of confidence in him, the entire sales force is operating at peak efficiency to achieve its main objective, to book RKO product, shorts as well as features, in every theatre in every territory during each week of the drive period.

Among the product on which the drive is centered are: "Hans Christian Andersen", "Peter Pan", "Split Second", "The Sea Around Us", "Blackbeard, The

Pirate", "Never Wave At A Wac", "Androcles And The Lion", "The Hitch-Hiker", "Count The Hours", "Sea Devils", "Angel Face", "Below The Sahara", "No Time For Flowers", "Port Sinister", "Sword Of Venus", "Face to Face", "Montana Belle", and "Captive Women", and four re-releases: "Fort Apache", "Blood On The Moon", "The Bachelor And The Bobby Soxer", and "Bachelor Mother." Also included are two 3-D pictures, Sol Lesser's "3-D Follies" and RKO-Pathe's "Louisiana Territory" (tentative title).

Intensive preparations for the drive began in December.

Charles Boasberg, general sales manager; Walter Branson, assistant general sales manager; Sidney Kramer, short subjects sales manager; and Harry Gittleson, Branson's assistant, travelled from New York to meetings in Cleveland, New Orleans, Chicago, Kansas City, Los Angeles, Toronto, and Philadelphia.



Attending the Los Angeles meeting to make preparations for the sales drive are, left to right, Harry Cohen, branch manager, Los Angeles; Joe Emerson, branch manager, San Francisco; Harry Levinson, sales manager, Los Angeles; Herb MacIntyre, assistant district manager; Walter Branson, assistant general sales manager; Harry Gittleson, his assistant; Dick Lange, branch manager, Portland; Wendell Bjorkman, sales manager, San Francisco; Ed Lamb, branch manager, Seattle, and Fred Calvin, field representative.



The sales meeting in New Orleans includes, seated, left to right, Ralph Williams, Oklahoma City branch manager; Dave Prince, southern division sales manager; Frank Mooney, the assistant to general sales manager Boasberg; Boasberg, and Ben Cammack, southwestern district manager, and, standing, branch managers J. Rogers Lamantia, New Orleans; Rovy Branon, Charlotte; Ira Stone, Atlanta; Doug Desch, Dallas; Cam Price, Jacksonville; Sol Sachs, Dallas, and R. V. Reagin, Memphis, all optimistic.



RKO field sales representatives meet in Kansas City to discuss drive plans with Branson. Seen, clockwise, are William Brooker, advertising and publicity field representative; James W. Lewis, Kansas City branch manager; Giff Davison, Salt Lake City branch manager; Kramer, the short subjects sales manager; Marvin Goldfarb, Denver branch manager; Al Kolitz, Rocky Mountain district manager; Gittleson; Max M. Rosenblatt, Omaha branch manager; Don Conley, veteran Des Moines branch manager, and Branson.



Boasberg conducts the first in a series of sales meetings in Cleveland in connection with the silver anniversary drive. Present are, left to right, standing, branch managers Max Westebbe, Albany; Otto Ebert, Detroit; Russ Brentlinger, Indianapolis; Jack Chinnel, Buffalo; Jack Bernstein, Cleveland, and Stanley Jacques, Cincinnati, and, left to right, seated, Milton Platt, assistant to Levy; Boasberg; Levy, eastern division manager, and Morris Lefko, eastern central district manager, all obviously enthused.



Attending the Toronto sales drive meeting are Kramer; Branson; Boasberg; Ted Carey, assistant to Carl Peppercorn, and Mooney, all standing, and, seated, left to right, Myer Nackinson, Winnipeg branch manager; Arthur Lee-White, St. John branch manager; Mabel Bennett, sales promotion; Peppercorn, Canadian district manager; Jack Labow, Toronto branch manager, and Harry Cohen, Montreal branch head. The drive is quite successful.



"Dr." Levy launches RKO's "Operation Money Drive" in Philadelphia at a meeting attended by home office consultants Poller and Milton Platt and personnel from Robert Folliard's district, including branch managers Charles Zagrans, Philadelphia; Silverman, Pittsburgh; Joseph Brecheen, Washington; H. Taylor, Boston, and B. Pitkin, New Haven, and sales execs Eli Epstein, Philadelphia; Al Folliard, Washington, and W. Gardiner, Boston.



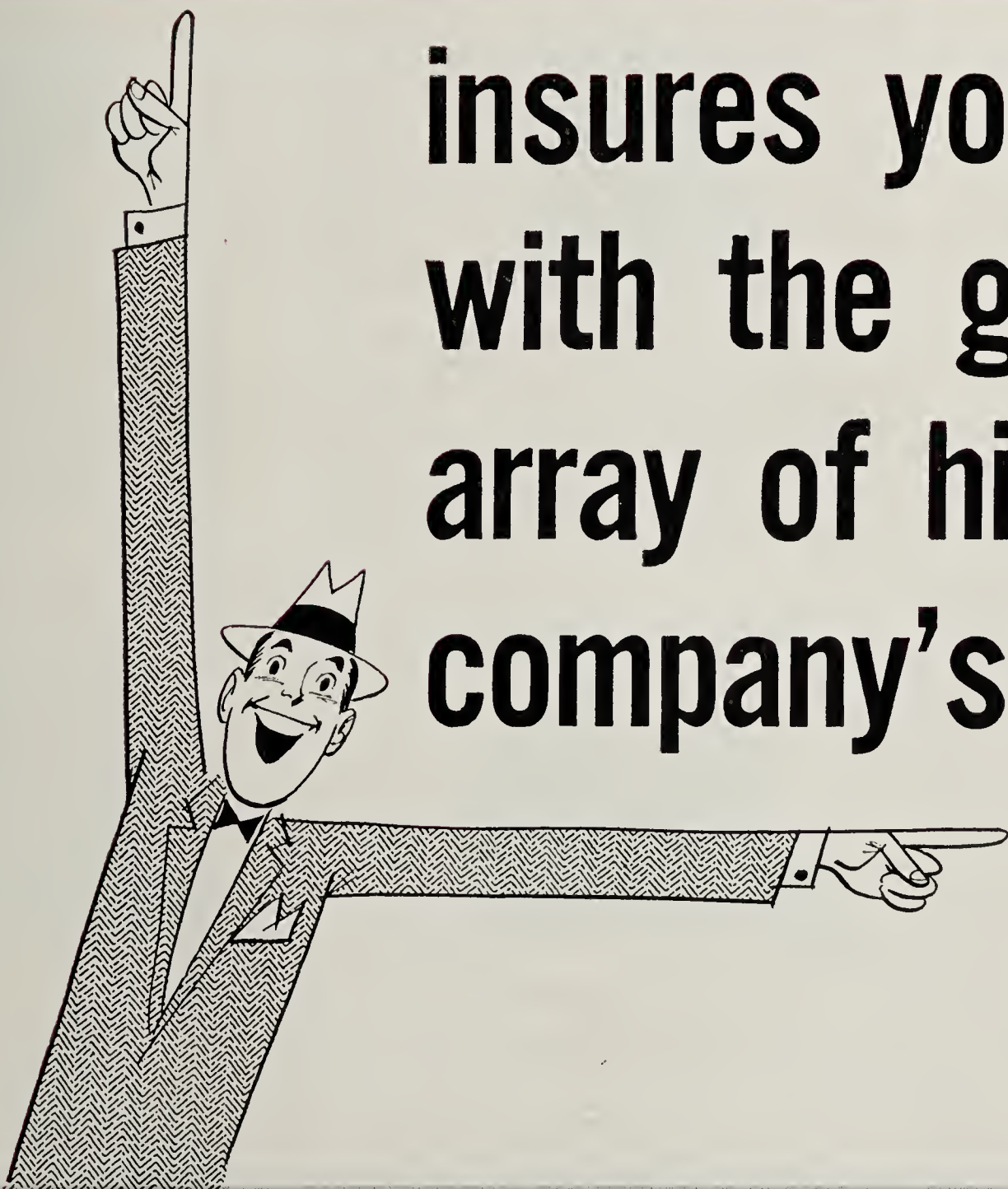
Pitkin gives a "shot" to Harry Feinstein, SW New England zone manager, as Joe Minsky watches.



Home office executives pose before leaving on their cross-country tour to spur RKO's sales drive. Seen, left to right, are Kromer, Levy, Mooney, Platt, Gittleson, Poller, Branson, and Boasberg.



20th's POLICY OF CONFIDENCE



insures your future
with the greatest
array of hits in our
company's history!



SEE THEM NOW! DAY ... START PLANNING

Sensation of the Industry!



Ernest Hemingway's
**THE SNOWS OF
KILIMANJARO**

Technicolor

starring
GREGORY PECK SUSAN HAYWARD AVA GARDNER

Produced by Dorryl F. Zanuck • Directed by Henry King

Destined to outgross "The Frogmen"!



**DESTINATION
GOBI**

Technicolor

starring
RICHARD WIDMARK • DON TAYLOR

Produced by Stanley Rubin • Directed by Robert Wise

Smashing records everywhere



Irving Berlin's
CALL ME MADAM

Technicolor

starring
ETHEL MERMAN • DONALD O'CONNOR
VERA-ELLEN • GEORGE SANDERS

Music and Lyrics by IRVING BERLIN
Produced by Sol C. Siegel • Directed by Walter Long
Based on the Musical Comedy "Call Me Madam"
by Howard Lindsay and Russel Crouse

The year's top suspense thriller!



**MAN ON A
TIGHTROPE**

starring

FREDRIC MARCH • TERRY MOORE
GLORIA GRAHAME • CAMERON MITCHELL

Directed by Elia Kazan • Screen Play by Robert E. Sherwood
Produced by Robert L. Jacks

*Unusual! Off-the-beaten-
path entertainment!*



INVADERS FROM MARS

photographed in COLOR

starring
HELENA CARTER • ARTHUR FRANZ
JIMMY HUNT

An Edward L. Alperson Production
Released by 20th Century-Fox

*In the boxoffice tradition
of "The Desert Fox"!*



**THE
DESERT RATS**

starring

RICHARD BURTON • ROBERT NEWTON

with Robert Douglas • Torin Thatcher
and JAMES MASON
Produced by Robert L. Jacks • Directed by Robert Wise

*Get set for "Snows of
Kilimanjaro" grosses!*



**WHITE WITCH
DOCTOR**

Technicolor

starring
SUSAN HAYWARD • ROBERT MITCHUM

Produced by Otto Lang • Directed by Henry Hathaway

*Today's new fighting man
...in action!*



**THE GLORY
BRIGADE**

starring

VICTOR MATURE

Produced by William Bloom • Directed by Robert D. Webb

*Grand-slam
family entertainment!*



**KID FROM
LEFT FIELD**

starring

DAN DAILEY • ANNE BANCROFT
LLOYD BRIDGES • BILLY CHAPIN

Produced by Leonard Goldstein • Directed by Harmon Jon

THEM NOW!... YOUR CAMPAIGNS!

Making boxoffice history!



TONIGHT WE SING

Technicolor

starring

EZIO PINZA • ROBERTA PETERS
TAMARA TOUMANOVA • ANNE BANCROFT
MAC STERN • BYRON PALMER • DAVID WAYNE
And the Voice of JAN PEECE
Produced by George Jessel • Directed by Mitchell Lelsen

*One of the greatest
love stories of our time!*



Irving Stone's

THE PRESIDENT'S LADY

starring

SUSAN HAYWARD • CHARLTON HESTON
Produced by Sol C. Siegel • Directed by Henry Levin

As big as its title!



TITANIC

starring

CLIFTON WEBB • BARBARA STANWYCK
ROBERT WAGNER • AUDREY DALTON • THELMA RITTER
with BRIAN AHERNE and RICHARD BASEHART • Produced
by Charles Brackett • Directed by Jean Negulesco

You'll fall in love with her!



THE GIRL NEXT DOOR

Technicolor

starring

DAN DAILEY • JUNE HAVER
DENNIS DAY

Produced by Robert Bassler • Directed by Richard Sale

High Tide of Western Adventure!



POWDER RIVER

Technicolor

starring

RORY CALHOUN • CORINNE CALVET
CAMERON MITCHELL

Produced by Andre Hakim • Directed by Louis King

A big one with a real wallop!



PICKUP ON SOUTH STREET

starring

RICHARD WIDMARK • JEAN PETERS
THELMA RITTER

Produced by Jules Schermer • Directed by Samuel Fuller

Another musical smash!



Howard Hawks'

GENTLEMEN PREFER BLONDES

Technicolor

starring

JANE MARILYN CHARLES
RUSSELL • MONROE • COBURN

Produced by Sol C. Siegel • Directed by Howard Hawks

*Fabulous adventure
on the high seas!*



C. S. Forester's

SAILOR OF THE KING

starring

JEFFREY MICHAEL WENDY
HUNTER • RENNIE • HILLER

Produced by Frank McCarthy • Directed by Roy Boulting
Based on the Novel "Brown On Resolution."

There's No
Business Like
20
Century-Fox
Business!



Major Advances In WB's 3-D "Wax"

Banner Industry Throng Sees World Premiere Of Warner-Phonic Sound Production, Represents Biggest Progress In New Medium Thus Far

NEW YORK—3-D took a long step forward last week when Warners' "House Of Wax", third-dimensional Natural Vision production in WarnerColor and Warner-Phonic sound, bowed in at the Paramount before a capacity crowd of invited industryites, press, and others.

"House Of Wax" represents the best in the new dimension thus far, a production that should make a considerable dent at the boxoffice.

Representing major advances in the 3-D technique, the film, produced by Bryan Foy and directed by Andre de Toth, is expertly fitted into the new medium, depicting a story of melodrama and horror centered on a madman who kills so that the bodies of his victims might be the foundation for figures for his wax museum. Laid in the early 1900's, the script also made use of swinging items, bouncing balls, bodies suddenly popping up, and other devices to startle the audience via 3-D.

However, it was apparent also that reaction to the film came from the melodramatic story values.

At times there was applause for the film, although toward the end a segment of the audience seemed to be getting into a "hiss the villain" mood.

As for the WarnerPhonic sound, this seemed akin to the type demonstrated in the initial showing of "Fantasia" and also appeared to have some relationship to that used in Cinerama. The Warner-Phonic sound was most apparent when voices and noises of people and objects off the screen were heard. Throughout the film, and particularly in some action sequences, the sound level seemed to be raised considerably. Horns were distributed throughout the theatre in addition to those on the stage, making a total of 25.

It would be interesting to compare the sound with that used on regular prints in theatres not using the WarnerPhonic arrangement.

Commercially, this appears to have what the boxoffice needs, with the local engagement heavily advertised and publicized, in addition to TV spots being used.

The question of whether "House Of Wax" will start another headlong rush into more 3-D production is one which has yet to be answered. As evidence of the prowess of professional craftsmen to get their teeth into a medium and develop it, it speaks well for itself, although many will agree that more avenues of stories should be explored before the vote for 3-D becomes unanimous.

Whether the probable success of "House Of Wax" will direct further 3-D efforts into horror and thrill lines is something that remains to be seen.

Next case!

—H. M. M.



Milton A. Gordon, nationally prominent in business, banking and investment circles, and former senior officer of Walter Heller and Company, has been retained as financial consultant to United Artists. It was announced recently.

20th-Fox Making Cinema Scope Shorts

HOLLYWOOD—Twentieth-Fox announced last week that one-reel musical shorts will accompany each feature made in CinemaScope. It is planned to base the CinemaScope shorts on the context of the feature. The first, accompanying "The Robe," will present the studio orchestra, Alfred Newman directing, playing selections from the picture's score, plus complementary classical pieces.

Meanwhile, orders for CinemaScope continued to pour into 20th-Fox branches throughout the country from all sizes of towns and theatres, including drive-ins.

Balcon Suggests 3-D Caution

NEW YORK—At a press conference last week at U-I, Sir Michael Balcon, in charge of production at Ealing Studios, Great Britain, said that his studios are exercising caution in production and curbing long range agreements until the 3-D situation is clarified. Balcon is here to discuss the distribution of "The Cruel Sea." He plans to catch up on the new developments in the industry, spending a week on the coast viewing new processes.

Aside from "The Cruel Sea", the Rank Organization has "Titfield Thunderbolt" and "Meet Mr. Lucifer" completed and ready for release. Other films in production include: "The Love Lottery", "The Pubbers", "Rogues Company", "The Square Ring", and a Technicolor production, "West Of Zanzibar."

RKO Stockholder Sues

HOLLYWOOD—Milton Friedman, New York manufacturer, last week filed suit against Howard Hughes, Ned Depinet, and RKO, demanding an accounting of reputed profits in excess of \$1,000,000 in connection with the recent selling of RKO to Ralph Stolkin's Chicago syndicate. The complaint charges that profits of the defendant are due and should have been paid by them to RKO and its stockholders. Friedman, who owns 1,000 shares of common stock, asked the accounting as a stockholder in the name of RKO.

3-D "Wax" Hottest Along Broadway

NEW YORK—With 3-D attractions hitting two more Broadway houses, business was on the up-grade in most spots over the weekend.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"HOUSE OF WAX" (WB). Paramount, with their first 3-D entry, plus stage show heading Eddie Fisher, just out of the army, was sure to top \$125,000 on the first week.

"CALL ME MADAM" (20th-Fox). Roxy, with ice show, hit \$96,000 for Wednesday through Sunday, with the third week bound to exceed \$115,000.

"BY THE LIGHT OF THE SILVERY MOON" (WB). Radio City Music Hall, with stage show, reported \$105,000 for Thursday through Sunday, with the third week heading toward \$153,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$14,000 for the 20th week.

"SALOME" (Col.). Rivoli was heading toward a \$50,000 third week.

"MAN IN THE DARK" (Col.). Globe with this 3-D feature anticipated the opening week at \$34,000.

"JEOPARDY" (MGM). Mayfair expected the second week to tally \$17,000.

"OFF LIMITS" (Para.). Astor looked forward to a \$26,000 third week.

"I LOVE MELVIN" (MGM). Loew's State was heading toward a \$27,000 opening week.

"MOULIN ROUGE" (UA). Capitol expected the ninth week to garner \$50,000.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported that the 16th week would reach \$18,000.

Bordanaro Verdict Upheld

BUFFALO—The Circuit Court of Appeals last week affirmed a verdict in favor of Bordanaro Brothers Theatres, Inc., Olean, against three motion picture companies. The verdict, reached last May in a jury trial in Buffalo before Federal Judge John Knight, was appealed by Bordanaro on the grounds that it was inadequate. The complaint was that Paramount, Warner Brothers Circuit Management, and RKO had conspired to keep product from Bordanaro's Palace, Olean, favoring instead Warners' Haven. The actual amount of the judgment is \$22,500, consisting of damages of \$7,500 trebled.

Texas Tax Bill Signed

AUSTIN, TEX.—The revised admissions tax signed into law last fortnight by Governor Allan Shivers provides penalties for failure to file tax reports or failure or refusal to pay the levy. The bill eliminates the state tax on tickets costing up to 80 cents, and reduces the tax on admissions costing up to 90 cents to three cents, and those over 90 cents to five cents, plus one cent for each 10 cents or fraction over one dollar. The new law provides no tax on passes.

Exhibitors Watching "Pan" Cincy Tussle

3-D And Wide-Screen Confusion Highlight Ohio Exhibitor Meeting

COLUMBUS, O.—Technical developments in the business highlighted the 18th annual convention of the Independent Theatre Owners of Ohio last week.

The general session was given over to experts in the 3-D field, J. W. Servies, vice-president, National Theatre Supply Company; Bob Hall, vice-president, Magic Vuers, New York; Herbert Barnett, president, Society of Motion Picture and Television Engineers, and Maurice Bergman, U-I.

Much valuable information on 3-D was given to the assembled theatre owners, but what stood out most prominently after it was all over was uncertainty and confusion. While Barnett concluded that the wide-screen methods are applicable only to large first-runs, and are not applicable to the smaller subsequent-run houses because of proscenium limitations, Bergman was equally as emphatic in saying that the U-I's large screen method of 3-D presentation can be installed in theatres of all sizes, and permits the projection of both 2-D and 3-D.

Apart from these basic differences of opinion, all of the speakers were in agreement on the boxoffice value of 3-D, provided the entertainment value of the picture is maintained on a high level.

Barnett commented upon the high cost of installing stereophonic sound. In his comprehensive and detailed exposition of the various announced 3-D systems, he told the theatre owners that while the industry welcomes any new system that will revive the public interest in the average film, he regrets the rush into the 3-D field until all the facts are in.

Without favoring any of the systems announced, Barnett discussed the significance of illuminated surrounds as a step forward toward the goal of audience participation, the wide-screen, which enhances the dramatic force of the picture, and stereophonic sound.

Barnett told his interested listeners what is required to convert to 3-D, namely a mechanical or electrical interlock for projectors to assure perfect syn-

chronization, a metallized-surface screen, larger reels and magazines (25-inch magazines to accommodate 24-inch reels are recommended by the stereo standards committee), two porthole frames for holding the two polarized filters, a small fan trained on each of the filters to prevent overheating and buckling.

Bergman announced that U-I expects to demonstrate its present 25-foot by 50-foot screen with a 90-foot radius at Loew's State, New York, showing a 2-D film, "Thunder Bay."

The small town clinic, under chairman Bill Carroll, Indianapolis, discussed the value of trailers compared with direct advertising, and the advanced admission price situation. There is no unanimity of thought on either of these topics. One exhibitor, discussing whether this policy is good or bad, said, "We missed the boat long ago by maintaining our low admission scales when everything else went up in price." This group also brought up the subject of whether a clearance problem is involved in the pre-release policy adopted by some distributors in their relations with exhibitors.

The subsequent-run clinic, with Louis Wiethe, Cincinnati, as chairman discussed the boxoffice value of TV spot announcements, concluding they have not been too successful. This group stressed the growing importance of the first subsequent-run to the distributor, and urged the distributors be asked to spend more money in cooperative advertising with theatres in this classification. "Today, the first sub-run means as much as the first-run, and is entitled to greater cooperative advertising help," it was stated.

Rube Shor, drive-in clinic chairman, substituting for Al Blocher, film buyer, Y and W Circuit, who was unable to be present, urged a united line be held to fight distributor practices leading to advanced admissions.

The theatre owners, charging that Ohio's motion picture censorship law is "unconstitutional, restrictive, capricious,"

(Continued on page 27)

Rube Plays Disney Show At No Increase In Prices; Legal Skirmish Becomes Possibility

CINCINNATI—Exhibitors throughout the country were watching developments here following the news last fortnight that Rube Shor, Twin Drive-In and Westwood, had opened Walt Disney's RKO production, "Peter Pan", and not only advertised no increase in prices, but free admission at the Twin for all children under 12.

The children's price at the Westwood was 25 cents, compared to 50 cents for adults.

The two engagements were day-and-date with the picture's engagement in seven other suburban houses, the Ambassador, Oakley; Covedale, Price Hill; Hollywood, College Hill; Mariemont, Mariemont; Norwood, Norwood; Paramount, Peebles Corner, and Valley, Roselawn. The seven houses advanced prices to 75 cents for matinees and \$1 at night for adults, with a 50 cent charge for children at all times.

Advertising copy for the Twin Drive-In and the Westwood said: "No increase in admission. The management feels since this is not a 'Quo Vadis' or 'Greatest Show On Earth,' in spite of the demands made by distributors, that the families are entitled to this entertainment at 'regular price'."

Walt Disney Productions notified Shor that this is a breach of contract, and threatened a personal liability suit for participating in copyright violation.

At the Twin Drive-In, the admission price for "Peter Pan" was 75 cents for adults and children were free.

Shor claims it is not the business of the producer or the distributor to dictate his admission price policies. He says he did not discuss admission prices with RKO in Cincinnati when he signed a contract for "Peter Pan" which was approved by Walt Disney Productions.

The following is the exchange of telegrams on the subject. From Walt Disney Productions to Shor:

"At the time we were asked to approve the exhibition of our production 'Peter Pan', at the Twin Drive-In Theatre, Cincinnati, Ohio, and the Westwood Theatre, Cincinnati, Ohio, we were advised that it was your voluntary intention to charge admission price of 50 cents for children at all times, 74 cents matinee, and \$1 for adults. Our approval was given on this understanding and condition that this price policy would be carried out by you. The admission prices that you are advertising in today's (April 2) Cincinnati papers fail to meet the conditions of our approval, and renders the approval ineffective. We understand that you have already received possession of prints on 'Peter Pan', and this is to advise you that no print of 'Peter Pan' may be exhibited except under contract approved by us and exhibition without contract would constitute copyright infringement with serious penalties.

(Continued on page 28)



Seen is a general view of the first business session of the 18th annual convention of the Independent Theatre Owners of Ohio last week in Columbus. C. F. Pfister, Troy, president, is greeting delegates.

New York News Letter

— By Mel Konecuff —

ARTHUR KRIM, president, United Artists, together with the cabinet of the company, made one of his periodic reports last week to industry paper representa-



KONECOFF

tives, and stated that the company stood ready to supply exhibitors with good, and, in a number of cases, with outstanding product over the next 18 months. New screen processes or no, he assured exhibitors the world over that no screen need be darkened by a shortage of product in the period of transition which many distributors were undergoing.

He released a report made by Bob Benjamin and Max Youngstein, who investigated the various processes available on the coast, and who returned full of enthusiasm for all demonstrated. It was felt that only the greatest good can emerge for the industry from all this activity, with widespread reawakening of interest on behalf of the public being one of the prime results. Too, it was determined that the company would examine its future program closely, and would devote a good part of it to participation in recent developments. Some of the features already completed will be adapted to large screen presentation and stereophonic sound, as in the instance of the forthcoming "Melba", which will be presented in 2-D, as well as in wide-screen and stereophonic sound.

Opined Krim, there will be a natural time lag before the theatres of the world will be equipped for the various processes, with factors being the availability of equipment and individual economics, and stability will emerge from the seeming present state of confusion. United Artists, meanwhile, in considering what has to be done in the interim, has responsibilities both to the independent producer, who must be advised on near future production and investments, as well as to exhibitors since the interests of both are mutual.

As far as exhibitors are concerned, UA felt a responsibility to service all exhibitors everywhere desiring assistance, and they should be protected during the transition period, which should last about 18 months, which he believed was a fair shakedown period domestically, and even longer abroad, stating that it would indeed be tragic if a single screen were darkened during the period. The company will see to it that there will be a goodly flow of product to everyone.



Trade paper representatives recently judged United Artists' "High Noon" and "Island of Desire" contests in the New York office of Lige Brien, special events director. Perusing entries are, seated, Ralph Cokain, Aaron Sloan, and Chester Friedman, and, standing, Brien and EXHIBITOR's Mel Konecuff, in judging mood.

Producers must service exhibitors during the transition period to their economic advantage, and, since the bulk of returns on a film is realized within a year of release, there should not be any risk on their part even if they go into production six months from now, and no provision is made for 3-D or wide screen, Krim felt that he still would be protected. He estimated that 75 per cent of liquidation occurs during the first six months of release, with the latter six months realizing most of the remaining 25 per cent. Particularly true is the premise that a good picture will always find release, regardless of process.

UA, Krim reported, will release 65 features over the next 18 months, and even this number will be supplemented from time to time as deals are made. Effective almost immediately, the company is prepared to step up its monthly release rate from the present three films to four. The production scene at the company at the moment sees 34 features completed, 10 in production, and the balance to go into production over the next six months. Of the 65, 32 will be in color, and of this number 14 are completed, four are in production, and 14 will be before the cameras in the near future.

The product list was a strong one, he says, and a record one for the company which was revitalized little more than two years ago. Krim thought that the star values to be found in future releases were outstanding, featuring Gregory Peck, Gary Cooper, Errol Flynn, Kirk Douglas, Humphrey Bogart, and others. It was also estimated that at least 12 of the releases had a better than good chance of being top grossers on the order of "The African Queen", "Moulin Rouge", and "High Noon."

Krim, expecting to be abroad for six weeks, thought that at least four to six additional top-grade projects would be announced upon his return. He expected to visit the Cannes Film Festival, and confer in Italy, France, and England.

William Heineman, vice-president in charge of distribution, announced that 1200 contracts were in on "Bwana Devil" as of last week, which probably is the number of houses which expect to be equipped over the next several months. About 400 have already been played off,

(Continued on page 28)

CAN NEWS

A guide to the headlines in EXHIBITOR this issue.

Corporate

Darryl Zanuck comments on Charles Green's charges, and Green adds some further remarks (page 22).

Distribution

A strike of front office workers is averted in New York City (page 17).

Filmmakers sets its national offices (page 22).

Exhibition

Rube Schor, Cincinnati, and RKO are at odds over "Peter Pan" admissions (Page 11).

Ohio exhibitors get the lowdown on technical developments at their convention (page 11).

Financial

U-I shows a greater profit in the first quarter (page 28).

International

Sir Michael Balcon suggests caution on 3-D (page 10).

The Canadian seat total reaches 1,108,925 (page 17).

Legal

The verdict won by the Bordanaro brothers in Buffalo is affirmed (page 10).

A New York stockholder files a suit against RKO and others (page 10).

In Davenport, Ia., an anti-trust action is settled (page 22).

Mel Konecuff

Arthur Krim outlines UA's production plans (page 12); New York traders attend a President's Luncheon, Arthur Mayer is honored by the AMPA, WB's "House Of Wax" makes its bow, and Polaroid production is spurting (page 28).

Organizations

Jack Kirsch, Illinois Allied head, asks for clarification on 2-D production (page 26).

Leaders of the TOA and Allied are to appear at the Senate Small Business Committee hearings in Washington this week (page 27).

Production

20th-Fox will also make CinemaScope shorts (page 10).

Technical

Reports from Chicago indicate a drive-in 3-D showing wasn't too successful, Radio City Music Hall will use a wide-screen process for "Shane", Columbia has its own four-way camera, Loew's International is making use of panoramic dimension, Arch Oboler makes a deal with National Theatre Supply, Carl Dudley gets into the swim, a suit on Polaroid glasses is filed in Cambridge, Mass., Herbert Barnett urges caution, and RCA offers a new screen (pages 23 and 27).

EVERY RECORD
SHATTERED
IN EVERY
ENGAGEMENT!!

YOUR BIGGEST
MONEY-MAKER
OF THE YEAR!

MOULIN ROUGE



thru UA



The Most Startling And Daring Love

MOULIN ROUGE



Story Ever Told!

Reviews that mean **TREMENDOUS BOXOFFICE!**

"A very great picture!" —*Louella Parsons*

"One of the best!" —*Time Magazine*

"High spot of the year! Film making at brilliant best!" —*Film Daily*

"Exceptional! Starts the new movie year off in rousing fashion!" —*Los Angeles Mirror*

"There is no picture with which this can be compared!" —*Los Angeles Times*

"Nabs Academy spotlight!"
—*Los Angeles Herald Express*

"Strong contender for an Academy Award!"
—*Showmen's Trade Review*

"Should prove a bonanza!" —*Boxoffice*

"Must rank as one of the memorable pictures of many a season!"
—*Motion Picture Herald*

"The kind of film that few will want to miss!" —*Exhibitor*

"Huston's direction, Ferrer's portrayal tops!" —*Hollywood Reporter*

"Strong commercial values in title, subject matter and locale!" —*Daily Variety*

"This is a picture which is among the best of the year! Electrifies the screen!"
—*M. P. Daily*

"Standout all the way!" —*Variety*

ROMULUS presents
JOSÉ FERRER in
John Huston's
MOULIN ROUGE

COLOR BY
Technicolor



with
ZSA ZSA GABOR · SUZANNE FLON

and introducing
COLETTE MARCHAND

A ROMULUS PRODUCTION • Directed by **JOHN HUSTON**
From the novel "MOULIN ROUGE" by **PIERRE LA MUR**
Screenplay by Anthony Veiller and John Huston

A GREAT BIG ONE thru UA

The International Scene

Canada

Canadian Seats Total 1,108,925

TORONTO—Total number of seats in theatres showing 35mm. has reached the record figure of 1,108,925 for 2,028 standard-type theatres and 104 drive-ins, according to Clare Appel, executive director, Canadian Motion Picture Distributors Association. This figure is an increase of 49,585 seats over the 1,059,340 shown in the Association's 1952 summary. The gain was greater than the one reported in 1952, which was 37,658. That figure covered a 15-month span, from Jan. 1, 1951, to March, 1952, while the current tabulation is only for the 12-month period since then. Drive-in seating is figured as one car counts as three seats, although this is a little high. The Ontario Theatre Branch and the Composers, Authors, and Publishers Association of Canada use the three-per-car rate as the basis for setting license fees. The two organizations then adjust their charges, taking into consideration that the drive-ins are open only half the time that other theatres are.

Though there were just three alteration and construction awards made in Canada in February, worth \$33,000, openings of theatres and drive-ins in Canada have increased. Twelve have been opened since the beginning of the year, five drive-ins are almost ready to start work, two others are nearing completion, and two more have applied for construction permits it is learned.

Two recently opened were the 600-seat Buckingham, Quebec, built by Phil Matte and Chesley MacLennan, and the 501-seat Derrick, Virden, Man., built by Mr. and Mrs. Rene Gabrielle and their son, Leo.

CHATTER: Bill 99, the revised Theatres and Cinematographs Act of the Province of Ontario, was given its third reading in the legislature, and thus becomes law. Most outstanding feature of the bill is the fact that children of 14 are now allowed to attend theatres unaccompanied by their parents. . . . Efforts are being made toward bringing to Toronto the motion picture industry exhibit now in preparation by Canadian Industries Limited, a subsidiary of Dupont Corporation, for showing in Montreal. . . . Lou Segal has been appointed branch manager in Vancouver for International Film Distributors Limited. He succeeds Jack Marks, who returns to Calgary to work with Max Sheine, branch manager, as special sales representative. . . . Barker Jim McDonough, president, Hamilton Theatre Managers' Association, says plans for the third annual Variety Village Show are developing excellently. . . . A three-theatre, large-scale show in aid of Variety Village is underway by eight managers there. The show, to be held on May 3 in all three North Bay theatres, will be a combination of live talent and a film presentation. Heading



Crowds line up at the Odeon Marble Arch, London, where United Artists' "Bwana Devil," first 3-D feature shown abroad, recently opened.

the drive are Max Consky, Champlain, Mattawa; Leode Robineau, manager, Odeon, Sturgeon Falls; Homer Smith, Lido, Sturgeon Falls; Bob Harvey, Capitol, North Bay; Doug Patterson, Bay, North Bay; Lorne Moore, Odeon, North Bay, and Romeo Veltri, North Bay Drive-In.

Member of Famous Players' 25-Year-Club and one of the first women in Western Canada to become a manager, Mrs. Emeline Colpitts, 48, died in a Winnipeg hospital. She began her career with Famous Players at the Royal, Fort William, Ont., in 1921, and was manager, Lake, that city, when she left the company in 1948 on her husband being transferred by his company to Brandon, Man. . . . Preliminary contests in Toronto for judging entrants in the "Miss By-Line Contest" will be held at the Runnymede, Capitol, Alhambra, and Palace, all Famous Players houses. Finals will be judged at the Press Club By-Line Ball on May 9 at the Royal York Hotel, Toronto. . . . A gift of \$200 to Variety Village was made by the Board of Control of the city of Toronto after a motion by Mayor Allan Lamport was sent to the City Council for approval. It came in lieu of scrap metal and other salvage requested by Canvasman George Altman. The board found it couldn't give salvage. . . . Sam Mantle, manager, Famous Players' Parkdale, Toronto, received a framed portrait of Queen Elizabeth II from the Parkdale chapter, IODE, for his presentation of matinee programs of children's films taken from those recommended by the Children's Film Library. . . . Among those attending the Mexico City convention of Variety Clubs International will be Bert Wilkes, Hye Bossin, Rube Bolstad, and Bill Summerville. . . . Shea's, Toronto, has been appraised at \$465,000 in connection with expropriation proceedings for a Civic Square. . . . Crawley's has produced a 20-minute color film on paint for four leading paint manufacturers. . . . W. J. Burak, a Hafford, Sask., businessman, assumed the management of the Rio, North Battleford. . . . Associated Screen News released "Circus On Ice", its latest "Canadian Cameo", filmed in Ansco Color.

—HARRY ALLEN, JR.

Front Office Strike Averted In New York

NEW YORK—A threatened strike of front office workers in local exchanges was averted last week.

Employees were scheduled to have gone out last weekend.

This followed a complete breakdown in negotiations between representatives of the companies and officials of Home Office Employees Union Local H-63.

Harold F. Chadwick, local business representative, said that the companies turned down all the demands put forward by the union, and refused to accept any concessions. The union had requested the intervention of the Federal Mediation and Conciliation Department to sit in on negotiations, but further meetings were called off when the distributors refused to meet with the federal conciliator to iron out differences.

The union is asking for the setting up of grievance machinery, a modification of vacations and promotional machinery, and an increase in wage scales to provide a 20 per cent raise for the first year and a 10 per cent increase for the second year.

Back room employees and delivery drivers were expected to cooperate by refusing to pass the picket line. Columbia, RKO, Republic, MGM, Warners, 20th-Fox, Paramount, and National Screen Service were to have been affected by the strike.

The union, through its executive vice-president, Russel Morse, expressed the desire to settle things through discussion, and, should the companies desire to enter into negotiations again, this would be agreeable.

IA Wins In TV Dispute

WASHINGTON—The National Labor Relations Board last fortnight decided in favor of IATSE in its jurisdictional dispute with the International Brotherhood of Electrical Workers over the operation of screen projection machines at the New York CBS-TV studios.

CBS had assigned the work to members of IATSE, but had posted a brotherhood man at each projector on a stand-by basis to avoid any interference with its show. The company charges the brotherhood with unfair labor practices by getting members working TV cameras to strike or refuse to work in an effort to obtain control of the jobs.

South America

Morton A. Spring, first vice-president, Loew's International Corporation, announced that John O'Brien has been promoted to general manager of MGM of Chile. He replaces Jack Tilden, who resigned recently.

England

In London, a group of independent exhibitors, headed by Frank Gardner, who operates a 530-seater at Walton-on-Thames, formed the Association of Independent Cinemas, with membership open to any exhibitor without production or distribution ties.

THE BIGGEST

IN THE INDU

IS COLUMB

T GROSSER

TRY TODAY

AS "SALOME!"

President Yates Emphasizes Profits In TV At Rep. Stockholders Meeting

NEW YORK—Five directors were re-elected to the board of Republic Pictures Corporation at the annual stockholders' meeting last week. Company President Herbert J. Yates, who presided, reported that he anticipated that the next two years would be the most profitable in Republic's history, and that Republic would continue with the conventional method of producing its 20 pictures unless a more uniform and practical 3-D method was developed.

He stated that his survey of television during his recent European trip indicated that commercial television would probably be in operation in England before the end of the year, and that facilities were rapidly increasing not only in Great Britain, but also in European capitals.

Stockholders also heard his report on laboratory expansion, which includes the May opening of a new plant in Hollywood. Yates stated that more money would probably be derived by the company's laboratories from television footage, because of the constantly increasing number of TV stations, than from motion picture printing.

Arthur J. Miller, Harry C. Mills, John J. O'Connell, Leon A. Swirbul, and Walter L. Titus, Jr., were reelected to the board for a three-year term. Herbert J. Yates, Richard W. Altschuler, Albert W. Lind, John Petrauskas, Jr., William M. Saal, Edwin Van Pelt, and Douglas T. Yates complete the board.

Subsequently, at a meeting of the board, Yates quoted the following earnings report:

"For the 13 weeks ended on Jan. 24, Republic Pictures Corporation and its subsidiaries reported a net profit of \$725,423, before federal tax provision, estimated federal normal and surtaxes of \$380,000, or net after taxes of \$345,423, compared with \$186,977 for the corresponding period in 1952."

The following officers were reelected: Herbert J. Yates, president; Titus, Jr., O'Connell, and Miller, vice-presidents; Petrauskas, Jr., treasurer; Joseph E. McMahon, secretary; Richard S. Rodgers and Harold Lange, assistant treasurers; Albert E. Schiller and Ira M. Johnson, assistant secretaries; and H. J. Glick and Gordon T. Kay, assistant secretary-treasurers.

President Yates emphasized the revenue producing possibilities of TV in replying to queries as to when Republic might be expected to resume dividend payments on the 1,800,000 shares of common stock now outstanding, and called attention to the fact that the 158 TV stations now in operation would rise to between 350 and 400 before the end of this year.

The company president said that since Hollywood Television Service, Inc., was formed, financial returns hit \$4,000,000, and stated that Republic expects to collect \$3,000,000 this year from that source, mostly from old features made between

State Committee Backs Ohio Censorship Fight

COLUMBUS, O.—Formation of a state-wide "Citizens Committee" to support repeal of Ohio's censorship of motion pictures was announced last week.

The group called on all Ohioans to support a bill to repeal the state's 40-year-old censorship statutes. The bill (Senate Bill 159) was introduced by Senator Charles A. Mosher. Hearings on the measure are expected to be held on April 20 before the Senate Education and Health Committee.

1935 and 1943.

He also noted that the company had established a new laboratory in Hollywood to handle 16mm. and 35mm. processing for TV, and that it would go into operation on May 1. In New York, the laboratory handling rush orders for TV has returned a weekly profit of \$12,500 for the last seven or eight months.

The president stated that when commercial TV bows in England, Italy, Western Germany, and South America, "they could offer me \$25,000,000 for our old pictures, and I wouldn't consider it." He stated candidly that the reason Republic was making its first series of films for TV in London was because it is cheaper.

Full liquidation of a film requires 10 years, the president stated, answering more queries.

Asked whether the company intended to save \$91,000, a reference to the compensation of James R. Grainger, who resigned as Republic executive vice-president to accept the presidency of RKO, the company head replied that Republic needed a general sales manager, and that Grainger actually had received less than others in the industry holding comparable positions. President Yates also said he had deferred the sum of \$200,000 due him under the terms of his contract for services. He also agreed that "salaries of executive employees and officers in this business are very high, very high," but added that "they have to live up to a certain standard, and it is necessary to pay enough to keep such men."

Republic's blocked earnings overseas were fixed at \$1,657,000. Yates said pictures would be made abroad with these frozen funds in England, Western Germany, and Italy, and assured stockholders that the company will not have to increase its bank loans for future production.

Asked whether there is an exhibitor boycott against the company because it is selling its old product to TV, President Yates said "there have been one or two complaints to which we paid no attention," and asserted that exhibitor complaints came with poor grace. "The fact is," he said, "they've made more money with Republic pictures than any other. If you worry too much about such exhibitor complaints you won't stay in business. They just won't give us a break. If they would cut down on their overhead, and give us more, it might be a different matter. Of course, some of them probably can't cut their costs. Those who complain should remember that if we won't supply TV with pictures they will make them themselves. Television and films must get together. They're both show business."

This Was The Week When

UA set the American premiere of "The Assassin" at the Sutton, New York. . . . Louis Lober, UA foreign department general sales manager, left for an inspection tour of the company's operations in the Far East. . . . Frank King, president, King Brothers Productions, Inc., revealed on his return from Germany that he had concluded arrangements to produce a picture there starting in June. . . . Adolph Zukor became the first motion picture personality to receive one of the annual Horatio Alger Awards from the American Schools and Colleges Association at ceremonies in New York.

Scenes from WB's "Trouble Along The Way" were telecast over Ed Sullivan's "Toast of the Town" CBS-TV show, marking the first time that shots from a WB film had been included. . . . Plans were progressing for the world premiere of Paramount's "Pony Express" in St. Joseph, Mo., on April 22. . . . The national department store tour of paintings from "The Robe", 20th-Fox CinemaScope spectacle, was expanded to include Cleveland, Boston, Providence, R. I., Fall River, Mass., and Philadelphia, following Newark, N. J., Atlanta, Kansas City, San Francisco, Toledo O., and Des Moines. . . . Three MGM stars Debbie Reynolds, Pier Angeli, and Carleton Carpenter, arrived in Sao Paulo, Brazil, to start a personal appearance tour to cover eight South American countries in a month. . . . Regent Productions, Inc., New York, announced the release of the French production, "Napoleon." . . . Allied Artists set May 23 saturation premieres of "Roar Of The Crowd" in Indiana, Illinois, and Ohio, tying in with the Indianapolis auto racing classic on Memorial Day.

UA's Atlanta, Cleveland, Montreal branches moved into the lead in their respective divisions in the second week of the third six-week lap of the "Bernie Kranze Drive." . . . Emery Austin, exploitation assistant to Dan S. Terrell at the MGM home office, started a group of meetings with the field representatives in the various divisions. . . . The world premiere of Warners' 3-D "House Of Wax", in WarnerColor and Warner-Phonic sound, was held at the Paramount, New York City. . . . The Christian Herald selected MGM's "Julius Caesar" as the outstanding picture for May. . . . IFE revealed that more than 382 playdates had been set in April for "Anna." . . . Paramount indicated that it will release 10 pictures during April, May, June, and July, at the same time withdrawing "Shane" and "The War Of The Worlds" for release later. The releases include: April—"Off Limits" and "The Girls Of Pleasure Island"; May—"The Greatest Show On Earth" and "Pony Express"; June—"Jamaica Run", "The Vanquished", and "Scared Stiff", and July—"Houdini" and "Stalag 17." . . . RKO's Chicago, Pittsburgh, New Orleans, and Vancouver exchanges held the lead in the "25th Anniversary Drive."

**75% OF ALL THEATRES
NOW EQUIPPED FOR
3-D HAVE ALREADY
BOOKED COLUMBIA'S**

**MAN
IN THE
DARK**



**IN
3 DIMENSIONS**

PEOPLE

NEW YORK—Judson Moses, MGM press representative in Atlanta for the past year, was last week promoted to division press representative, succeeding Emery Austin, moved to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldrige, Tom Harper, and Jack Weiner. Baldrige, stationed at Washington, will continue to handle that territory and Charlotte; Harper will be located at Jacksonville, and also handle the Atlanta territory, taking up Moses' old duties, and Weiner, headquartering at New Orleans, will also continue to have Memphis. In the eastern division, Thomas M. Hopkinson has been added to Buffalo and Albany. Al Golin, covering Des Moines, has been transferred to Pittsburgh, and Art Katzen succeeds Golin in Des Moines. Kevin Genther has been added to the southwestern staff to handle Dallas and Oklahoma.

NEW YORK—Harry M. Kalmine, vice-president and general manager, Stanley Warner Corporation, announced last week the appointment of Gio Gagliardi as head, sound department, to succeed Frank Cahill. Gagliardi has been with the Warner sound department for 23 years, with headquarters in the Jersey Zone, centering in Newark. He is a graduate of the Massachusetts Institute of Technology and a member of the SMPTE.

HOLLYWOOD—MGM producer Arthur Freed will be the first president of the Motion Picture Industry Council to serve a full year term, under a recent change in the organization's by-laws, it was announced last week. He was also honored last fortnight with the Legion of Honor, presented by Raoul Bertrand, French Consul General in Los Angeles.

NEW YORK—Herb Wappaus last week joined the United Artists contract department under John Hughes. Wappaus, an industry veteran, formerly was head of the contract department of RKO.

NEW YORK—George Crandall, director, CBS Radio Press Information, announced last week that Phil Cowan, former film publicist, had joined the staff.

Earnings Report Shows Drop

NEW YORK—The Wall Street Journal published its final report on corporate earnings last week, which emphasized the industry's need for relief from the 20 per cent federal admission tax. The report showed that the earnings of 10 motion picture and film theatre companies fell 25.2 per cent, from \$39,473,000 in 1951 to \$29,530,000 in 1952.

The greatest factor was the respective loss of film and theatre revenue.

Iowa Suit Settled

DAVENPORT, IA.—The \$450,000 triple damage anti-trust suit filed in federal court against eight film companies by James Stopulos, Davenport, and A. E. Pannos, Iowa City, Ia., operators of three theatres, has been settled out of court for an undisclosed amount, it was learned last week. Stopulos and Pannos had charged film companies with refusing to rent them first-runs.

Zanuck Answers Green's Charges

HOLLYWOOD—In commenting on the suit brought in New York by Charles Green against Spyros Skouras, Darryl F. Zanuck, and others in the management of 20th Century-Fox, Zanuck said last fortnight that a complete court answer will be filed as soon as a study can be made of Green's charges.

Zanuck's statement is as follows:

"So far as I can see, Mr. Green's suit could only be actuated by a desire of reprisal because Spyros Skouras and I have refused to become accomplices to his efforts to seize control of the 20th Century-Fox Corporation. On March 26, 1953, at a regular meeting of the Customers-Brokers Association in New York City, Mr. Charles Green announced that he was intending to launch a proxy fight for the control of 20th Century-Fox. Mr. Green also announced that he had offered the presidency of the corporation to me if he obtained control."

"I am flattered that anyone should think me capable of exercising the duties of the presidency of a corporation as important as 20th Century-Fox. However, it is difficult for me to understand why Mr. Green can find logical or justifiable reasons for unseating the present executive management of the corporation and in the same breath advocate me as his choice for the presidency."

"I am at present the vice-president in charge of production for the corporation, and thus am an integral part of the executive administration that Mr. Green is endeavoring to unseat. Once before I was offered the presidency of 20th Century-Fox. Mr. Winthrop Aldrich, chairman of the board of directors, Chase National Bank, selected me for this important post. I told Mr. Aldrich that I was primarily a producer of motion pictures, and not qualified to occupy the role of the presidency. I suggested Mr. Spyros Skouras as being the best qualified and experienced individual in the motion picture industry to serve in this capacity. My recommendation was endorsed by the late Mr. Wendell L. Willkie."

"I want to make it very clear that the opinion I held of Mr. Spyros Skouras at that time, I hold at the present time. The presidency of any motion picture corporation must be occupied by a qualified executive who has had long experience in theatre operation, distribution, foreign relations, and in the field of public welfare. It would be difficult for me to contemplate working effectively as the vice-president in charge of production with anyone less experienced or qualified than Mr. Skouras."

"I explained this very clearly and emphatically to Mr. Green at the one and only meeting he had with me."

Later, denying that he has ever sought to gain control of 20th-Fox, Green charged that the allegation to that effect made by Zanuck was a "deliberate coverup for the present management's efforts to prevent the unorganized stockholders of the company from having any representation on the board of directors." Green asserted that Zanuck and other management executives had been informed by him on a number of occasions that his objective was a minority representation on the

Banner Attendance At Texas D-I Meeting

DALLAS—A banner crowd was on hand this week for the first state convention of Texas Drive-In Theatre Owners Association in the Variety Club rooms.

Features were addresses by Charles Weisenberg, "Are Twin Drive-Ins A Good Investment?"; Joe Caffo, "Concession Selling In Small Drive-Ins"; Al Reynolds, "Concession Selling In Large Drive-Ins"; Phil Isley, "The Campaign For Repeal Of The Federal Admission Tax", and Ray Beall, "The Value Of Group Advertising."

James Skinner lead a discussion on "Is 3-D Practical For The Drive-In Theatres?", and a maintenance clinic had as its panel, Bill Smith, General Paint Company; Deacon Bell, Rowley United Theatres, Inc., and Hugo Plath, Ezell and Associates. A luncheon was given in honor of Robert J. O'Donnell with Paul Short as toastmaster. Several cocktail parties, reports of various committees, a board meeting, and an election of officers were other events on the agenda.

board for the company's independent stockholders. Present management's proposal to repeal established cumulative voting rights of stockholders, Green said, "is an attempt to exclude any representation of stockholders on the company's board."

In Washington, a preliminary proxy statement was filed with the Securities and Exchange Commission by Green. The Commission will check the Green statement, and then notify him as to the official SEC action. If the statement is approved, Green will be free to mail it out to stockholders.

Cumulative Voting Up For Attention

NEW YORK—It was learned last week that a proposal to eliminate cumulative voting from the 20th-Fox bylaws will be submitted to stockholders at a special meeting in Wilmington, Del., on May 5. Under cumulative voting, stockholders may multiply their shares by the number of directors, and then vote the total for any particular director, making it possible for a minority to win board seats.

Filmmakers Distribution Set

LOS ANGELES—The list of exchanges and their respective heads was last week nearly completed by Irving H. Levin, president, Filmmakers Releasing Organization. All were appointed after meetings with Levin and Collier Young, Filmmakers production head.

The list includes John Mangham, Atlanta; Albert Swerdlove, Boston-New Haven; J. Francis White, Charlotte; Albert Dezel, Chicago-Detroit; Jay Goldberg, Cincinnati-Indianapolis; Herman Beiersdorf, Dallas; Tom H. Bailey, Denver-Salt Lake; Charles Kranz and Irving Levin, Los Angeles; Donald Swartz, Minneapolis-Milwaukee; Harold F. Cohen, New Orleans; Jack Bellman, New York; Bert Stearn and Milt Brauman, Pittsburgh; Al Grubstick, San Francisco; Bernie Mills and Jack Berkson, Washington, and Ray Lewis, Canada.

What's New In 3-D ...



A report following the showing of "Bwana Devil" in a Chicago drive-in resulted in the opinion that 3-D films are far from practical with present 3-D equipment, according to information revealed by the Associated Theatre Owners of Indiana in a bulletin to members. It said: "Our first correspondent, with wide circuit experience, is completely unimpressed and feels that 3-D films in drive-ins are far from practical with present equipment. He says, 'First of all, the angle of the light whereby the illusion is lost forces the loss of approximately 30 per cent of the car capacity of the drive-in. This is on each side of your field. After numerous attempts to re-coat the screen, the screen area was still streaked, and showed definite signs of patch. The cars at the rear of the field can barely see the light, and, upon checking, the writer found that the lamps were pulling 180 amperes. They could not push up the amperage any higher as the film was buckling at that amperage. It started to rain, and, as the water hit the screen, and started to saturate the aluminum painted area, the illusion was all but completely lost. To further add to my discomfort, I found that the tinted polaroid glass on my car caused a loss in light above and beyond that lost through the porthole filters and polaroid glasses used by the audience. It was noted that quite a few cars left after the first 10 or 15 minutes of the film, which would definitely prove that many patrons came in strictly out of curiosity. I might add that the above report was made at a theatre that has ideal equipment in every respect. They had twin generators, Brenkert lamphouses, and the Selsyn Interlock.'

Radio City Music Hall, New York City, will become the first theatre to utilize wide screen projection for a major Hollywood feature film when the world premiere of "Shane", a Paramount picture in Technicolor takes place as the theatre's next attraction, Russell V. Downing, president and managing director, announced. The Music Hall will use a 1500 square foot screen measuring 50 feet wide and 30 feet high, and is now altering projection equipment to give film a new "aspect ratio" of 1 to 1.66, instead of the conventional 1 to 1.33, thus giving the audience a much wider image than heretofore.

Perfection of a new four-way camera which will shoot simultaneously 2-D, 3-D, 2-D large screen, and 3-D large screen, in combination with a new system for complete stereophonic sound, was announced by Harry Cohn, president, Columbia. According to executive producer Jerry Wald, all forthcoming Columbia pictures will utilize the new camera and sound system. After numerous tests, the laboratory and research departments developed a frame somewhat wider than the present 4 to 3 rectangle, which can be

Columbia's 3-D "Man" Bows In New York City

NEW YORK—Business was brisk last week at the Globe, where "Man In The Dark" made its bow.

The film itself is of program grade, but it is greatly enhanced by the use of the depth medium. Technically, it is better than any 3-D show seen up to this time, and audience reaction is good.

Witnessed in the theatre, the film seemed to present a dark picture as it hit the screen, and the use of sepia hasn't helped matters, with night scenes altogether appearing almost black. There are some good effects in the film, which startled the audience.

"Man In The Dark" opened at the Globe two days before the Paramount bowed in with "House Of Wax". A complete review will appear in The Pink Section in EXHIBITOR on April 22.—Ed.)

shot in the new camera, and may be released as either flat, large screen, or 3-D. This frame has a ratio of 1.85 to 1. The new camera does not use cylindrical lenses over the regular lens, as required in wide screen, where the image is compressed 2 to 1 in the camera and enlarged 1 to 2 in projection. Other advantages of the new camera, perfected in the Columbia camera shop, are said to include a smaller and more mobile instrument, which shoots straight on without the use of mirrors or prisms, and uses the full complement of lenses available to normal photography, 25mm. to 150mm., thus keeping the entire backlog of the studio's stock library available for release in the new medium. The camera does not change the scale of the pictures by either dwarfing or enlarging them, and the entire frame of the picture is in sharp definition, in contrast to wide screen, it is said. With some reduction of aperture, the shorter lenses used in Columbia Vitascope allow for much greater depth of focus, while extreme closeups can be made with the 150mm. lens, giving

Paramount's "Shane" Shown On Big Screen

HOLLYWOOD—Paramount's Technicolor "Shane" was previewed for the trade press last week on the company's newly developed large screen, measuring 20 feet high by 33 feet in width, curved, and with an aspect ratio of 1.66 to 1. Over-all dimensions of the screen used were 25 by 45 feet, including the surrounding halo frame, with a curvature radius of 37 feet and a beaded surface for increased light.

This reviewer found that the larger screen lent impressive magnitude to the beautiful photography.

Many shots in the film lent themselves particularly to the wider dimension, especially the grandeur of the scenery. The picture runs a bit long, and could be trimmed a bit, but it has the benefit of ace direction and excellent acting, with producer-director George Stevens at his best.—Paul Manning.

(A complete review will be found in the issue of April 22.—Ed.)

greater roundness to closeups, and making them superior to those of the present flat screen, it is indicated. The studio's sound department has incorporated magnetic sound into the new stereoscopic medium. This stereophonic sound system involves using three amplifiers and three microphones to pipe sound to a single film track, and these, in turn, will be piped to separate sound outlets at various points in theatres.

Arthur M. Loew, president, Loew's International Corporation, announced that MGM will put into use overseas a wide-screen that gives panoramic dimension to conventionally-sized prints. The system made its debut at MGM's Forum, Liege, Belgium. Loew emphasized that this "new look" can be adapted in any theatre and at a minimum of expense. No glasses are required. The panoramic screen, developed from experiments at the MGM Studio, is larger in size than the conventional screen, and requires a slight alteration in the aperture plate and a lens of proper focal length. Screen dimensions at the Forum, Liege, are 18 by 32 feet, which is an aspect ratio of 1.75 to 1.

Arch Oboler negotiated a contract for Magic-Vuers, Inc., giving National Theatre Supply exclusive distribution rights to disposable 3-D viewers and projection filters made by the company.

Carl Dudley, president, Dudley Picture Corporation, maker of motion pictures for industrial public relations and training personnel, announced the formation of Vistarama Corporation to produce wide-screen theatrical and industrial movies with either 35mm. or 16mm. film by a camera using a wide-angle distortion lens. The company will make three full length theatrical features using the Vistarama camera and Vistaphonic sound. Dudley said the process was "compatible with CinemaScope," producing a picture with an aspect ratio of 2.66 to 1, the same as the 20th-Fox process. Vistarama employs an anamorphoscope-type camera and production lens system, Dudley said. The Simpson Optical Company will grind lenses for Vistarama, and the system will be made available to both major studios and independent producers at terms as yet undisclosed.

In Cambridge, Mass., the Polaroid Corporation in federal court charged the Depix Corporation and Alvin Marks with four patent infringements. Listed as infringements were the Polalite stereoscopic viewers recently offered to the trade by Depix and its distributor, National Film Service, plus the use by Depix and Marks of the trademark, "Polalite." The suit charges that the infringements are wilful and deliberate, and seeks treble damages. Marks later pointed out that the suit filed against him was counter suit to infringement litigation earlier filed on his behalf in federal court, Boston. The Marks suit, filed early in February, charged Polaroid with infringing upon patents issued to Marks since 1938.

"Don't go in for 3-D unless you can do a topnotch job of projection," said Herbert Barnett, president, Society of Motion Picture and Television Engineers, in an

(Continued on page 27)

653 EXHIBITORS SAW IT! AND AS THE NEW ERA

NATURAL VISION

3 DIMENSION

THE WAY

WARNER BROS.

These are actual and authentic statements. We regret that space does not permit reprinting them in full.

GABRIEL ALARCON, *Cines Unidos Theatres, Mexico*—"This is really tremendous entertainment. Your process is the friend of the exhibitors!"

MRS. VAN ANDERSON, *Richfield, Utah*—"Absolutely wonderful! It is the answer to the small town theatre. How soon can I book it?"

DAVE BERSHON, *Leimert Theatres, Los Angeles, Calif.*—"A real shot in the arm to the industry. We are in business again. From the heart I can state that it is thrilling!"

LESTER BLUMBERG, *Principal Theatres*—"Wonderful! This is something no other medium can approach!"

JACK BLUMENFELD, *Blumenfeld Circuit*—"It will prove to be the box office sensation of the year!"

ROY BREWER, *Hollywood representative I.A.T.S.E.*—"It opens up a whole new field for the Motion Picture Industry. I was tremendously impressed with the potentialities it holds for all phases of our business!"

BILL CONNER, *General Manager of the John Hamrick Theatres*—"Words can't describe it. It's tremendous!"

ROY COOPER and MARSHALL NAIFY, *Golden State and T & D Theatres*—"Far and away the most electrifying picture we have seen in many a year!"

JAMES COSTON, *Circuit Operator, Chicago*—"The most amazing and impressive innovation since the screen first talked!"

EVERETT CUMMINGS, *Cummings Theatres, Downey & Norwalk, Calif.*—"A thrilling experience and one which gives high hope for the future of this business!"

RUSSELL DOWNING, *Radio City Music Hall*—"House of Wax' in 3-Dimension with WarnerPhonic Sound is an exciting experience of great interest to all in the industry!"

JOSEPH ENGLAND, *Gen. Mgr. Bruen Theatres, Whittier, Calif.*—"It will intrigue the public into a boxoffice bonanza that will revitalize the movie industry for a long time to come!"

SI FABIAN, *President, Stanley-Warner Corporation*—"After seeing it a second time, feel even more positive that it justifies all our hopes about the future of this method of entertainment!"

RAY GRUMBACHER, *Esquire Theatre, Portland, Oregon*—"It's sure to make boxoffices hum!"

JOHN HAMRICK, *President of John Hamrick Theatres*—"It's sure to do for sound movies what sound did for the silent screen!"

I. H. HARRIS, *Burley, Idaho*—"Wonderful! Gives the public the entertainment they want and will acclaim!"

RAY HENRY, *Vice President and Gen. Mgr. Inter-Mountain Theatres, Salt Lake City*—"It will bring to our theatres the shot in the arm that means box office! It was simply magnificent."

DON HYNDMAN, *Eastman Kodak Co.*—"Very impressive, and due for great success at box offices!"

EARL JOHNSON and JIM HAYMES, *Isley Theatre Circuit*—"The greatest innovation in pictures since the introduction of sound!"

JESSE JONES, *Jones Circuit, Portland, Oregon*—"It's swell. I enjoyed it immensely!"

STERLING JONES, *7-Hi Drive-In Theatres, Minneapolis*—"The exhibitors have something to cheer about and something they can recommend unreservedly to their patrons. This is one of the greatest and most profitable introductions show business has ever known!"

TED JONES, *Western Amusement Company, Los Angeles*—"A showman's Paradise! Tremendously realistic! The color was simply terrific!"

JACK KIRSCH, *President, Allied Theatres of Illinois, Inc.*—"Unbelievably dramatic and exciting. It's the answer to exhibitors' prayers, and the public will eat it up! Looks like the good old days of lush business are just around the corner. Warners have done it again!"

A. C. KNOX, *Salt Lake City, Associated Amusements*—"Great and wonderful entertainment. The public will fill our theatres."

JESSE L. LASKY, *veteran producer and pioneer of the motion picture industry*—"Out the superlatives, because it deserves them all. It will bring a wonderful lit business and will, I predict, result in the quickest growth in the history of the industry. A positively revolutionary development."

SYD LEHMAN and HARRY RACKIN, *Exhibitors Service Inc., So. Calif.*—"Absolutely sensational! The new WarnerPhonic sound and the true 3-D Natural Vision are as great a development in motion picture presentation as was sound when it was first introduced by Warner Bros.!"

BEN LEVIN, *General Theatrical Co.*—"A great turning-point! My congratulations to Warner Bros. who have done it again as they did in 1927."

HARRY MELSTEIN and HELEN MELLINK, *Gardena and Torrance, California*—"We like to have it right now. It is a wonderful medium of entertainment!"

FRANK MORRIS, *Winnipeg Free Press*—"That was a thrill! It threw me for a while. I'm going to write a fine story about it by airmail to my paper today."

AL NASSER, *Nasser Circuit*—"It's terrific! And what's more, it's box office!"

BOB O'DONNELL, *Interstate Circuit*—"This was the most exciting experience of my life. I predict it will break all records!"

DICK OREAR, *General Manager, Commonwealth Theatres Inc., Kansas City*—"Absolutely wonderful! All I can see ahead is a great wave of ticket-buying enthusiasm."

MRS. J. J. PARKER, *the J. J. Parker Theatres, Portland, Oregon*—"Of all the things I have seen, this is the most realistic!"

HARRY RACKIN, *Exhibitors Service*—"Sensational! Beyond my expectations."

SANTIAGO REACHI, *President, Posa Films, Mexico City*—"Forms a solid ground for a brilliant future!"

'HOUSE OF WAX'

Photographed in NATURAL VISION
3-DIMENSION Color by WARNERCOLOR

starring

VINCENT

FRANK

PHYLLIS

CAROLYN JONES

Screen Play by

PRICE • LOVEJOY • KIRK

PAUL PICERNI

CRANE WILBUR

653 EXHIBITORS HAILED IT F OUR BUSINESS!

SENT IT IN

HOUSE OF WAX AND INTRODUCING
THE PHENOMENAL
WARNERPHONIC SOUND
COLOR BY
WARNERCOLOR

RUSSELL ROGERS, Pres. Preferred Theatres Corp. in Southern California — "An eye-opener! The intimacy of the screen is increased 100-fold. The public will find it a sensation!"

D. ROWLEY, President, Rowley United Theatres — "Magnificent! This is the dawn of a new era!"

LOUIS SCHINE, Schine Chain Theatres Inc. — "All of us agree enthusiastically that this is certain to have a great and profitable future! Warners can take a well earned bow for another history-making contribution to our business!"

ALEX SCHREIBER, Detroit and Los Angeles Theatres — "A box office winner! I'll bet my 4 years in the business on it!"

FRED SCHWARTZ, Century Circuit, New York — "The Warners have taken another even league step in the advancement of the industry. This should do outstanding business!"

OL SCHWARTZ, President, RKO Theatres — "I predict without reservation that the public will give its overwhelming support to entertainment presented in this new medium. The realism of this 3-D in WarnerColor and with WarnerPhonic Sound is breathtaking!"

ROBERT SELIG, Asst. to Pres., Fox Inter-mountain Theatres — "'House of Wax' stimulated, excited and encouraged all of us. It will be a terrific hit!"

CHARLES SKOURAS, President, National Theatres, Corp. — "It is most impressive and should do spectacular business at the box-office!"

ELY SOMERVILLE, General Manager Cabart Theatres, Long Beach — "Terrific. The only thing we want now is to be able to play it!"

GEORGE STAMN, Antioch, Utah — "A wonderfully thrilling experience!"

FRED STEIN, United Artists Theatres — "I'd like nothing better than to have it for every theatre we operate. I'm convinced 'House of Wax' has a lot of money in it!"

STEVE STIEFEL, Morro Bay Theatres, Northern Calif. — "This is going to create a wave of enthusiasm for moviegoing that will surpass everything!"

DON TORODOR, Panorama Theatre, Van Nuys, Calif. — "Outstanding. This is sensational in scope!"

DAVE WALLERSTEIN, Vice-president and Gen. Mgr. Balaban & Katz, Chicago — "The public will really go for it. It's third-dimension at its best!"

E. L. WILLIAMSON — All States Theatres, Abilene, Tex. — "A wonderful development in entertainment!"

ROY WOLF, Paramount Hollywood theatre, and Fanchon and Marco, Inc. — "This is one of the greatest things that ever happened to the movie business. We will start immediately equipping all our houses with Warner-Phonic Sound, which is great beyond description!"

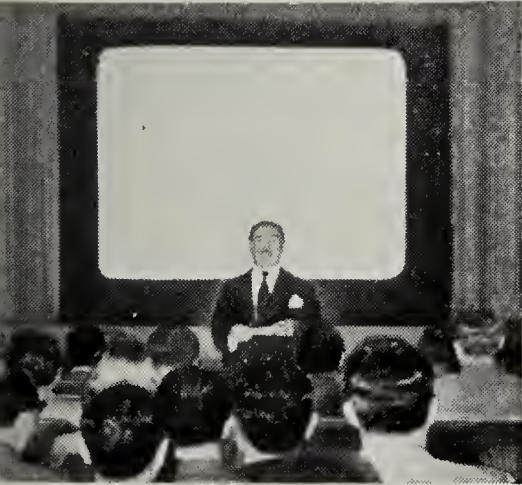
HARRY WOLFBERG, Wolfberg Theatres, Denver — "This is picture-making at its most exciting peak!"

JOHN WOLFBERG, Wolfberg Theatres, Denver — "A new day in the picture business. I was thrilled beyond words!"

ELDEN YERGENSEN, Cedar City, Utah — "I am going to put it into my theatres as quickly as possible. This is a real boon to the movie-goer!"

EDDIE ZABELL, Film Buyer, National Theatres — "Excellent for every boxoffice!"

JERRY ZIGMOND, West Coast Division Manager, Paramount Theatres — "The ultimate in true three-dimension, and as shown with the new WarnerPhonic sound, the impact was overwhelming!"



Jack L. Warner addressing one of the series of exhibitor screenings held in Warner Bros.' 3-Dimension Studio Auditorium

My sincerest thanks to each and every exhibitor who attended and so enthusiastically hailed our showing of "House of Wax" in 3 Dimension, WarnerColor and WarnerPhonic Sound.

I wish every exhibitor in the free world could have been present. For us at Warner Bros. Studios this was an occasion as historic as August 5, 1927, when we held our first showing of "Talking Pictures".

As a further demonstration of the tremendous scope of our 3-D program, we showed completed sequences from our forthcoming outdoor spectacle, "The Charge at Feather River" (formerly "Burning Arrow").

The unlimited horizon which we at Warner Bros. saw, was clearly evident to all. And all in our great industry will share the new era of greatness lying just ahead.

Jack L. Warner



Directed by
ANDRE de TOTH

WORLD PREMIERE N.Y. PARAMOUNT, NOW!

FOLLOWED IMMEDIATELY THROUGHOUT THE
UNITED STATES, CANADA AND GREAT BRITAIN

Miscellaneous

In the Newsreels

IN ALL FIVE:

The world observes Easter. New York City: Korea vets get welcome.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 30) Korea: Panmunjom readied for prisoner talks. Korea: Jets hammer Reds. France: Ridgway warns NATO must not be weakened. New York: Envoy Bohlen off to USSR. New York: West Germany's Chancellor Adenauer arrives. Beaumont, Tex.: Babe Zaharias wins golf tourney (Dallas only).

NEWS OF THE DAY (Vol. XXIV, No. 264) New York: Envoy Bohlen off to USSR. New York: West Germany's Chancellor Adenauer arrives. Japan: Crown Prince leaves on good will tour. The Philippines: Stevenson confers with President Quirino. Czechoslovakia: Zapotocky succeeds Gottwald as president. England: Coronation season brings new London fashions.

PARAMOUNT NEWS (No. 67) France: Ridgway warns NATO must not be weakened. The Mediterranean: Allied nations stage "Operation Rendezvous". Czechoslovakia: Zapotocky succeeds Gottwald as president.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 454) Korea: Jets hammer Reds. New York: Duke of Windsor returns from funeral. New York: West Germany's Chancellor Adenauer arrives. Washington: President Eisenhower and Secretary of State Dulles see newly confirmed ambassador to USSR, Bohlen, and Ambassador to Italy, Clare Booth Luce. Washington: Shoes for Korean refugees. San Francisco: Gals give earrings a whirl.

WARNER PATHE NEWS (Vol. 24, No. 69) Korea: Jets hammer Reds. Washington: Ambassador to USSR, Bohlen, on way to Moscow post. New York: West Germany's Chancellor Adenauer arrives. Arizona: "Around the clock" fashions. Beaumont, Tex.: Babe Zaharias wins golf tourney (Dallas only). Australia: Surf championships.

TELENEWS DIGEST (Vol. 7, No. 15-A) France: Ridgway warns NATO must not be weakened. The Mediterranean: Allied nations stage "Operation Rendezvous". Washington: Army Secretary Stevens returns from Korea. Washington: New UN Secretary General outlines plans. New York: UN International Children's Emergency Fund report.

IN ALL FIVE:

Korea: War goes on. Edwards, Cal.: Navy unveils new jet powered guided missiles.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 29) England: Final tribute to Queen Mary. Atlantic City, N. J.: Hotel fire. Hawaii: Trumans welcomed. New York City: Fashions. New York City: Circus opens.

NEWS OF THE DAY (Vol. XXIV, No. 263) England: Final tribute to Queen Mary. Atlantic City, N. J.: Hotel fire. Hawaii: Trumans welcomed. Washington: President Eisenhower spurs bond drive. Germany: Arrivals at Munich zoo. Seattle: Motorcycle mud marathon.

PARAMOUNT NEWS (No. 66) Washington: President Eisenhower spurs VFW poppy drive. Washington: Farewell review for

Examining Physicians Working With Variety Clubs

NEW YORK—As part of its continuing TB educational program throughout the amusement industry, the Variety Clubs International-Will Rogers Hospital announced last week the formation of a national group of examining physicians. Dr. Edgar Mayer, advisor to the board of the Will Rogers Hospital, is responsible for establishing this group of top men in the field of chest diseases. These doctors will examine and X-ray any member of the amusement industry who has any chest ailment or suspicion of tuberculosis. They will also diagnose and advise hospitalization for those cases that should be given hospital care at Will Rogers. This service will be performed for a minimum fee by the local examining physician, who represents the Will Rogers Hospital in the exchange city.

In a short time the hospital will have a chest physician in every exchange area and in every city that has a Variety Club.

General Van Fleet. Hawaii: Trumans welcomed. Korea: Hollywood starlets visit near front lines. Hershey, Pa.: National figure skating championship. John Wayne bond trailer.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 453) Atlantic City, N. J.: Hotel fire. Washington: Farewell review for General Van Fleet. Arizona: Gompers Memorial hospital dedicated. Washington: President Eisenhower spurs bond drive. New York: Trout season opens. New York City: Circus opens. Seattle: Motorcycle mud marathon.

WARNER PATHE NEWS (Vol. 24, No. 68) Washington: Farewell review for General Van Fleet. Hawaii: Trumans welcomed. Washington: President Eisenhower spurs bond drive. New York City: Circus opens. Hershey, Pa.: National figure skating championships. New York: Golden Gloves championships.

TELENEWS DIGEST (Vol. 7, No. 14-B) South Africa: White supermajority election issue. Africa: Mau-Mau massacre. Chicago: Ford makes its first jet engine. USA: New mechanized hospital bed. El Paso, Tex.: Bullfight for charity.

NATIONAL BOARD OF REVIEW

March 28, 1953

RECOMMENDED: "The Diary Of A Country Priest" (French-made) (Souvaine); "Man On A Tightrope" (20th-Fox); "The War Of The Worlds" (Para.).

NATIONAL LEGION OF DECENCY

April 9, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Bright Road" (MGM); "By The Light Of The Silvery Moon" (Warners); "Code Two" (MGM); "The Lady Wants Mink" (Rep.); "Penny Princess" (English-made) (U-I); "The Secret Conclave" (Italian-made) (IFE); "War Of The Worlds" (Para.); UNOBJECTIONABLE FOR ADULTS: "Cow Country" (AA); "Down Among The Sheltering Palms" (20th-Fox); "Flying Squadron" (Rep.); "Guerilla Girl" (UA); "The Juggler" (Col.); "Man On A Tightrope" (20th-Fox); "Pony Express" (Para.); "Trouble Along The

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

20TH-FOX

"Titanic"—Names should help engrossing drama.

COLUMBIA

"Serpent Of The Nile"—Technicolor costume action show for the duallers.

"Man In The Dark"—3-D'er will get into the better money.

MGM

"Fast Company"—For the duallers.

"Bright Road"—Interesting drama has restricted appeal.

PARAMOUNT

"Jamaica Run"—Moderate program.

WB

"House Of Wax"—Representing several advances in 3-D, this is headed for the better grosses.

Kirsch Asks Data On 2-D Production

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, last week asked Jack Cohn, Columbia; Nicholas M. Schenck, Loew's; Barney Balaban, Paramount; James R. Grainger, RKO; Spyros P. Skouras, 20th-Fox; Arthur B. Krim, UA; Alfred E. Daff, U-I, and Jack L. Warner, Warners, to answer regarding the future plans of their companies concerning the continued production of regular pictures; how many pictures companies contemplate producing and distributing during the coming season; whether any of the 3-D or wide-screen pictures which their companies are producing will also be available in 2-D, and, finally, what assurances, if any, can small theatre owners who will be unable to install expensive 3-D and wide-screen equipment for some time to come be given that their continuance in business will not be jeopardized by any serious cut-back in 2-D production. Kirsch pointed out the theatres he has in mind represent a large and important segment of the industry, and that if any of them are compelled to close because of the lack of quality in 2-D pictures, it would prove to be a calamitous situation. He added that Allied Theatres of Illinois has an appreciable number of theatres in its organization in the above category, and that when this is figured in terms of 32 exchange centers, it is obviously a tremendous problem to consider.

MGM Theatre Total 16,076

NEW YORK—According to a spot check by MGM branch offices, results of which appeared last fortnight in the company's sales department house organ, The Distributor, operating theatres in the United States at the present time total 14,555 conventional houses and 1,521 drive-ins. The report also states that at the end of February, when the survey was conducted, there were 2,236 closed conventional theatres.

Way" (WB); OBJECTIONABLE IN PART FOR ALL: "Abbott And Costello Go To Mars" (U-I); "Serpent Of The Nile" (Col); "Tormento" (Italian-made) (IFE).

3-D Ohio

(Continued from page 11)

arbitrary and an affront to human freedom," unanimously approved a resolution favoring the bill introduced by Senator Charles A. Mosher to abolish Ohio's film censorship law. In the resolution, the convention condemned the censorship law, and "pledged their best efforts" to seek passage of Mosher's bill.

The industry has regained its courage and optimism, it was declared by Arthur L. Mayer, former executive vice-president, COMPO.

"We are again looking at the future through rose-colored glasses," Mayer said, "even if only by courtesy of the Polaroid Company. D-Day has dawned—3-D Day."

In his talk to the Ohio exhibitors, Mayer said:

"The advent of 3-D need not necessarily be accompanied by dementia. We will lose all of the benefits accruing to producer and exhibitor alike from the technological improvements in sound and perspective if we have a welter of conflicting systems, if there is no standardization of techniques and if, when a technique is adopted, it requires equipment which can only be installed in a limited number of theatres.

"It seems to me at times that the major companies have a genius for joint action at the wrong time and for competition when cooperation is essential. No big industry spends so little proportionately to its income as ours for scientific research and experimentation. When we make progress, as in the case of sound or color or 3-D, it comes not as the result of careful planning, but by the efforts of financially embarrassed or sometimes penniless independents.

"When we encounter a new adversary like radio, when it first appeared, or television a few years ago, the whole industry is petrified with terror, but we are learning what we should have known at once, that television, exactly like radio, can be converted from a deadly peril into an invaluable ally."

Chris F. Pfister, Troy, O., was unanimously elected to serve a second term as president. Also reelected were Frank W. Huss, Cincinnati, first vice-president, and Lee Hoffheimer, Columbus, secretary. The only change in the official family personnel was naming Horace Adams, Cleveland, to succeed Leo Jones, Upper Sandusky, to serve as second vice-president. Jones reportedly asked to be relieved of the office. Named to serve as board members are Martin G. Smith, Toledo; Henry Greenberger and Meyer Fine, Cleveland; Louis Eick, Martins Ferry; Peter Wellman, Girard; Paul Vogel, Wellsville; J. Real Neth, Columbus; Marvin Frankel, Elyria; Horace Shock, Lima; Roy E. Wells, Dayton; Judge Hoy L. Russell, Millersburg; Louis Wiethe, Cincinnati, and Park Belden, Akron.

A business session was preceded by a luncheon at which some 140 members of the legislature were guests. Martin Quigley, Jr., presented an optimistic speech on "The Future Of The Independent Exhibitor."

R. H. Heacock, RCA product manager, held interest with his practical talk on 3-D and wide screen equipment, aided by the use of slides. Heacock stressed the necessity of using a silver metallic screen,

and also told his audience that their present screens can be painted with an aluminum powder chemical, making it adaptable for 3-D projected pictures. He simplified many of the new terms now in use. He did not discuss the merits of the many systems announced, but told the theatre owners that when you can get the equipment, you will really have something interesting."

Report of committees followed, with the subsequent question and answer period.

Jones reported that Ohio Senators Taft and Bricker said they would support HB 157, which provides for the exemption of motion picture admissions from the federal tax, provided it passes the House at its scheduled April 20 hearing. Jones urged members to contact their representatives to impress upon them the need for this exemption.

Bill Carroll, Indianapolis, chairman, Caravan committee, reported that he has not received a single exhibitor complaint against any distributor for increased rentals, and that adjustments, when requested, have been fair. "There are complaints, however," he stated, "against road shows and pre-release policies, which," in his words, "have a cumulative effect in destroying healthy operation." Advanced admission prices for some pictures and at long intervals are not bad, the clinic concluded, but when these pictures come in frequent succession, and the rental is such as to demand doubling the established price scale, then the policy is bad for all types of theatres. "If these problems become too acute, Allied might have to seek government relief," it was declared.

Louis Wiethe, Cincinnati, chairman, subsequent-run clinic, reported a request that distributors give greater advertising aid to houses in this classification.

Only one resolution was presented to the body by resolutions chairman Horace Adams, Cleveland. This one related to censorship and was unanimously adopted.

President Pfister closed the convention's final business session with the announcement that National Allied will hold its first drive-in convention in Cincinnati on Feb. 16-18, at which time both the Ohio and West Virginia state conventions will also convene.

At the banquet, Bergman, as toastmaster, introduced speakers Mike Simons, Loew's, Inc., assistant to H. M. Richey; Arthur L. Mayer; Abram F. Myers, and Smith.

Myers arrived in especially to present to Smith a bronze plaque in the name of the directors of the National Allied, in appreciation of long years of service to the association.

What's New

(Continued from page 23)

address before the Independent Theatre Owners of Ohio during the 18th annual convention in Columbus, O. "Unlike the presentation of conventional pictures, anything less than fine projection destroys what you are selling, a 3-D motion picture. You theatre owners have reasons for your king-size headaches, and they aren't helped by conflicting statements and claims to miracles. Yet the whole situation can be brought into better focus if you realize you are not sitting in on a penny-ante game. This wide-screen, 3-D

TOA To Be Heard By Senate Committee

NEW YORK—Walter Reade, Jr., executive vice-president, Theatre Owners of America, last fortnight advised the Senate Select Committee on Small Business, Washington, D. C., that his organization will be glad to be heard on the subject of the pending system of arbitration. He added that TOA feels now, as it always has, that most exhibitor complaints are arbitrable, and that the group is prepared to appear before the committee to do whatever possible to break the stymie that has been created in intra-industry negotiations in that field.

Reade concluded that "as to those grievances and complaints which do not lend themselves to arbitrability, for example, the current practice of most distributors of demanding exorbitant film rental, and thus compelling theatre operators to advance their admission prices, we feel that the decrees in U.S. vs Paramount, et als., provide adequate remedies. It is for the Department of Justice to see to it that the relief granted in that case be observed and complied with."

The Senate Small Business Committee planned to hear testimony on film trade practices three days this week, during which time exhibitor witnesses are to testify, and three days next week, when distributor spokesmen will be heard, along with representatives of the Justice Department's anti-trust division and the Federal Trade Commission. Both Allied and TOA will testify during the exhibitor section.

scramble is a gigantic struggle for power, but at the same time having a common interest in revival of the motion picture industry. Hundreds of millions of dollars are involved. So are the fate of companies and the future of individuals. Motion picture engineers are working hard to ease your troubles in a constructive and reasonable manner by establishing standards as quickly as possible. Other engineers, of course, are happily taking advantage of this big opportunity to make major contributions to the techniques and equipment for the presentation of pictures."

RCA Victor Division, Radio Corporation of America, will introduce next month a special aluminum-coated screen of woven monofilament plastic. The company's theatre equipment section announced that the new RCA Multi-Purpose Screen will provide 3-D reproduction as well as 2-D presentations. This screen is made without perforations, RCA stated, and the special weave, a spokesman said, diffuses light into side seating areas where it is needed most, and eliminates glare for patrons seated near the center of the theatre. The new Multi-Purpose Screen can be furnished in sizes up to 24 feet in height, with any width.

A total of 27 theatres have begun installing WarnerPhonic sound equipment in preparation for playing WB's "House Of Wax", introducing WarnerPhonic sound coupled with 3-D, and the list is expected to reach 60.

Konecoff

(Continued from page 12)

with the large majority reporting very good to record grosses. He also revealed that three drive-ins in the Chicago area, after experimenting with a metallic paint being sprayed on their screens, were able to play the film, getting the proper 3-D effect, and, as a result, other drive-ins are displaying interest in the presentation.

He reported no shortage of glasses since Polaroid has stepped up production.

CINEMA: Over 300 industryites gathered last week at the Hotel Astor for the President's Luncheon of Cinema Lodge to pay tribute to retiring President Martin Levine, Brandt Theatres, and to welcome, and witness, the installation of incoming President Burton E. Robbins, National Screen Service.

Harry Brandt, acting as toastmaster, introduced Al Schwalberg, luncheon chairman and past president, who presented Levine with a farewell gift. Levine accepted on behalf of the other officers and himself, and opined that Cinema Lodge must, and will, keep step with the progress of the industry, and wished the new administration well.

Robbins reported being deeply honored by his election to the top post in accepting the responsibilities of the office, and hoped to carry on in the tradition of past leaders, and that the lodge would continue to grow numerically as well as in importance. Judge Meier Steinbrink installed the new officers, which included vice-presidents Marvin Kirsch, M. L. Kove, Milton Livingston, Joseph Maharam, Sol Rissner, Cy Seymour, Robert Shapiro, Al Wilde, and Lou Wolff; treasurer Jack Hoffberg; secretary David Kelton, and trustees Max B. Blackman, Julius M. Collins, Hal Danson, Leo Jaffe, Lou Novins, and Arthur Schwartz. Levine becomes the new chaplain.

Aboard the dais were: Edward Lachman, William German, Maury Goldstein, William Heineman, Bob Weitman, Max A. Cohen, Wilbur Snaper, William Brandt, Sol Schwartz, Arthur B. Krim, Emanuel Frisch, Martin Levine, Schwalberg, Harry Brandt, Steinbrink, Robbins, Charles M. Reagan, Ned E. Depinet, Fred J. Schwartz, Ray Moon, George F. Dembow, Samuel Rinzler, Sol Strausberg, Russell Downing, Edmund Waterman, Lester Guterman, and Rabbi Birstein.

AUTHOR, AUTHOR: Last week, Associated Motion Picture Advertisers honored Arthur Mayer, author of the literary hit, "Merely Colossal", a work dealing with the industry and its members, at a luncheon at the Hotel Piccadilly. Si Seadler, MGM advertising manager, was toastmaster, turning in an able job as usual. Mayer recounted some of his experiences in writing the book, both on and off the record, as a good-sized audience listened enraptured.

Aboard the dais were: Al Floersheimer,

Jerry Pickman, Charles McCarthy, Ned Depinet, Seadler, Harry McWilliams, Mayer, Jesse Lasky, Max Youngstein, Bosley Crowther, Lige Brien, S. Barret McCormick, and Burton E. Robbins.

THE METROPOLITAN SCENE: Cinerama has a new program which will be distributed in the 20 theatres in which Cinerama will be shown during the coming year. It's a breezy, good-looking job, well illustrated, and interesting to audiences. . . . The 20th Century-Fox Family Club elected Ulric Bell president; Leo Israel, vice-president, and Marion Murphy, secretary, while elected to the board are Fred Bullock, Bernie Bozzone, Harry Reinhardt, Walter Bishop, Robert Warsk, Elsie Collins, Jim Cronin, Joe Angrisani, Doris Adelman, Mildred Carminar, Larry Ayres, Tommy Callahan, Fay Eichler, John Gallese, Romaine Griffin, John Culkin, and Gertrude Stuttmann. . . . "Call Me Madam" has been selected as "Movie of the Month" for April by New York Subways with appropriate plugs the city over. . . . The Christian Herald has given the nod to MGM's "Julius Caesar" as the picture for May. . . . Ben Halpern, UA foreign publicity staffer, became the proud daddy of a six pound baby girl. . . . Irving Shiffrin, hard-working wandering exploiter, is concentrating on "Salome" into Indiana. . . . Danny Kaye winds up his Palace stint on April 26. . . . AMPA will probably see the following elected on April 30: Lige Brien, president; Al Floersheimer, vice-prexy; Edgar Goth, secretary, and William Boley, treasurer, and on the board will be Maurice Bergman, Miriam Brandon, Blanche Livingston, Harry McWilliams, and Gordon White. Vivian Moses will be elected to a three-year term as a trustee.

TONIC WITH PHONIC: Exhibitors, press representatives, distributor executives, etc., flocked to the special preview of Warners' "House Of Wax" at the Paramount on the night before it was scheduled to start its regular run, and those present were treated to something that was unusual.

The film, the first combining color, 3-D, and Warnerphonic or stereophonic sound, would in itself, without the gimmicks have made an interesting and suspenseful horror film best suited to adults. When combined with the gimmicks, it adds that much lustre, prestige, and undoubtedly higher returns.

Technically, the 3-D comes through fine, with it being characterized as the best seen to date. As for the sound, there probably will be much pro and con. To some it may be disconcerting to have voices and closing doors and footsteps coming from a horn to the right or left of the screen when no one is visible on the screen. Some will say that this would be better when combined with a wide screen process which will permit the sound to come from the right location while the subject can also be seen on the screen. Some will wonder whether so much money has to be spent so that a clock can toll the hour from the rear of the house. Still others will say its the greatest thing since the invention of sound.

At any rate, it was an impressive experience.

"Pan" Cincy Tussle

(Continued from page 11)

We are ready to approve contract with you on basis whereunder you pay specified percentage of boxoffice receipts provided these receipts are predicated upon admission price of 50 cents for children at all times, 74 cents matinees, and \$1 nights for adults. Unless you confirm by wire immediately your assurance to pay us on this basis, you exhibit 'Peter Pan' at your own serious peril. Copy of this wire being sent directly to the managers of the Twin Drive-In, Cincinnati, Ohio, and the Westwood Theatre, Cincinnati, Ohio, in order that managers and all concerned may avoid personal liability for participating in copyright violation."

Shor's answer was:

"My contracts with RKO as your distributor of 'Peter Pan' are binding on you, and if RKO secured your approval of same on representation I had voluntarily agreed to increase my regular admission prices, then RKO confessed to committing an unlawful act. I protest any such representation by RKO to you and your wire to me because they falsely attempt to implicate me as a party to such unlawful acts. I am advised by counsel that RKO has been enjoined by federal court from agreeing with exhibitors on admission prices, and that RKO cannot escape therefrom by entering into contractual relations with you. The contract that I made with RKO, and which was approved by you, was valid and binding, and I insist on its performance as written and your rights to write into it unlawful terms and conditions implicating me in an unlawful understanding are denied."

ASIDE TO EMANUEL FRISCH: It was mighty nice of you to lend us those permanent type Polaroid viewers to see "House Of Wax" that night. It made the evening that much more enjoyable, and we thank you kindly.

ON THE MATTER OF POLAROID: While on the subject of Polaroid viewers, we have heard that the figures being released for publication on the production of them are under what is actually being turned out by the Polaroid Corporation.

At any rate, the figure we heard that is supposed to represent the monthly production of paper-framed viewers at present is 40,000,000. This seemingly fantastic figure is said to be reached with the aid of sub-contractors in the east, who probably are cutting and assembling the glasses from material forwarded by Polaroid. Another interesting item heard is that the cost to Polaroid for each pair of viewers is a trifle over three cents.

In the Polaroid labs, work is still progressing on the process to put 3-D entirely on film in which the double image and sound track will all be on one strip of film, and thus changeover in theatre projection booths will be eliminated.

U-I Profit Up In Quarter

NEW YORK—Preliminary figures revealed last week indicate that U-I's net profit in the 13 weeks ended on Jan. 31 was \$475,888, equal to 43 cents per share of common stock, as compared with \$411,435, equal to 37 cents per share, in the same period of the previous year. Net earnings are figured after provision of \$657,000 for estimated federal income and excess profits taxes, while tax provision in the comparable quarter was \$280,000.

THEATRE MANAGERS

Experienced. New England Area in Connecticut and Massachusetts.

Write J. TOTMAN

STANLEY WARNER MANAGEMENT CORP.

70 College Street, New Haven, Conn.

The Editor Speaks

SOMETIMES Hollywood producers can be real confusing. For example, at a recent luncheon a pretty able producer made the following two separate remarks, 60 seconds



PAUL MANNING

apart. Number one: "We're all in a dying business!" (Heaven forgive the man.) Number two: "Well, I've got four or five million already invested in the kind of 3-D we think is the best!" Which seemed to me a healthy attitude for one about to die. This fellow is no flash-in-the-pan producer, but one who

we have come to respect and truly admire. He knows what goes in the business. Along with all the others, he is in a confused state of mind, what with every promoter in town, big and small, hawking their new fangled wares as the only answer to the vexing problem of what kind of screen and picture the exhibitor needs to bring the public back.

REPORTS of heavy orders for this and that new process by leading exhibitors have been said to be vigorously denied by the supposed buyers. This selling technique is not new to those accustomed to high pressure promoting. The use of big names and big figures to sell the other guy appears to be the formula for the day.

THIS WRITER does not attempt to say that this technique is wrong or right. What I do want to say is that we are witnessing the start of perhaps the most vital race in Hollywood's history. Touts are going about spewing hot tips and persuasive arguments. Many frantic exhibitors will be forced to place heavy wagers, but the picture here is so very different from that at the race track. Here the bettors are not strangers who must suffer their losses and forlornly disappear in the throng, but are our friends, good friends, who have come with us a long, long way. Take care, you enthusiastic bonanza miracle men!

Paul Manning

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

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April 15, 1953

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"LILI"

starring

LESLIE CARON, MEL FERRER, JEAN PIERRE AUMONT

with

ZSA ZSA CABOR, KURT KASZNAR.

Produced by Edwin H. Knopf. Directed by Charles Walters.

Screen play by Helen Deutsch from a story by Paul Gallico. Color by Technicolor.

WALT DISNEY's

"PETER PAN"

A cartoon adaptation of the play, "Peter Pan," by Sir James M. Barrie.

Produced by Walt Disney.

Directed by Hamilton Luske, Clyde Geronimi, Wilfred Jackson.

Songs by Sammy Fain, Sammy Cahn, Oliver Wallace, Frank Churchill, Erdman Penner, Winston Hibler, and Ted Sears.

With the talents of Bobby Driscoll, Kathryn Beaumont, Hans Conreid, Bill Thompson, Heather Angel, Paul Collins, Tommy Luske, Candy Candido, Tom Conway.

Color by Technicolor. Released by RKO.

20th CENTURY-FOX's

"MAN ON A TIGHTROPE"

starring

FREDRIC MARCH, TERRY MOORE, GLORIA GRAHAME, CAMERON MITCHELL.

with

ADOLPHE MENJOU, ROBERT BEATTY, ALEX D'ARCY, RICHARD BOONE, PAT HENNING, PAUL HARTMAN, JOHN DEHNER, THE BRUMBACH CIRCUS.

Produced by Robert L. Jacks. Directed by Elia Kazan.

Screen play by Robert E. Sherwood. Based on a story by Neil Paterson.

The Annual Sweepstakes Is On

With EXHIBITOR's annual INTERNATIONAL LAUREL AWARDS poll, the big competition for 1952-53 honors is keen.

EXHIBITOR's annual INTERNATIONAL LAUREL AWARDS poll is now in full swing, and the votes of thousands of exhibitor-film buyers, the men who know, are now being tabulated. Monthly, throughout the past

year, meritorious films have been chosen for this race. Shown here are just a few of those whose work qualified for this important competition, and who now await the final tabulation. To these and the

others not shown, the editor sends his thanks, on behalf of all readers, for their fine contribution to current screen entertainment.

—P. M.



Joe Pasternak, producer, (with Paul Manning)
"The Merry Widow," "Because You're Mine," MGM



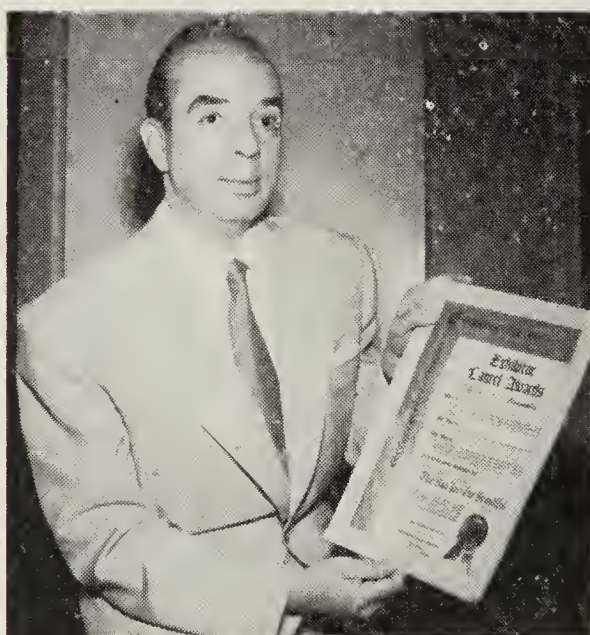
Dore Schary, producer,
"Plymouth Adventure," MGM.



Hal Wallis, producer, (with Martin and Lewis)
"Come Back, Little Sheba," Paramount.



George Sidney, director,
"Scaramouche," MGM.



Vincente Minnelli, director,
"The Bad and the Beautiful," MGM.



John Houseman, producer,
"The Bad and the Beautiful," MGM.



Edna and Edward Anhalt, co-producers, "My Six Convicts," Columbia.



Richard Fleischer, director, "The Happy Time," Columbia.



JOHN WAYNE AND ROBERT FELLOWS, WAYNE-FELLOWS PRODUCTIONS, HAVE COMPLETED THREE FILMS FOR WB RELEASE DURING THE FIRST YEAR.

This Independent Production Company Is Clicking

While Others Fall By The Wayside, The Wayne-Fellows Combination Is Turning Out Some Hits

IF ONE were statistically-minded, and wanted to tote up all the independent production companies which have been formed during the last decade, he could probably fill Hollywood Bowl with all the optimists who felt inde firms were the way to fame and fortune. Most of them, however, found out otherwise, and contributed to the spiralling sales of red ink during their discovery. However, a couple of smart men in Hollywood have proved that independent production certainly can pay off.

JOHN WAYNE and Robert Fellows, those men, have just celebrated the first anniversary of the founding of Wayne-Fellows Productions, Inc. Releasing through Warners, Wayne-Fellows has an imposing program. Three films are completed, two more are ready to go.

"Big Jim McLain", which stars Wayne, came at a time when the American public had to be told of the work of native communists. It also graphically spotlighted the Un-American Activities Committee in exposing red saboteurs in Honolulu. The formula consisted of an established star name, Wayne, a timely story, sabotage at

home and abroad, and the production know-how of Wayne and Fellows.

Next along was "Plunder Of The Sun", starring Glenn Ford, Diana Lynn, and Patricia Medina, and brought in by director John Farrow five days under schedule, notwithstanding the fact that it was made entirely on location in



On location in Truckee, Cal., in below zero weather are Hal Baylor, star John Wayne, Wally Cassell, and Jimmy Lydon in this scene from Warners' Wayne-Fellows production, "Island in the Sky," directed by William A. Wellman.

Mexico. Location movies are notorious for running overtime due to any of many unexpected contingencies which constantly arise. Farrow and his troupe may have run into these obstacles, too, but, due to careful pre-production planning and a knowing cast and crew, he cut off five days' time from his budget.

"Island In The Sky", the third completed film made by Wayne-Fellows during its first 12 months of operation, is an adaption of Ernest Gann's best seller. Wayne stars in this, too. It was directed by William A. Wellman, who again accomplished the impossible, 10 days under schedule.

DON'T make the mistake of thinking these movies are quickies, done sloppily or slovenly. They are all top budget, top cast, top productions, but made with thought and planning before a camera ever turns, and in these days, this is the most important type of production know-how.

Just how good Warners thinks the Wayne-Fellows films are is evidenced by the haste with which they signed a new deal to release all Wayne-Fellows product.

(Continued on next page)

MEET MUSICMAN ARTHUR SCHWARTZ



ARTHUR SCHWARTZ

THE FILM musical offers the exhibitor exploitation advantages which are inherent in no other type of film fare, Arthur Schwartz declared on his return from New York to Hollywood to resume his collaboration with Alan Lerner on the script and score for Cinerama's "Paint Your Wagon."

"Among the other virtues of the musical on either the stage or screen," Schwartz asserted, "is the significant fact that musicals are happy, and always fulfill their promise of giving a lift to theatre patrons. These are pretty trying times, and people are not inclined to submit themselves to what may turn out to be a two-hour session of sadness and tears."

IN ADDITION to this general promise musicals offer substantial exploitation pegs which are either non-existent or only incidental in other types of pictures, namely, the songs in the film. "A good catchy theme song for a musical," Schwartz pointed out, "becomes virtually a singing commercial, punching over the title repeatedly to millions of theatre-goers via the media of singers, records, radio, television, and sheet music. In addition, the other songs in the musical get similar exploitation, and are always identified on the air with the musical from which they are taken."

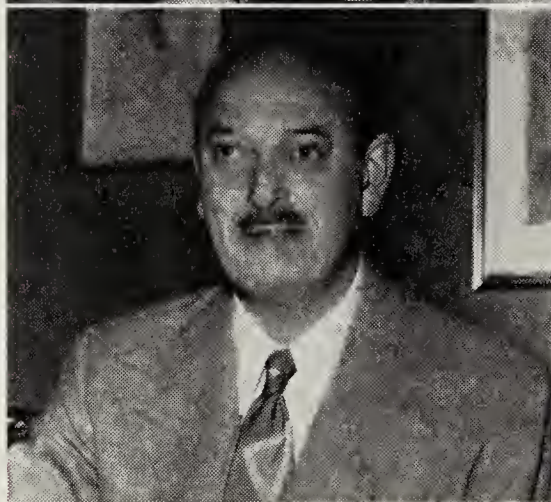
"The bounce and good spirits of a well-made musical also permits and inspires many and various exploitation stunts, contests, exhibits, special fronts, and gags with which all showmen are familiar, and which, by their nature, are frequently incompatible with more serious pictures," Schwartz stated.

SCHWARTZ has been writing show tunes since away back in the early '30's, supplying both Broadway and Hollywood with his songs from his early "Dancing In The Dark" on down to the new tunes in MGM's "The Band Wagon", based on an old stage musical by Schwartz and Howard Dietz. After completing their chores on Cinerama's "Paint Your Wagon", Schwartz and Lerner will launch preparation on "Li'l Abner", which they will write and co-produce as a Broadway musical.—P. M.

GOOD THINGS TO COME FROM HOLLYWOOD...

Metro-Goldwyn Mayer's "Lili"

The simple and endearing charm of MGM's "Lili" should come like a breath of fresh air to those who seek pure entertainment blended with whimsical, yet seriously human, qualities. Leslie Caron offers a poignant and subtle portrayal as Lili, the innocent girl suddenly caught in the maelstrom of carnival life. Mel Ferrer, Jean Pierre Aumont, Zsa Zsa Gabor, and Kurt Kasznar join forces admirably to present one of the most enchanting films in many a day. Much credit must be given to both Helen Deutsch and Paul Gallico, screen play writer, and original story, respectively, for the wide-open, blue eyed beauty of the work. Charles Walters, the director, has shown a delicacy in interpretation which finds origin in his vast background as one of our top flight film choreographers. The medium of the dance is used to great advantage in presenting the story. Producer Edwin H. Knopf, too, merits praise for his courage in selecting this delectable bit of French pastry for production, and also, for his extreme good taste in casting and production mounting. Without this able approach, "Lili" could have well emerged a much less potent bit of screen magic. However, "Lili" was born as direct and colorful as the name itself.—P. M.



Seen, top row, are Leslie Caron, a puppet friend, Jean Pierre Aumont, and Zsa Zsa Gabor in scenes from MGM's Technicolor production, "Lili." On bottom row, left to right, are Edwin H. Knopf, producer, and Chuck Walters, director. The production has received much acclaim.

This Independent Company

(Continued from preceding page)

WAYNE and Fellows insist on action packed films, good cast, good story, and, above all, top direction. The organizational structure calls for doers.

Wayne and Fellows do their talking and planning before production. Once they have okehed a script, and assigned a director, he is solely responsible for the outcome, and is the boss. There is no interference from the front office.

Wayne-Fellows Productions is getting

ready to shoot Wayne's third starring production for Warners, a western spectacle in 3-D, "Hondo", in color, written by James Edward Grant, who gave motion picture audiences "Two Jims", "Johnny Eager", "Boomtown", and others.

"Trouble Along The Way", which stars Wayne, although not a Wayne-Fellows Production, is part of a separate deal Wayne has with Warners.

WAYNE-FELLOWS PRODUCTIONS is a producing company making pictures with exhibitors in mind.—P. M.

NEWS OF THE

Territory

BRANCHES

Atlanta

Mrs. Sam Wilson, wife of Sam Wilson, Floyd's Theatres, passed away in Tampa, Fla. . . . It was "happy birthday" to Howard Schuesler, booker for several theatres. . . . Charlie Kessnich, MGM southern district manager, is showing improvement from illness that kept him out of circulation.

Those appointed convention committee chairmen for the Motion Picture Theatre Owners and Operators of Georgia and Alabama theatre owners are: general program: E. D. Martin, O. C. Lam, C. L. Patrick, R. B. Wilby, Ray Edmondson, and R. D. Kennedy; ads: A. B. Padgett, Lam, J. H. Thompson, and R. M. Kennedy; ladies activities: Mrs. J. S. Tankersley, Mrs. John Carter, Mrs. M. M. Osman, and Mrs. W. M. Snelson; registration: W. M. Snelson and L. M. Stockton, Georgia, and J. A. Jackson and R. C. Cobb, Alabama; entertainment: Stockton; hotel reservations: John Thompson and John Hackney, Georgia, and T. E. Watson, Alabama; nominations: Lam and Snelson; resolutions: J. S. Tankersley and Willis Davis; distributors: Paul Wilson, and publicity: Judson Moses.

Mrs. Ann Karppe Childers and Harold L. Hockett plan to be married in June. The prospective groom is the manager, Starlight Drive-In, Plant City, Fla. . . . Bernard Jacon, IFE vice-president, returned to New York after visiting the local branch.

The Rialto had a big day when "Peter Pan" opened, but not all the customers paid cash. Susan Maschow, six-year-old daughter of Bob Maschow, manager, was so carried away by the show at a screening that papa found himself with 41 children, five grade mothers, and a teacher as guests of his daughter.

Anika Van Koy, blond Dutch beauty, was in in connection with the opening at Loew's Grand of "Desert Legion."

Judson Moses, MGM press representative for the past year, has been promoted to division press representative, succeeding Emory Austin, promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldridge, Tom Harper, and Jack Weiner. Harper will be located at Jacksonville, and also handle Atlanta.

Booking were: Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; Sidney Laird and L. J. Duncan, Al-Dun Amusement Company, West Point, Ga.; Ebb Duncan, Carrollton, Carrollton, Ga.; W. Green, Palmetto, Palmetto, Ga.; Ray



This special front was used recently by the Embassy, Miami, Fla., for the showing of Paramount's "Come Back, Little Sheba."

Ziebell, Swan, Norcross, Ga.; Paul Engler, Famous Theatres, Birmingham, Ala.; George Weeks, Carver, Decatur, Ga.; John Gaither, Heflin, Heflin, Ala.; John F. Moffett, Carver, Montgomery, Ala.; Hugh Martin, MGM Theatres, Florida, and M. C. Moore, Jacksonville, Fla.

New at Realart are Dot Collins, Nanelle Brown, Bill McCook, Gary Singleton, and Lois New.

The Gem, Lenior City, Tenn., closed. . . . It was a happy birthday for Al Rook, Rook's booking Service. . . . George West now owns the DeSota Drive-In, Arcadia, Fla. . . . Managers of Georgia drive-ins were in for a meeting at the Variety Club.

Mr. and Mrs. T. H. Lord started work on the new Magnolia Drive-In, four miles east of Villa Rica, Ga., for 300 cars. . . . John Stillman, released from the service, succeeded his father, who died early in the year, as manager, Delray Drive-In, Delray Beach, Fla.

Mack Nation and G. V. Story started work on his new 250-car drive-in at Henager, Ala. Nation also owns a drive-in at Bridgeport, Ala.

With one member absent, City Council, Piedmont, Ala., decided to permit the continuation of Sunday shows. The council and mayor last December called a referendum for guidance.



Don Douglas, publicity director, Center, Little Rock, Ark., recently arranged this front for the showing of UA's "Bwana Devil."

Herbert Wood and his son, Herbert Wood, Jr., started work on a new 500-seat theatre in Marathon, Fla., to be ready for opening about June 1. . . . J. J. Booth is manager, Essex, Hialeah, Fla.

The concession stand of the Hillsboro Drive-In, Hillsboro, Fla., has been remodeled and air-conditioned, the patio has been landscaped, and a stage has been erected below the screen tower. Joe Taylor is manager.

The Variety Club held a square dance and floor show. . . . C. H. Roebuck, UA special sales representative, Florida, was in. . . . Al Rook, Rook's Booking Service, has taken over the buying and booking for the Twilite Drive-In, Jamestown, Tenn. . . . Tommy Mote, Paramount, was back after illness.

Nicholas Brieger, home office representative, Columbia, was a visitor. . . . The stork passed over the home of Mr. and Mrs. Charlie Boggs, WB, and left a baby boy.

A birthday party was given to H. W. Bennefield, shipping department, Warners. . . . Janet Holland replaced Evelyn Tedford in the booking department.

Betty Thornton and Eunice Wallace, 20th-Fox, resigned. . . . T. A. MacDougald sold his interest in the Belmont, Pensacola, Fla., to M. S. Sims. . . . O. O. Ray, head shipper, Paramount, Jacksonville, for the past 30 years, was given a party.



Ethel Merman, starring in 20th-Fox's "Call Me Madam," attended the recent premieres of the film at Wometco's Carib, Miami, Fla., and Miracle, Miami Beach, Fla. Left, she is seen with Sammy Walsh, master of ceremonies, and Mitch Wolfson, Sonny Meyers, and Sonny Shepherd, Wometco, while right is the crowd gathered outside the Carib, Miami.



Charlotte

Al Burks, former MGM exploiteer in this territory, is now covering southern dates for Columbia's "Salome."

Judson Moses, MGM press representative in Atlanta for the past year, has been promoted to division press representative, succeeding Emory Austin, promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldridge, Tom Harper, and Jack Weiner. Baldridge, who is stationed in Washington, D. C., will continue to handle that exchange territory and that of the branch here.

Memphis

"Bank Nights," operating for several months in local theatres, are no longer permitted. The ban was ordered by Police Commissioner Armour, but theatres obtained an extension to give away cash prizes on hand. This has been completed.

Judson Moses, MGM press representative in Atlanta for the past year, has been promoted to division press representative, succeeding Emory Austin, promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldridge, Tom Harper, and Jack Weiner. The latter will make his headquarters in New Orleans, and will also continue to have the local branch in his sphere of operations.

NATIONAL THEATRE SUPPLY — W. C. Sumpter has purchased new equipment for a new drive-in in Lepanto, Ark. . . . New air conditioning equipment has been installed in the Palace, Ridgely, Tenn., and Strand, Tiptonville, Tenn., by Strand Enterprises. . . . R. L. Bostick was in Oklahoma City. . . . Salesman C. E. Sumner was in New Orleans regarding air-conditioning sales.

The new drive-in operated by Andy Jonas opened in Trenton, Tenn.

MONOGRAM — Visitors from Arkansas included W. R. Lee, Little Rock, owner, Heber Springs and Des Arc; E. C. Fleeman, Ritz, Manila; and Gordon Hutchins, Corning. Visitors from Tennessee were G. L. Helms, Hill, Scotts Hill, and W. Y. Carlton, Dixie, Gleason; in from Kentucky was B. D. Bright, Hi-Y Drive-In, Henderson, and, from Mississippi, Mr. and Mrs. Charles E. Treas, Westwood Drive-In, Aberdeen.

New owner of the former Carlton, Whiteville, Tenn., is C. E. Brooks. The theatre will operate as the Town.

S. O. Langston, Caulfield, Mo., bought the Paradise, Cotter, Ark., and was in booking.

Donald F. Hansen was winner of the trip to Denmark sponsored by a local department store in conjunction with "Hans Christian Andersen." Samuel Goldwyn Productions will fly Hansen to Boston about April 30, and from there he will be flown to Copenhagen.



Original costumes from U-I's "Abbott and Costello Go to Mars" were used in connection with the recent premiere at the Melba, Birmingham, Ala. Harry Curl, manager, is seen at the wheel, and Jimmy Gorham, assistant manager, is in the space suit. Erika Norden, on front seat, was in to publicize the film along with models Ruth Hayes and Doris Edwards, all winners in the "Miss Universe" contest.

Mari Blanchard was in touring the country in the interest of "Abbott and Costello Go to Mars," Loew's Palace. Miss Blanchard also visited Little Rock, Pine Bluff, Hot Springs, Fort Smith, and Jonesboro, all in Arkansas, as well as Jackson, Tenn.

New Orleans

D. Davison, Sno-Master Manufacturing Company, Baltimore, Md., visited with manager Tom Neely, National Theatre Supply. . . . Drive-Ins badly damaged by winds, which were quickly repaired to resume operations for Easter Sunday, were the Leo Drive-In, Monroe, La., and Joy Drive-In, Greenville, Miss., the latter's repairs were handled by R. L. Johnson, Johnson Supply and Service.

Phillip Salles shut down operations at the Majestic, Covington, La., indefinitely, but will continue to operate the Star. . . . The theatre in Gibsland, La., has again changed hands. It is now owned by D. A. Sorrell, and the name is the Menlo. . . . Mrs. L. M. Rube, Carolyn, New Hebron, La., sent word that she will close, and not reopen until August. . . . The John M. Harvey's Nabor,

Oberlin, La., suspended operations in observance of Holy Week. . . . Mr. and Mrs. Charles Levy, Ritz, Hammond, La., were Baton Rouge, La., callers. There is one situation in the Capitol City to which the Levy's are attracted.

A. D. Hopkins, 49 Drive-In, Jackson, Miss., reopened. . . . The Grand, Hays, La., is operating again on regular schedule.

Mr. and Mrs. Gilbert Romero stopped by to say that three Negro theatres in Lafayette, La., will soon be equipped for 3-D, the Gil, McComb, and Booker T.

We exchanged "Happy Easter Day" greetings with Mr. and Mrs. I. Oberlin, Natchez, Miss., on their way home after a round of calls, one of them with buying and booking representative J. G. Broggi. . . . The Brandon brothers, Gil, visiting here from Memphis, where he is associated with Film Transit, Inc., and Dan, who holds the reins of Transway, Inc., here, were with the gang at Gentilich.

B. W. Stevens, on the job supervising the construction of the Bard Drive-In, Plaquemine, La., which he and Bill Cobb will operate, checked in to spend the holiday at home. . . . A crowd was at hand to pay final respects to Aubrey E. Chadick. . . . Post-Easter callers were Hector Naquin, Cecilia-Breau Bridge owner, and the Damon and Pythias duo, Ernest Delahaye, Maringuoin, La., and O. Gaude, Port Allen, La.

Maxine D'Arcourt is the newcomer in the booking department at Theatre Service Company. He recently returned after a year's stay in New York. . . . Herb Hargroder, Beverly Drive-In, Hattiesburg, Miss., and Dr. Marquis, the alert showman, had quite a session exchanging quips. Hargroder, before branching out as an exhibitor, was with the Times-Picayune-States show ad department.

Exhibitors booking and visiting were: Mr. and Mrs. Ed Thomasie, Royal, Marrero, La.; J. P. Guitreau, Gonzales Drive-In; Ed Ortte, Clermont Harbor, Miss.; T. G. "Teddy" Solomon, N.



Charlton Heston, who portrays President Andrew Jackson in 20th-Fox's "The President's Lady," recently visited Nashville, Tenn., for the premiere at the Paramount, and was feted by Governor Frank C. Clement, Mayor Ben West, and other civic and social leaders. On left, Mrs. Overton, a descendant of President Jackson, pins an orchid on Mrs. Heston while Heston looks on, and, right, Heston meets Mrs. Sarah Stengel and Mrs. R. E. Baulch, wives of executives of the Crescent Amusement Company, Paramount, and other descendants of President Jackson.





Ciarinda Craig, left, president, Charlotte MGM Pep Club, and Lois Summers, chairman of the recent going away dinner-dance party for Tom Bailey, join in to wish their associate the best of luck as he left the Carolinas for his new promotion as St. Louis branch manager.

Solomon Theatre Company, McComb,
Miss., and Ann Molzon, Labadieville, La.

Judson Moses, who has been MGM press representative in Atlanta for the past year, has been promoted to division press representative, succeeding Emory Austin, promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldrige, Tom Harper, and Jack Weiner. The latter will headquarter here, and will also continue to have Memphis in his sphere.

Arkansas Little Rock

Plans were progressing for the 1953 convention of Independent Theatre Owners of Arkansas, set for the Marion Hotel on May 5-6. Jerry Pickman, vice president in charge of advertising, exploitation, and publicity, Paramount, will hold an advertising clinic; John Sims, National Theatre Supply, will explain and answer questions on 3-D; a 3-D picture is expected to be screened; 3-D equipment will be displayed; and a demonstration of CinemaScope is expected to be held. Bill McCraw, executive director, Variety Clubs International, will be banquet speaker. A representative from COMPO will bring the convention up to date on the federal tax fight. A dinner meeting of all officers and the board of directors will be held on the evening of May 4.

Two awards, established last year, will be presented to Arkansas showman at the 34th annual convention of Independent Theatre Owners of Arkansas on May 5-6, plaques in the nature of the "Showmanship Award" and a "Civic Activities Award," given to the persons showing evidence of the best selling campaigns and the manager or owner who does the most outstanding job of promoting the community in which he resides.

**Florida
Jacksonville**

Discussion of mounting and often prohibitive film rentals highlighted a special meeting of the board of the

Motion Picture Exhibitors of Florida in the Roosevelt Hotel. Plans were formed to conduct a drive against current film rentals at a gathering of the MPEOF's general membership of 400 exhibitors held here on April 27. The directors also rallied forces to fight against any anti-industry bills which might be placed on the calendar of the legislature. MPEOF President Bill P. Cumbaa, MGM Theatres, Leeburg, presided at the board meeting, and Arvin Rothschild, National Theatre Enterprises, Jacksonville, was acting secretary. Also present were Guy A. Kenimer, general manager, and Lamar Sarra, attorney, both of Florida State Theatres, Jacksonville; Maurice Hensler, Auburn, Auburndale; Horace Denning, Dixie Drive-Ins, and Bob Anderson, Main Street Drive-In, both of Jacksonville; E. D. Martin, Martin Theatres, Columbus, Ga.; H. T.

Spears, Bailey Theatres, Atlanta; Phil Sullivan, Titusville; B. B. Garner, Talgar Theatres, Lakeland; Fred Kent, Jacksonville attorney; Hugh G. Martin, Martin Theatres, Leesburg, and Carl Floyd, Floyd Theatres, Haines City.

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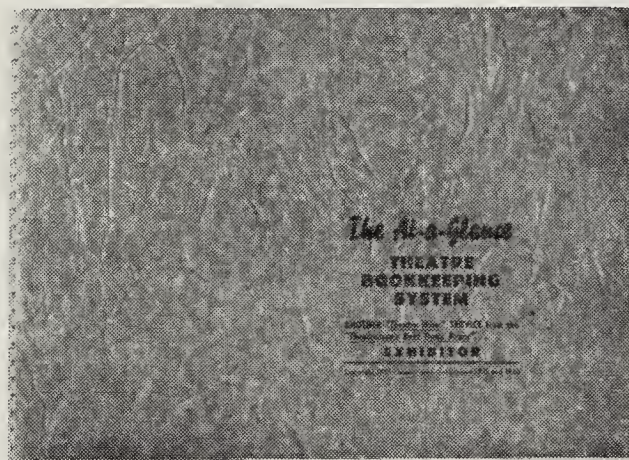
Phil Lentz, manager, Palace, was honored at a midnight surprise party attended by his theatrical friends, who

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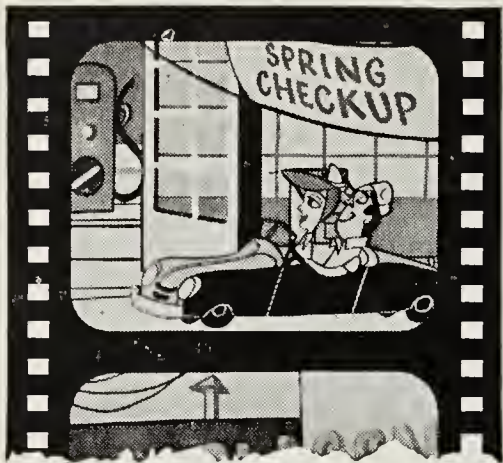
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came to wish him good luck in his new job as manager, Silver Moon Drive-In, Lakeland. Palace employees presented Lentz with a gold wrist watch and a silver cigarette lighter as gifts. Lynn F. Goodyear, former manager, Lyric, Gainesville, Fla., is now in charge at the Palace.

Miami

Don Tilzer, Roosevelt, promoted a fur fashion show in connection with "The Lady Wants Mink." For Easter, Tilzer promoted through a candy concern, free candy for the first 500 ladies attending. . . . It's the third boy for Eddie Stern, Wometco booker. Young Gary was born on April 1. . . . The Tower was lined up with a free children's show, sponsored by the Diamond Cab Association.

Fourth week's results in Wometco's second annual showmanship contest find the Carib in the lead in benefits and house management, and tied with the Lincoln and Gateway for first place in



At your age!

If you are over 21 (or under 101) it's none too soon for you to follow the example of our hero, Ed Parmalee (above) and face the life-saving facts about cancer, as presented in our new film "Man Alive!"

You and Ed will learn that cancer, like serious engine trouble, usually gives you a warning and can usually be cured if treated early.

For information on where you can see this film, call us or write to "Cancer" in care of your local Post Office.

American Cancer Society



These can-can girls were part of the ballyhoo for the recent opening of United Artists' "Moulin Rouge" at the Carib, Miami, Fla.

campaigns, with a total of 120 points to date out of a possible 160. The Lincoln leads in the quota section of this four-way contest.

Managerial shifts include Flynn Stubblefield, Town to Parkway; Harry Kronewitz, Parkway to Carib; Martin Wucher, Carib to Town, and Krag Collins back to the Rosetta after assisting at the Town during Stubblefield's illness. . . . New secretary in the Wometco purchasing department is Wilma Urchison.

On "Salome," Tom Rayfield and Marty Wucher, Carib, had a model dressed in revealing clothing riding on a float behind a sleek convertible down main streets.

Despite military protests and Senatorial backing, a drive-in is now taking rapid shape only 1,500 feet from a jet plane runway at the Marines' Masters Field, Okaloosa, Fla. N. N. Bernstein said the 850-car spot should be finished by June 1. Opponents contended erection so close to the runway would constitute a safety hazard for planes landing and taking off, but there was disagreement on the point with Bernstein winning out.

Sarah Jean and Sherri Lou Shepherd, children of Wometco official, Sonny Shepherd, had the spotlight when the Miracle presented a Monday stage performance put on by a dancing school.

Third week in the Wometco showmanship contest found the Carib leading in house management; Carib leading in benefits, with 212.5 points; the Lincoln ahead on its quota, with 299.5 points, and the Carib, Miracle, Lincoln, and Gateway, Fort Lauderdale, Fla., leading in campaigns, with 90 points each. . . . Due back at the Wometco main office, following surgery, was secretary Frances Myers. Also on the mend is Flynn Stubblefield, Town.

Louisiana Shreveport

Thomas E. McElroy, president, McElroy Theatres, Inc., owner of four film houses here, announced the purchase of the Joy, Monroe, La., which, after being remodeled, opened under the name of the Jim. McElroy announces that Arthur Y. Hear, former manager in Greenville, Miss., has been made manager, Jim. Mc-

Elroy now owns two film houses in Monroe, one being the Tem, named for McElroy's oldest son. The Jim was named for his youngest son. The four playhouses owned by McElroy Theatres, Inc., in Shreveport are the Glenwood, Broadmoor, Centenary, and Rex.

North Carolina Adamsville

Jim Howard, manager, Waco Drive-In, near Goldsboro, N. C., let contracts for the construction of a new 500-car drive-in along the Snow Hill Highway. The new drive-in, which is expected to open July 3, will cost between \$75,000 and \$100,000.

Durham

The Uptown had \$74 stolen from its safe. James E. Jones, manager, said the rear door of the theatre was found open the following day, although there was no sign of forcible entry.

The building housing the Astor has been sold to T. W. Poe, head of a contracting firm, by Claiborne Carr and the estate of the late J. L. Morehead.

Greenboro

The Center was sold by North Carolina Theatres, Inc., to a new firm, Center Theatre, Inc., for an undisclosed amount. R. M. Kennedy, Birmingham, Ala., is president of the purchasing firm, and the new manager is James Bellows, a native of Birmingham, who was employed by Wilby-Kincey in Birmingham and Montgomery, Ala., and recently an account executive with WSGN, Birmingham. Kennedy owns other theatres in Alabama and Tennessee. Bellows succeeds James C. Cartledge, who will remain with North Carolina Theatres.

Raleigh

W. G. Enloe, district manager, North Carolina Theatres, announced his candidacy for election to City Council in the spring municipal elections.

After protests were voiced by theatre interests, the House Local Government Committee of the legislature shunted off to a subcommittee a bill which would have outlawed Sunday movies in Davie County. The measure, introduced by Representative J. N. Smott, Davie, would involve two theatres, one in Cooleemee and a drive-in between Cooleemee and Mocksville, which now show Sunday movies. At the committee hearing, no one appeared to support the measure, but theatre operators from Davie County were on hand to speak against it, as was Harry Buchanan, legislative representative, North Carolina Theatres Association.

Salisbury

Ed C. Pearce, manager, Center, announced his candidacy for election to City Council in the spring municipal elections.

South Carolina Spartanburg

Enterprising Bob Talbert, manager, Carolina, crashed the ordinarily non-cooperative local newspaper with three-column art and story on a local boy's part in MGM's "Battle Circus."

NEWS OF THE

Territory

Chicago

It was announced by Jack Kirsch, president, that the following theatres have become members of Allied Theatres of Illinois; McVickers, Jones, Linick, and Schaefer; Normal, Normal Theatre Corporation; Byrd, and Newberry.

Petition for a summary judgment against the Clinton Drive-In, Clinton, Ill., on the premise that the plaintiff had suffered no damages, was filed in Federal court by attorney Sam Block. . . . P. D. Brown, General Theatre Supply, Toronto, Canada, announced while here on business that 10 new drive-ins are to open in Ontario province.

Federal Judge Sullivan quashed a motion to drop Essaness Theatres as defendants in the Armitage anti-trust suit. He also refused a petition by Armitage attorneys asking that the defendants be denied interrogatories.

D. S. Chesrow and I. B. Padoor bought the Byrd, and retained William H. Koch as manager. . . . Y and W Management Corporation bought the Cascade Drive-In, Bloomington, Ind.

Mrs. Arthur McDonald was named Capitol manager, McLeansboro, Ill. . . . John E. Behlke, 59, projectionist and special installer, Motiograph, Inc., passed on.

Filmack Trailer Company has just taken over the film exchange in the Filmack building formerly occupied by Henry Elman Enterprises and Capitol.

Henry P. Greifield, 89, an interior decorator in Loop Theatres for many years, passed on. . . . Frank Smith, veteran RKO executive, now in charge of labor relations, received felicitations on his 75th birthday. . . . Andrew Baczek was named to the Grand staff.

Mrs. Dorothy Obrecht, who, with her husband, Charles Obrecht, operates the Ritz, Cisne, Ill., was a patient in the hospital at Fairfield, Ill.

Lloyd Spurgeon, businessman, bought the Centralia Drive-In, Centralia, Ill. . . . Alice Dubin, Capitol and Realart booker, vacationed. . . . The Bianchi-Frisina Theatre Company plans to build a 600-car drive-in near Charleston, Ill., to cost \$80,000 to \$100,000.

Richard Felix and Howard Lambert, operating the Adelphi and Samuel Barliant, are mailing illustrated circulars to residents of the Rogers Park area. They also made the lobby attractive through an art exhibit. . . . Robert Buchman, former Alliance Theatre's division manager at Wisconsin, was brought in to be circuit assistant booker, replacing John Springer, resigned.



Seen at the recent press luncheon in honor of Arch Oboler, in connection with the showing of United Artists' "Bwana Devil" at the Palace and Wisconsin, Milwaukee, were, left to right, Jim Calder, vice-president, David White Company; Ralph Kettering, UA publicist; J. Lohrbeck, manager, Wisconsin; Harold J. Fitzgerald, president, Fox-Wisconsin; Oboler; Miss Kay, Oboler's assistant; Robert Uihlein, Schlitz official, and Larry Lawrence, The Journal amusement editor.

J. J. McFarland, Arcadia, suburban St. Charles, Ill., sued in federal court asking day-and-date runs with the Aurora and Elgin, 12 miles distant.

Dallas

The Variety Club, Tent 17, scheduled the regular monthly meeting with a buffet supper. . . . Two young aides of the Rialto became involved in an argument over who would collect admission tickets, according to police, with the result that Charles Albert Watson, 17, was charged with murder in the fatal stabbing of Richard Earl Hamilton, 18.

L. B. Lee, Grant Street, Wichita Falls, Tex., was in, and Harold Gibbons, Jefferson Drive-In, was in from Wichita, Kans. . . . The Texas Drive-In, Pecos, Tex., is the 500-car airer of Carl Freeman. Southwestern Theatre Equipment Company is furnishing equipment. . . . Harry Paul, RCA representative, Atlanta, was called home by the sudden death of his younger brother.

Tom Vincent, salesman, Southwestern Theatre Equipment, was called to the bedside of his mother at Sherman, Tex., during her illness.

George O'Bannan's new TV show "Hot From Hollywood" sponsored by local drive-ins, featured several guest stars.

Mari Blanchard arrived to make personal appearances on behalf of "Abbott and Costello Go To Mars," and stopped on her way in to change into a bathing suit and pose for 16mm. pictures to be used on O'Bannan's program. The film was shown over "Hot From Hollywood" with Miss Blanchard and O'Bannan doing the narrative.

Mary Jo Walters and Curtis R. Doty were married in Duncanville, Tex. The new Mrs. Doty is head biller for Monogram, and Margie Baker, her sister and another employee of Monogram, was bridesmaid.

Runne Barnes, accountant, Phil Isley Theatres, has his own personal version of 3-D. A talented artist, Barnes brought down a cathedral painting he did in 1950. . . . Home on leave, J. Robert Bell changed his title from assistant manager, Crest, with T. N. Childress to Seaman First Class. The navy transferred him from the Great Lakes Training Base to Norman, Okla., to continue his training.

The industry was highly commended at the Gonzales Warm Springs Foundation's annual membership meeting at the Gonzales, Tex., treatment center. Industry representatives on hand to accept the praise were H. J. Griffith, president, Theatre Enterprises, and Lynn Smith, Gonzales. Both men are directors of the Foundation. Resolutions were unanimously passed recognizing the Texas theatre industry and the Texas Council of Motion Picture Organizations for their efforts in the 1952 Texas Theatres Crippled Children's Fund.

The executive board of Texas COMPO unanimously approved a proposal submitted by Phil Isley, president, Phil Isley Theatres and Texas Allied Theatre Owners, to set up a statewide campaign to precede next year's Academy Awards, taking full advantage of the boxoffice value these awards make for pictures, actors, actresses, etc., chosen for this honor. Paul Short, National Screen Service divisional manager, was appointed to create the campaign and contest. Kyle Rorex, executive director, Texas COMPO, announced that the Texas COMPO Academy Award contest package would be made available to exhibitors nationwide as well as locally.

Over 12,000 persons jammed the premiere performance of the Billy Graham film, "Oil Town," which had its premiere showing at Houston, Tex., at the Sam Houston Coliseum.

C. W. Moss, manager, Interstate Theatres, Paris, Tex., since 1941, has taken over similar duties at Tyler, Tex. He will be succeeded at Paris by Truman Riley, Denison, Tex., where he is city manager. Jimmy Neinast will take over as city manager of three Interstate theatres at Denison. R. D. Leatherman resigned as manager, Paris theatres, to join Killingsworth Theatre Company, which operates theatres in the Rio Grande Valley. Harry Gaines, assistant manager, Denison, is being transferred to Brownwood, Tex., as manager.

PETTICOAT PRATTLE — Sue Benningfield, secretary to Kyle Rorex, Texas COMPO Showmen, was in Austin, Tex., attending the annual roundup held by the University of Texas. . . . Stormy Meadows is back in the popcorn business as a representative for Central Popcorn Company, Schaller, Ia. Miss Meadows, acting as broker, received a shipment on her first orders. . . . Twenty-seven members of Mosecs, Dallas Film Row luncheon club, held a special meeting in the offices of Manley, Inc., to discuss organization and installation

of officers. Voting was done by ballot with Verlin Osborne, Paramount, presiding as temporary chairman. Officers elected were Mrs. Osborne, president; Marilyn "Dinky" Bragg, Theatre Enterprises, Inc., vice-president in charge of programs; Mildred Fulenwider, Ezell Associates, Inc., vice-president in charge of membership; Margaret Falls, Manley, Inc., recording and corresponding secretary, and Billie Stevens, Rowley United, treasurer. Members of the board were elected. The four receiving the most votes were voted in for two terms, to serve one year, as follows: Mabel Guinan, Tower; Joyce Smith, Southwestern Theatre Equipment Company; Lorena Cullimore, Columbia, and Freda McCrary, Buddy Harris Theatres, the other three members of the board are Adeline Franklin, RKO; Rosa Browning, RKO, and Isabel Allport, Phil Isley Theatres. Miss Osborne appointed Maxine Adams, Theatre Enterprises, Inc., Loia Chaney, Interstate, and Rosemarf White, Metro, as publicity committee.

Kevin Genther has been added to the MGM southwestern staff of press representatives to handle both the local and the Oklahoma City branches.

Denver

Jack Wodell, manager, Paramount, and Velma Bulkley, advertising manager, Wolfberg Denver Theatres, aided by U-I's promotional representative, Amike Vogel, developed a comprehensive promotional campaign for "Abbott and Costello Go To Mars."

Dick Ivy, office manager-booker, Inter-mountain Film Exchange, bought the branch from Don Hammer.

Foster Blake, U-I division manager, and Lester Zucker, district manager, were in for conferences with Mayer Monsky, branch manager. . . . George A. Hodge, manager, Gothic, Englewood, Colo., is the father of a new son, George Edward Hodge.

Robert Hill, Columbia branch manager, went to Albuquerque, N. M., on a selling trip. . . . Robert Kehr is building a 350-car drive-in at Ogallala, Neb., with opening date set for about June 1. While 350 cars is the original size, Kehr has plenty of room for expansion. . . . Carl Downing and A. C. Seiver opened their Starlite Drive-In, Rocky Ford, Colo. . . . Shirley Mindis is the new booking secretary at Paramount, where she succeeds Maxine Law, who went to California.

Mr. and Mrs. George McCormick, Canon City, Colo., theatre owners, flew to Hawaii on the goodwill flight sponsored by the Colorado state Chamber of Commerce. . . . Bruce Marshall, Columbia salesman, went to Los Angeles to attend the funeral for his father.

Frank Smith, Paramount branch manager, Salt Lake City, was in for talks with Robert Selig, vice-president and film buyer, Fox Intermountain Theatres.

George Dowdle bought the Copper Drive-In, Silver City, N. M., from Herbert Johnson.

Tom Knight, Riverton, Wyo., theatre owner, performed another of his good deeds when he flew a Riverton girl to a Denver hospital for treatment. Knight, who flies his own plane, often flies patients to Denver who otherwise might die because of lack of proper and quick treatment.

James B. Micheletti, Metro salesman, was the top salesman for that company in the nation, and was given a TV set and a three-way combination. The award was made on the basis of the playoff report.

The complete remodeling, decorating and refurnishing job at U-I is about completed. . . . Lester Zucker, U-I district manager, was in conferring with Mayer Monsky, branch manager. . . . Seen on Film Row were: Don Phillips, Longmont, Colo.; Mr. and Mrs. Dave Thomason, Cope, Colo.; Mr. and Mrs. Fred Hall, Akron, Colo.; Mrs. Burl Lingle, Estancia, N. M.; Reuben Stroh, Telluride, Colo.; William Weil, Evergreen, Colo., and Robert Adams, Rawlins, Wyo.

Des Moines

Art Katzen has succeeded Al Golin as MGM press representative. Golin has been transferred to Pittsburgh in a similar capacity.

H. D. Barnes, former manager, Capitol, Clinton, Ia., has been named director of advertising and public relations, Central States Theatre Corporation. Barnes heads a new department created by Central States, and considerable expansion is contemplated. Barnes has spent 20 years in the business in Clinton. Harold Aldinger, manager, Rialto, Clinton, will take over the managership of the Capitol in addition to the Rialto. Borge Iverson, manager, Garden, Davenport, Ia., will take over managership of the Clinton Drive-In operated by Central States.

The \$450,000 triple damage suit filed in federal court at Davenport, Ia., by A. E. Pannos, Iowa City, Ia., and James Stopulos, Davenport, operators of three theatres, has been settled out of court for an undisclosed amount. The theatre operators claimed eight major film companies refused to rent them first-runs. . . . M. A. Fauver, 85, former owner, Strand, Victor, Ia., died in Brooklyn, Ia. . . . The citizens at Morning Sun, Ia., are working on a plan to purchase the Cozy and its equipment by raising money through the sale of stock. The house was closed following a fire. Clement Dahlheimer offered the building for sale.

Leo Peterson resigned as manager, Princess, Eagle Grove, Ia. He has managed the house for the past 12 years. . . . John Wise has been named manager, Majestic, DeWitt, Ia., succeeding Mrs. Ruth Beard. . . . Operators of the Iowa, Jefferson, Ia., are constructing a drive-in on the airport property.

Kansas City

Purchase of the Belt Drive-In, St. Joseph, Mo., by Durwood Theatres, Inc., was announced by C. Clare Woods, local manager, as the spot opened for the season. The company now operates five theatres in St. Joseph, including the Missouri, Electric, and Orpheum in the business district, and two drive-ins, the Belt and the Skylark.

Jay Wooten, president, Allied Theatre Owners of Kansas and Missouri, was in conferring with general manager Fred Horpst on the final plans for the annual convention on April 28-29.

Archie Lee, 66, engineer at the Paramount for 25 years died after illness. . . . Jim Castle, Paramount midwest publicity representative, was in. . . . Darrell Davis is building a drive-in just west of Yates Center, Kans. . . . Merle Swant, Nova, Stockton, Kans., and Don Phillips, Colby, Colby, Kans., purchased the McCook Drive-In, McCook, Neb. They also own the drive-in at Longmont, Colo.

Pat Reed, touring the country with three other girls from Columbia's "All Ashore," was a visitor. . . . Raymond M. Copeland, branch manager, Allied Artists, was in Waterloo, Ia. . . . Fred Munson, who finished remodelling his 166 Drive-In, Arkansas City, Kans., has drawn up plans to build a drive-in near Arkansas City for Wendell E. Peck. The plans call for a 400-car capacity. When it is completed, Munson plans building one in Winfield, Kans. . . . Frank Packer, Manley Popcorn, left to be manager for Manley in the St. Louis territory.

Sol Frank sold the Crest Drive-In, McPherson, Kans., back to V. Anderson, who changed the name to Star Vue. . . . George Baker sold his Center, Oakley, Kans., to Melbourne Sparks. At the present time, Baker is booking and buying for Sparks.

Les Durland returned from Des Moines. . . . Herb Jeans, Mizzou Drive-In, Columbia, Mo., was a visitor to the Ed Hartman office. Hartman will book and buy for the Mizzou. . . . Mr. and Mrs. Sol Frank, McPherson, Kans., returned from a vacation in Mexico. . . . Ralph Amacher, branch manager, United Artists, returned from a selling trip with sales representative Jack Frost. . . . Harold Lyon celebrated his 27th year in the industry. He was with Tri States, Des Moines, before taking over the management of the Paramount. He also celebrated his birthday on the same day.

Edd J. Haas, district manager, Fox Midwest, opened the fishing season at Quivira Lake. The Haas family resides in Quivira, and the dock is in front of the house. Fishing fever set in, and Haas decided to dunk a minnow. He removed the sinker and bobber, hooked the minnow by the tail so it could swim, and the results were astounding. The "taker" was a five-pound, 12 ounce bass, 22½ inches long. He had forgotten the dip net, but Mrs. Haas came running with the necessary item. A picture was in The Kansas City Star.

Exhibitors have been warned to be on the look out for a person by the name of Max Bates, who claims to be contacting theatres as a talent scout for Paramount Studios. Paramount Studios says it has no one by the name of Max Bates in its talent scout department.

Mary Pickford was in on behalf of the savings bond campaign. . . . When Jackson County's oldest drive-in, the Hiway 40, reopened, a strand of pearls was given to each woman patron. . . . Bob and Catherine Atkins sold the Community, Arcadia, Kans., to Bob and Milton Bourtonville. The Adkins have been talking to prospective buyers regarding selling their road show. They plan to move to California.

Seen on Film Row were: F. L. Norton, Ritz, Caldwell, Kans.; Eddie Landau, Liberty, Horton, Kans.; Mr. and Mrs. Glen Cooper, Dodge City, Kans.; Robert Egender, Waverly, Waverly, Kans.; A. C. Wooten, Fiesta; E. A. Peterson, Greenfield, Mo.; C. S. Shaefer, Roxy, Blue Springs, Kans.; Ernie and Louise Block, Civic, Sabetha, Kans.; Mr. and Mrs. J. H. Kongs, Royal, Seneca, Kans.; Mr. and Mrs. R. L. Honeyman, Alvin Airway, Sparta, Mo., and Mr. and Mrs. Bill Flynn, Flynn Drive-In, Great Bend, Kans.

Lester Zuker, U-I district manager, was in Salt Lake City. . . . F. W. Weary, II, Farris, Richmond, Mo.; Ben Adams, Great Western Drive-In, Liberal, Kans., and Cle Bratton, Ritz, Council Grove, Kans., were also visitors.

Los Angeles

An outbreak of vandalism resulted in the slashing of 73 seats at Loew's State, managed by Larry Market, who added that 53 seats had been cut three weeks ago.

3-D screens and conversion equipment are being installed in 22 Western Amusement Company and Jones Enterprise houses. Ted Jones is president of the two companies, operating theatres in California and Oregon. CinemaScope screens and equipment will be installed in five theatres as soon as the equipment is available. 3-D productions will be shown in four or five theatres in May, with the additional 17 or 18 theatres presenting 3-D attractions when the product becomes available. The 3-D and CinemaScope installations is in addition to a vast construction program. Ten drive-ins and one conventional theatre are planned for 1953. New drive-ins are being built in La Grande, Hood River, Baker, Coos Bay, and Lebanon, all in Oregon. The Coos Bay and Hood River drive-ins will open in May, with the Lebanon drive-in scheduled for a June 1 opening. The 1000-seat conventional theatre being constructed in North Bend, Ore., is being built for the presentation of 3-D and CinemaScope. Drive-ins under construction in California are in Needles, Barstow, and Victorville. The fourth drive-in to be built in California will be in the Imperial Valley, where Western Amusement Company operate theatres in Holt-

ville, El Centro, and Calexico. In addition, Jones, also the president, Ted Jones Drilling Company, Inc., will drill an exploration well on a 6,000 acre oil lease in south-eastern Arizona in June or July. Later, the drilling company will drill two or more exploration wells on an 18,000 acre lease in Torrance County, New Mexico.

Alex Schreiber, Paradise, Westchester, Cal., owner, returned from Detroit. . . . R-K is remodelling its offices in the Sonney building. . . . E. E. Buerman has been promoted to salesman from booker at Paramount. . . . Dan Sonney, Sonney Amusement Company, returned from Texas. . . . Bosford Grayden, operator of a circuit in Sydney, Australia, was a visitor. . . . A burning cigarette was blamed for a fire which inflicted minor damage to the Palms, El Centro, Cal. . . . The Western Amusement Company will construct a new drive-in with a 650-car capacity in the Barstow, Cal., area, where the circuit already operates the Barstow and Forum plus the Bar-Len ozoner.

Milwaukee

Ben Marcus, S. and M. Theatre Circuit, is planning additions to his drive-ins in Appleton, Oskosh, and La Crosse, enclosed structures where patrons can sit when the weather is cold. . . . Oliver Trampe and Al Sickels, Film Service, returned from a truckers convention at Philadelphia. . . . Harry Oshan, branch manager, Columbia, is a proud parent. His son, Alan, is graduating from the University of Wisconsin. . . . Eric Brown, Plymouth Theatres, Plymouth, Wis., was in.

Johnny Mednikow, National Screen Service manager, has the entire office and work rooms decorated with the theme "Third - Of - A - Century" anniversary, which his organization is celebrating. The folks welcomed "Pete" Tegner back into the fold as shipping clerk. He put in two years for Uncle Sam.

Tom Wood, graduate of Shorewood High School, has been promoted to training assistant, Towne. . . . "Pat" O'Connor has been selected as Mrs. Hrvasta's personal secretary.

Rex Coulter, former manager, Gladstone, Mich, Rialto, opened his own drive-in at Escanaba, Mich. Capacity is 600 cars.

Bob Peck, acting in an advisory capacity at the Towne in addition to handling the publicity for the national drive-in and Allied convention, went back to the drive-ins after the convention.

Due to a protest by the Disabled American Veterans, the Park, Waukesha, Wis., Merlin Hanson, manager, cancelled "Limelight."

A new company may be formed to reopen the Allis, which Allen H. Koning closed on March 1.

Don Schwartz, Realart, was in. . . . Don Brown, Mars, La Farge, Wis., was in booking.

The first outdoor theatre in Ozaukee County is expected to be ready for operation by May 15. Erwin L. Nowak said the drive-in was being constructed on Highway 57, two miles north of Grafton, Wis. He is one of the incorporators of Port Outdoor Theatre, Inc., which filed articles with the Secretary of State for capitalization at \$100,000. The spot will accommodate 575 cars. Other incorporators are Gordon and Margaret Gromme and Martha Gromme.

Minneapolis

The Dayton Company, largest Minneapolis department store, is sponsoring a "Hans Christian Andersen" essay contest in cooperation with RKO and Scandinavian Airlines. The show opened at the RKO Orpheum. . . . Plans are being made for a theatre for 3-D as part of the new Hub shopping center being built in suburban Richfield. . . . North Central Allied received "several hundred" letters and cards as the result of an ad seeking public support in helping to defeat the "pre-release" policy and advanced admissions, according to Stanley D. Kane, executive counsel, NCA. All the replies strongly condemned the policy, Kane said. Although no specific film was mentioned in the ad, it was aimed at "Peter Pan," RKO Orpheum.

Warners sponsored the "exchange night" at the Variety Club on April 10. . . . Joe Behan, booker, Columbia, resigned. . . . The Mounds, St. Paul, Minn., neighborhood house, is now showing art pictures two days a week. . . . Irving Marks, branch manager, Monogram, was in the Fargo, N. D., area with salesman Don Palmquist. . . . Ralph Pielow, Quad-States Theatre Service, was in Fargo, N. D.

Jack Bradley, Independent Film Service, has been named distributor for Depix and Polalite polaroid glasses. . . . Jack Heywood, New Richmond, Wis., exhibitor, is recovering from a bathtub fall. . . . Minnesota Amusement Company, has made a complete circuit deal for "A Day in the Country," 3-D short, which Don Swartz, Lippert, is distributing. . . . Bud Beland, second shipper, 20th-Fox, died.

Frank Westmore, who did the makeup work for U-I's "City Beneath the Sea," was in plugging the film at the Gopher. . . . A theatre for 3-D films will be included in the new Miracle Mile shopping center to be built at Rochester, Minn., by Shopping Centers, Inc.

Amos Tweeden, 49, owner, Princess, Fargo, N. D., died. . . . Home Theatres has taken over operation of the Sterling, Austin, Minn., from Clem Jaunich, Delano, Minn. Jaunich was forced to dispose of his theatre holdings because of ill health. . . . Welworth Circuit will take over operation of the deluxe Bismarck, Bismarck, N. D., on May 5, and will build a 450-car drive-in there to cost about \$75,000. Welworth also expects to open new drive-ins at Moorhead, Minn., and Devils Lake, N. D., about May 1, and at New Ulm and Montevideo, Minn., about June 1.

Recent out-of-town visitors to Film Row were Fred Renalie, Keewatin, Minn.; Boyd Haufler, DeSmet, S. D.; Pete deFea, Milbank, S. D.; Jim Travis, Milford, Ia., and Lane King, Dell Rapids, S. D. . . . The Lake Bronson, Lake Bronson, Minn., cut admissions from 50 to 40 cents. The house now is operated by the local civic association. . . . E. H. Archer sold the Roxy, Maddock, N. D., to Allan Bratvold. . . . The Riverdale, Riverdale, N. D., closed temporarily, resumed operations.

Oklahoma City

Kevin Genther has been added to the MGM southwestern staff of press representatives to handle both the local and the Dallas branches.

The Lawton Easter Pageant Association, Lawton, Okla., won its first major victory in a three-year legal battle to recover \$103,667 in royalties on "The Prince Of Peace." District Judge Clarence Mills ordered Principle Films, Inc., and producer Neil Bogan, Tulsa, Okla., to pay the association five per cent each from total sales of movie and book based on Lawton's annual biblical epic, plus six per cent interest accrued on the amount due. After the judge turned down a motion for a new trial, attorneys for Bogan and the film firm said they plan to appeal to the State Supreme Court. Surety bond was set at \$135,000 and personal bond at \$260,000. The suit hinges on a contract dispute, with Bogan contending the agreement provides for a flat five per cent of his and Principle's income. Principle and Bogan have been paid \$387,571 by the distributor, Hallmark Productions, with only \$3,000 of this amount going to the association, according to records shown. The association, however, contends it is entitled to five per cent of more than \$2,000,000 made on the production by Hallmark. Judge Mills said he interpreted the contract to mean "these people are entitled to receive five per cent of the proceeds of the distributor of the film." The film was originally called "The Lawton Story," then changed to "The Prince Of Peace."

Omaha

The Variety Club raised more than \$23,000 for a class building for Opportunity Center, Inc., an organization formed to help mentally and physically handicapped children. Of the amount, \$13,000 came from personal and group contributions and \$10,000 from the benefit at the Admiral. Chief Barker Glenn Slipper said donations of material and service assured an early start on construction.

Robert Bertram, RKO booker about a year and formerly with Columbia, has purchased one of the newest and fanciest motels in Lincoln, Neb., on Highways 6 and 77. He owned and operated the theatre at Schleswig, Ia., before joining RKO. He will be replaced by Joe Weiss, Film Row veteran now with the Co-Op Booking Service.

Carriers of The Grand Island Independent, Grand Island, Neb., were treated

to a showing of the RKO short subject, "Jimmy Gets His Route," at the Grand. A photo of the boys at the Grand appeared in the paper.

Mrs. Glenn Slipper, wife of the head, National Theatre Supply Company, Omaha and Des Moines offices, entered Will Rogers Memorial Hospital, Saranac Lake, N. Y. . . . Joe Jenny and his wife, Josephine, were treated for injuries after an auto accident here. The Malmo, Neb., exhibitor and his wife are now home.

The winning name in the contest for the new West Point, Neb., drive-in is Y-Knot, signifying the ranch style plan and decorations. Phil Lannon expects to open soon.

Harold Wirthwein, Allied Artists western division sales manager, was in. . . . Ivan Fuldaer, MGM district publicity man, was in in connection with "I Love Melvin," State, and "Small Town Girl" and "Dream Wife." . . . Paul Fine, Western Theatre Supply, went to Kansas on business.

Portland

Construction was started on a 400-car drive-in just east of Dallas, Ore., by the Creek Corporation. The firm also is building a drive-in at Silverton, Ore.

In Pullman, Wash., Jack Hutchinson, co-partner with G. R. Tate, Pullman, opened the Pullman Drive-In. . . . In Ellensburg, Wash., work has begun on a \$520,000 420-car drive-in on the Vantage Highway. Ed Metzgar, Moscow, Ida, Nev., and Andy Walyear are associated in the theatre. . . . Clarence Farrell and brother James, Liberty, Ellensburg, will shortly open their new 500-car drive-in on the Kittitas cutoff.

St. Louis

Dates for the joint meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois and Kansas-Missouri Theatre Association, Inc., have been tentatively set as May 5 and 6 at Kirkwood Lodge, Osage Beach, on the Lake of the Ozarks, central Missouri.

Commonwealth Excelsior Springs Drive-In Theatre Corporation, an affiliate of the Commonwealth Amusement Corporation, Kansas, was incorporated to own, operate, manage, and carry on a general theatre business. Incorporators are R. M. Shelton, F. L. Moore, and R. P. Lyons. . . . Vita Enterprises, Inc., Kansas City, was incorporated to own, lease, manage, operate, and conduct theatres and concessions. Incorporators were L. E. Bloch, Jr., J. R. Jensen, and I. E. Oberzan.

Services were held in St. Francis of Assisi Catholic Church, Oakville, Mo., for Joseph L. Markolf, 60, veteran member, Local 143, who died of a heart attack while working in the garden at his residence. For some years, he had been one of the projectionists at the New Shenandoah.

In Arthur, Ill., businessmen were brought to a realization of their interdependence with the Lamar, owned and operated by W. H. Hoffman, by an inspiring talk on "Motion Pictures in Relationship to Your Business" by Gordon Halloran, manager, 20th-Fox, at a meeting of the Rotary Club. Arrangements for Halloran's appearance was made by Hoffman.

Additional theatres putting in 3-D equipment include the local Star and New Comet; Washington, Quincy, Ill., and Miners, Collinsville, Ill. William A. Collins completed the installation of new high intensity screens at both his Collins and DeSoto, DeSoto, Mo., purchased through National Theatre Supply. He hopes to open his new Sky-Vue Drive-In by May 1.

R. C. Mansfield has assumed his duties as St. Louis district manager for Manley, Inc. His area covers most of the exchange territory.

In Gillespie, Ill., Mrs. Francis Peart, 75, who, with her late husband, John Peart, was one of the pioneer theatre owners of Central Illinois, was buried.

A severe windstorm damaged a number of the drive-ins. A large section of the fence of the Rendezvous Drive-In, Flora, Ill., was blown down, while the front of the screen tower of the Skyway Drive-In, Mattoon, Ill., also was damaged. The wind also damaged the screen tower of the new drive-in being constructed on Route 130 near Charleston, Ill.

Full details of the South Side Day Nursery building have been disclosed by Mrs. Otto Patterson, president, day nursery board of directors. This building is the principal Heart Fund activity of Tent 4, Variety Club. The total cost of the building and equipment has been estimated at \$85,000. The Variety Club agreed to make up to \$40,000 available for the completion of the nursery.

In Effingham, Ill., the Frisina Amusement Company transformed the front of the Effingham by replacement of the old marquee with a modern electric canopy.

William C. Earle, manager, National Theatre Supply, reports 125 orders for 3-D equipment installations. Arch Hosier, St. Louis Theatre Supply, and Paul McCarty, McCarty, Theatre Supply Company, likewise are swamped with orders. . . . Paul McCarty, McCarty Theatre Supply, attended the grand opening of the new drive-in near Columbia, Mo. It was equipped by the Shreve Theatre Supply Company, Kansas City.

Eddie Stevens, United Artists salesman, has come down to earth since the birth of daughter Deborah Ann at the Christian Welfare Hospital, East St. Louis.

Gordon Halloran, manager, 20th-Fox, announced that 75 CinemaScope installations are presently contemplated for the territory.

In Hardin, Ill., the Town Hall reopened under the new management of Mr. and Mrs. Earl Vaughn and Mr. and Mrs. George Wyatt. . . . In Karnak, Ill., the Kay has been sold by Earl and D. B. Stout, Stout Theatres, Cairo, Ill., to Robert Spurlock, resident manager for five years.

In Elkhart, Ill., the Hope was sold by Bill Hope to Luther McMurray, who resides in Chamnesstown, Ill. Hope is retiring from the business.

In Altamont, Ill., the Main has been reopened by A. T. Wohler. . . . In New Haven, Ill., the Nox, 308-seater, was sold by Henry Absher, Norris City, Ill., to J. C. Davenport, who, with his wife, has been operating the Ritz, Crossville, Ill.

In Newberg, Mo., Clifford H. Hough, lessee, Lyric, announced that his deal with A. T. Ash, Lebanon, Mo., to take over the operation of the 300-seat failed to go through. Instead, Hough consummated an arrangement for Chester Broyles, who resides near Lebanon, Mo., to take over the management of the Lyric.

In Pevely, Mo., Ray Parker, mayor of Brentwood, Mo., who operates the Parker's Skyline Drive-In, has temporarily taken over the booking and buying for the Pevely Drive-In, owned by the Linn Amusement Company, Kirkwood, Mo. R. H. Wendt, manager, Osage, Kirkwood, who booked for the drive-in is seriously ill, and would not be able to handle the booking and buying for several weeks.

In Salem, Mo., Hugh Graham, St. Louis County, who had been operating the Starlite Drive-In for the past two years, closed a deal with the owners of the drive-in, Mr. and Mrs. Paul Hanamaker, to cancel his lease, and resume the operations of the drive-in this season.

In Warrenton, Mo., it is reported that William Zimmerman will resume operation of the Vita and the Moto-Vue Drive-In. Zimmerman leased the Vita and the Moto-Vue Drive-In to A. C. Wooten and Ed Terhune in 1951.

In New Athens, Ill., the Wednesday and Thursday programs at the Town have been discontinued, Albert Keuss, Jr., manager, announced. Hereafter, films will be shown only on Friday, Saturday, Sunday, and Monday nights. . . . In Beardstown, Ill., construction on the 450-car drive-in was being pushed.

In Breese, Ill., the Avon Drive-In was scheduled for opening. It is owned and will be operated by Bernard Temborius, who owns the Avon. . . . The Car-Breeze Drive-In, three miles west of Carlyle, Ill., owned by Charley Beninati, Carlyle, and the Frisina Amusement Company, is scheduled to open.

The industry lost a valued friend in the death of Mrs. Meta D. Schmale, one of the charter members of the

Better Films Council of Greater St. Louis in 1929 and the third president of that organization in 1935-36.

Out-of-town exhibitors seen included: Paul Musser, Casey, Ill.; Bill Dean Davis, West Plains, Mo.; Russell Armentrout, Louisiana, Mo.; Herman Tanner, Pana, Ill.; Joe Goldfarb, Alton, Ill.; Charley Beninati, Carlyle, Ill.; Albert Smith, Jr., New State, Nashville, Ill.; Tom Bloomer, Belleville, Ill., and Claud Davis and Harold Larkin, 21 Drive-In, Ellington, Mo. . . . Loren Cluster, Salem, Ill., returned from his Florida vacation.

In the anti-picketing injunction suit of Hugh Graham, lessee, LaCosa, against President Tony Blust and other officers and members of projectionists Local 143, Federal Judge Rubey M. Hulen filed an order sustaining the plaintiff's motion to remand cause to the Circuit Court of St. Louis County, Clayton, Mo., at costs of the removing defendants. The court held there was no diversity of citizenship to warrant transfer to federal court.

San Antonio

For the sixth year, Easter sunrise services were held at the Fredericksberg Road Drive-In by the Inter-Parish Lutheran Church. . . . Louis Rodriguez returned to the Prince.

The legislature passed a bill, quickly signed by Texas Governor Allan Shivers, which exempts theatre admissions up to 80 cents from the state amusement taxes. Previously, they had been exempted up to 50 cents.

John E. Lilly, 78, veteran theatre owner, Sulphur Springs, Tex., died. . . . The Village Drive-In has been opened for the summer season at Ennis, Tex., by its new owners, Mr. and Mrs. M. B. Miller, who purchased the drive-in from Mr. and Mrs. T. L. Richey. . . . As the result of a fire in the projection booth at the Jacksboro Drive-In, Fort Worth, Tex., there was about \$2,000 in damages. . . . A new 300-car capacity drive-in is scheduled to be opened in May at Sherman, Tex., by Robert E. Davis, known as the Perrin, in honor of the Air Force Base.

Leon Glasscock, head, Glasscock Theatre Circuit, announced that start of the construction of a new 1,700 seat walk-in will be slightly delayed at Mathis, Tex. . . . George W. Meyers, Azteca, is back after being out due to illness. . . . Dora Olguin, secretary, Glasscock Theatre Circuit home office, is out of the hospital following an operation. . . . One of three youths picked up at the Fiesta Drive-In pleaded guilty to unlawfully carrying a "zip gun," which was fired at the screen of the drive-in. He was fined \$100 and costs.

Among the exhibitors in to book were Mateo Rayana, Teatro Rayana, Three Rivers, Tex.; T. L. Harville, Rio, Alice, Tex.; Francisco Islas, Azteca, Big Wells, Tex.; Henry Katz, Apache, Fort Davis, Tex.; Raymond Ruenes, Rex, Mission, Tex.

Harry Grief, formerly with Theatre Enterprises, Inc., Dallas, has taken over

the operation of the Liberty, El Campo, Tex., from the Long Theatre Circuit. Grief plans to institute a Spanish film policy. . . . Marvin Goodwin, Superior Booking Service, Dallas, was in.

Moses Lidell, 45, was found dead in the projection booth of a Victoria, Tex., theatre. . . . A. S. Moore, Jr., Greenville, Tex., was named president of the Greenville Industrial Development Fund, Inc. . . . A "Howdy Doody Talent Show" is to be held at the Lamar, Beaumont, Tex., each Saturday.

The Cedars Drive-In, Baytown, Tex., reopened for the summer season. New owners are Howard E. Brunson and the East Texas Theatres, Inc. The Texan, Baytown, is to be closed, according to Brunson. Theatres operated by the group include the Brunson and Bay, Baytown, the Port, La Porte, Tex., and the Sanja, Channelview, Tex.

Jose Suarez, with holdings at Midland and Odessa, Tex., has turned producer, and is making a Spanish language film. . . . The Bronco Drive-In, El Paso, Tex., has instituted a Spanish film policy.

A delegation of members of the projections' union of Mexico City made a visit to learn about 3-D films. . . . A bill has been introduced in the Texas Senate, after passing the House, which would provide a fine of up to \$1,000, six months in jail, or both, for violators who display pictures, placards, illustration, article, or thing "which portrays nude or partly denuded female figures in compromising or obscene poses, or which are in any manner, lewd, lascivious, obscene, or immoral."

Salt Lake City

Ray M. Hendry, vice-president and general manager, Intermountain Theatres, Inc., announced the appointment of Marvin George as manager, Capitol. George has been a member of the managerial staff of the Intermountain since November, 1951, serving as manager, Studio, for one year, and then house manager, Centre. Gilbert McBride, back from service, replaces him at the Centre as house manager.

Ralph Trathen, formerly with Westates, Inc., is now general manager, Consolidated Theatres. He was recently with KDYL-TV in the sales, copy, art, and voice department. . . . "Grandest actor in the business" is the title bestowed on Alex Guinness by management and staff of the Tower, all because of a hand-written letter from the actor in response to one written to him by the manager. The Tower booked six Guinness films, expecting to play them for three days each. Instead, it ran them from nine to 11 days each, calling it a "Guinness Festival." So P. A. Speckart wrote a letter to Guinness. In reply, the manager received a letter from the star.

Harold Green and Mrs. Green returned from a Caribbean cruise won in a drive. . . . Negotiators were here from New York to negotiate a new contract for front office and back room employees.

Melton Stelter, Paramount booking clerk, is now in the army. . . . RKO reported the following changes: R. H. Anderson, booker; Elmer Warner, head shipper, and Ralph Miner, assistant shipper.

Intermountain Theatre Supply reports a new drive-in for Cedar City, Utah, 400 cars, being built by Yergenson Brothers. . . . Service Theatre Supply reports the Swan, Swan Valley, Idaho, opened a 400-seater. Swan Valley is the scene of a new dam. . . . The Bountiful Motor Vu, Bountiful, Utah is open.

San Francisco

The California Theatres Association is actively participating in a luncheon honoring TOA officials and the youth of San Francisco. On April 20, CTA President L. S. Hamm announced, the association will be host to a general exhibitors meeting honoring visiting TOA heads, Herman Levy, E. E. Martin, and Mitchell Wolfson at the Variety Club. Chairman of the day will be Roy Cooper, United-California Theatres, and a TOA regional vice-president. He will be assisted by committee members Graham Kislingbury, North Coast Theatres' district manager, and John Parsons, western division manager, Telenews Theatres, Inc. The second activity for this month will be on April 23 when the organization takes part, for the first time, in Youth-in-Business Day. Cooperating with the Junior Chamber of Commerce, Irving Levin, division director, San Francisco Theatres, Inc., and Boyd Sparrow, manager, Loew's Warfield, were appointed to arrange activities whereby youths of the city will be taken on a tour, visiting the Golden State Theatres' administrative offices, exchanges, National Screen Service, and a first-run.

Harvey Theatre Construction Company, San Francisco, is designing a new theatre for Glasgow, Mont., to be called the Glasgow. Designed for 3-D and to seat 750, the house will be California Gothic in style, and according to Edward Davison, manager, John Survant estate, owner of the theatre properties in Glasgow, the cost will be \$200,000. . . . Andy Saso will reopen his Alam Rock Drive-In, San Jose, Cal., in May, with a weekend only policy during that month and full-time schedule in June. . . . Blumenfeld Theatres sold the El Camino, San Rafael, Cal., to the J. C. Penney Company for conversion to a store. Blumenfeld's Rafael, San Rafael, Cal., will reopen in May. . . . Ray Syufy is building a drive-in in Stockton, Cal. . . . The 365-seat Roxie will be closed for two weeks, repairing damage backstage from a fire.

Hannah Oppie, executive secretary, Northern California Theatre owners, accompanied by Rotus Harvey and Homer Tegtmeier, were in Los Angeles attending the Small Business Committee sessions. . . . Gerald Hardy, president, Westland Theatres, announced the purchase of Al Chamberlain's interest in Pismo Theatres, Pismo, Pismo Beach, Cal., and the Rio Grande, Rio Grande, Cal. William Degroat, formerly man-

ager, Westwood, Westwood, has gone to Pismo as manager, replaced by Roland Stephens, former pilot, East, Stockton, Cal. . . . Jack Frazer, at one time with the booking department of Fox West Coast Theatres, is now manager, East.

Robert Weeks, Fox West Coast booker, formerly with the circuit's southern office, is returning there. . . . Nancy Ansbro, head biller, Warners, resigned to work for Pacific Gas and Electric. . . . Nat Krevitz, district manager, Blumenfeld, Pittsburg, Cal., and Concord, Cal., was at Stanford Hospital for surgery. . . . Genevieve Garabaldi, secretary to D. B. Levin, Grand, was critically ill. . . . Betty Gamble, head booker, U-I, was out with virus. . . . Al Adolph, RKO salesman, returned after illness.

The Row was saddened with news of two deaths: the wife of Orpheum special policeman Leo Brothers and Don Heitman, son-in-law of Sylvia and the late Jimmy O'Neil, who took over operation of Coast Pop Corn Specialties upon the death of O'Neil.

William Greenbaum has taken over the operation of Film Booking Agency of Northern California, which now comprises 22 houses, including the Westside Circuit. Film Booking Agency was a name under which the late S. D. Weisbaum operated. Greenbaum, associated with Weisbaum one-and-one-half years prior to his death, will operate from headquarters formerly occupied by Weisbaum.

The stork was hovering over the home of National Screen Service salesman Ray Richman. . . . United Artists is deluged with requests for "The African Queen" and "High Noon." The branch is borrowing wherever it can, and shipping by stage, plane, and automobile. Exhibitors are cooperating to the extent of picking up prints from each other. Twenty-two prints are in constant circulation. . . . James Hapwood, formerly with United-California, Merced, Cal., is now assistant, St. Francis.

John Parsons, western division manager, Telenews Theatres, Inc., brought a scoop to his Telenews by holding the first showing for exhibitors by a major company on the west coast of 3-D Paravision. It came about when Parsons, a member of the Variety Club board, thought it time exhibitors had the opportunity to hear a speaker on 3-D whom they would respect. He mentioned the idea to Neal East, branch manager, Paramount, who contacted William Pine at the studios, and made arrangements for him to be honor guest at a Variety Club luncheon, followed by the showing of rushes from "Sangaree" to exhibitors and patrons at the Telenews. Pine arrived. Parsons' Telenews handled all details including the furnishing of glasses. The day was a three-way success.

Byran "Buck" Stoner, assistant western division manager, 20th-Fox, is confined to a hospital following a heart

attack. . . . Dolores Harrison, shipper, National Screen Service, is on leave to await motherhood. . . . J. R. Grainger, president, RKO, was in for a conference.

Salesman Don Fuller resigned from RKO. . . . Mike Newman, Columbia field man, was in for "Man In The Dark." . . . Barbara Taylor, a former stewardess, is the new secretary to Lila Goodin, MGM. . . . New at Warners are booking clerk Josephine Evans, formerly with Paramount, Washington, D. C.; Louise Saetti, percentage clerk; Dorothy Molyneux, biller, and head biller Rebecca Thomas. . . . George Gessler is set to open his new drive-in at Carson City, Nev., on May 1. . . . George Uribe, assistant, Loew's Warfield, was back from vacation. . . . Visitors were Barney Gurnette, Exeter, Cal.; Art Peck, Dickson, Cal., and John Distassio, Sacramento, Cal. . . . Publicist Bill Blake, Golden Gate, now lives in Redwood City, Cal., with the Peninsula set.

Seattle

Herb Wheeldon, Wheeldon Circuit, Rosalia, Wash., was on The Row. . . . Mr. and Mrs. Harry Ulsh left for a trip. . . . The father of Burrill C. Johnson, who has theatres in Marysville, Stanwood, Bremerton, and Skyhomish, all in Washington, died. . . . F. A. Bateman, Republic district manager, paid a visit. . . . Naomi Garcia, secretary at Paramount, left. She has been replaced by Kay Myer, formerly secretary to Zollie Volchok. . . . Republic branch manager Paul D. McElhinney was in Bellingham, Wash. . . . Art Gollofin, Concrete, Concrete, Wash., flew east to pick up a Cadillac. . . . A motion picture class began at the University of Washington.

Visitors included E. H. Metzgar, Moscow, Idaho; Howard McGhee, Midstate Amusement, Walla Walla, Wash.; Glen Spencer, Proctor, Tacoma, Wash.; Mike and Don Berovic, Puyallup and Sumner, Wash.; Sid Dean, Lakewood and Rex, Tacoma, Wash.; A. G. Peechia, with theatres in Eatonville, Randall, and Morton, Wash., and the Narrows, Tacoma.

Only one of two drive-ins on which construction was started a day apart near Ellensburg, Wash., will be built, Ed Metzgar, Moscow, Idaho, announced. He and a partner, Andy Walyer, Selah, abandoned their plans to erect a drive-in on the Vantage Highway, three miles east of Ellensburg. He said that having been assured that the Allen Amusement Company definitely is going ahead with immediate construction of a drive-in just south of the city, he and Walyer have "reconsidered" their plans. Meanwhile, a delegation appeared before the board of Kittitas County Commissioners, and presented a petition in attempt to stop construction of the Ellen. C. E. Farrell, Allen Amusement Company, however, said that the objections were without foundation, that a high fence would be erected around the drive-in, and that the fence would be at least 300 feet away from the subdivision of Mountainview, near its site.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Several entertainment and fund-raising activities of Tent 3, Variety Clubs, were approved by the board. Irvin Tombach and Edward Booth head the fund-raising committee, and William Onie is chairman for a project involving the sale of tickets for a giveaway on Aug. 24, when the 12 prizes will include Cadillac and Ford cars. The annual golf tournament will be held on the same day, and other activities include a dinner dance in June, "old newsboy paper" sale in September, and the 20th anniversary dinner-to-dawn dance at the Netherland Plaza Hotel in October. The club staged a "Preview Night" on April 4, when American Air Lines showed a Mexican film to bally the Variety Clubs International convention in Mexico City.

Away on business were Edward Salzberg, Screen Classics, to Renfro Valley, Ky., and Detroit; Harris Dudelson, Lippert midwest division manager, to Charleston, W. Va.; James S. Abrose, Warner branch manager, to Parkersburg, W. Va., and George A. Kirby, Republic branch manager, to Columbus, O.

In for personal appearances to boost attendance were Farley Granger, for "Hans Christian Andersen," Grand, and Anika Van Koy, for "Desert Legion," Keith. The latter presented Mayor Carl Rich with a bouquet of tulips in appreciation for this city's aid to Dutch flood victims.

The first 2,000 women attending the seasonal opening of the suburban Auto In and Dent Auto Drive-Ins received free orchids flown from Hawaii, and the first 500 women at the Albee for the opening of "Salome" were handed bottles of perfume.

Exhibitors in were A. D. Curfman, Westerville, O.; Charles Williams, Oxford, O.; John R. Poe, Aberdeen, O.; Barton Cook and Dick Meyers, Chillicothe, O.; Harley E. Bennett, Circleville, O.; Roy Wells, Fred Krimm, Lou Wetzel and Allan Warth, Dayton, O.; R. L. Gaines, Carrollton, Ky.; Raymond Young, South Shore, Ky.; Al Thalheimer, Logan, W. Va.; C. B. Huekle, Huntington, W. Va.; J. C. Shanklin, Ronceverte, W. Va., and J. V. Weddle, Lawrenceburg, Ind.

Louis Wiethe, owner, Valley, suburban Roselawn, attracted favorable neighborhood attention with a "Buttons Bunny" outside the house. The Easter symbol, 25 feet tall and weighing a half ton, had lights in the eyes, nose, and mouth, which went on when small fry punched buttons.



Milford H. "Shorty" Parker, second from right, manager, SW's Strand, Erie, Pa., is shown receiving the \$100 savings bond that was first prize in the recent promotional campaign contest for MGM's "Ivanhoe" among SW houses. The bond is being presented by MGM field press representative Herb Read, Jr. To the left is Henry T. Rastetter, manager, Warner, Erie, and on the right is Robert C. Bowman, SW district manager.

Variety Wives had more than 400 advance reservations for the donor luncheon on April 15 in the Hotel Netherland Plaza. An elaborate talent show featured the program, and proceeds were turned over to the Variety Club charities fund.

The Chakeres Circuit reopened its Melody Cruise-In, and expects to open its new Hocking Drive-In, Logan, O., in May.

Many local houses observed Good Friday by remaining closed until 3 p.m. . . . Ernie Westmore, Hollywood make-up expert, made a hit with local females with his "Glamour School" over a TV station.

William Blum, U-I branch manager, returned from a Florida vacation, and Louis Wiethe, exhibitor, is home from Tuscon, Ariz.

Laverne Hackman, Warner clerk, is to marry Theodore Boing. . . . James

Levendusky, MGM booker, is the proud father of a baby girl, Linda Sue. . . . Margaret Woodruff, Columbia head booker, spent the holiday with relatives in Bellefontaine, O.

Cleveland

"Lights, Camera, Questions," the weekly Sunday movie sponsored WXL show, took on a new form when the children of panel members presented the questions aimed to stump their expert fathers. They were Sharon Silverthorne, daughter of Hippodrome manager Jack Silverthorne; Palace manager Max Mink's son, Alan; Stanley Warner Theatres district manager Dick Wright's Judy, and Leonard Greenberger's Sheldon and Ellen. Frank Murphy, Loew's Theatres division manager, was represented on the juvenile panel by four-year-old Michael Murphy.

George Manos opened his new Manos, Columbiana, O., on April 1, a deluxe 850-seater complete with the latest equipment and decorations furnished by H. M. Fritchle, Oliver Theatre Supply. Manos made a special event by arranging for a street parade of the local high school band, the personal appearance of 20th-Fox's Ava Norring, and special stage attractions in addition to "The President's Lady." Attending the opening from Cleveland were Fritchle; Irwin Pollard, Republic branch manager; Joe Krenitz, Republic salesman, and Manning J. Glick, 20th-Fox salesman. Tom Manos, son and associate of the owner, was master of ceremonies.

"The House of Wax" is booked to open in the Allen on April 24 and in the Paramount, Toledo, O., on April 30.

Joe Swee, former well-known member of the film colony, is now in the real estate business in suburban Rocky River. . . . Ellsworth Staup, Capitol, Delphos, O., was a Film Row visitor. . . . "Mascay" (Margaret Mascay



Herbert Ochs, head, Ochs Management Company, owner and operator of drive-ins in Ontario, Canada, recently presided in Cleveland at a meeting of managers and their wives, all of whom participate as cashiers or concessionaires. Seen are, front and Mrs. Jack Ochs, film buyer; Mrs. and Mr. William MacDonald, Star Top, Sarnia, Ont.; second row, Ochs; Mr. and Mrs. Earl Scherffius, Blue Water, Port Huron, Mich.; Mr. and Mrs. Earl Taylor, Star Top, London, Ont.; Mrs. and Mr. Len Larmour, Star Top and Cyrville, Cyrville, Ont.; Jack Brown, Drive-In, Lindsay, Ont., and Larry Buck, Star Top, Belleville, Ont., and top row, Mr. and Mrs. Dandy MacLennan, Drive-In, Kingston, Ont.; Mr. and Mrs. Emil Maenck, Porcupine, Timmins, Ont.; Ken Jones, sales manager, Glenray hot dog machines for which Ochs owns the Canadian franchise, and Mrs. Jones.

Svegel), former Republic booking manager, introduced her seven-month-old daughter to friends.

Louis Ratener is installing a new twin concession stand in his Montrose Drive-In, Montrose, O. . . . Andy Martin, Royal, Akron, O., is getting his voice back to normal after a tonsilectomy. . . . Two theatre owners, both of them in Toledo, O., made application with 20th-Fox branch manager I. J. Schmertz for CinemaScope installations. Jack Armstrong, the first to sign up locally, wants it for the Paramount, and Bert Schoonmaker signed up for the World.

Ben L. Ogron, Ohio Theatre Supply Company, is installing 3-D equipment in Arnold Porosinski's Willow, Independence, O. . . . Jack Share, United Artists city salesman, was back from a week spent in Florida with his wife and children. . . . It is reported that the Carl Schwyn Circuit is no longer interested in the operation of the Wayne and Sunset Drive-Ins, Fort Wayne, Ind. Instead they are being operated by Mr. Brailey and Mrs. Browning.

"Limelight" opened at the Lower Mall in spite of a four-man picket line of Legionnaires, who went on duty shortly after the boxoffice opened. The local picket line will be maintained throughout the run. The press in an editorial condemned the actions saying "movie censor picket lines are out of place in a community with a long-established reputation for fairness and tolerance." The editorial goes on to say "No one has to attend Charles Chaplin's 'Limelight' when it opens at the Lower Mall—anyone who wants to witness the production is entitled to do so without interference."

Detroit

A daughter, Colleen Patricia, was born to the wife of Gene Duffield, salesman, National Theatre Supply.

Reviewing more than 500,000 feet of film, the local censor group, headed by Inspector Herbert W. Case, objected to only 100 feet in a foreign picture.

Pearce Parkhurst, chairman, set a big program for the spring convention of



United Artists' "Moulin Rouge" was honored recently on the Arthur Murray TV show, WWJ-TV, Detroit, prior to its premiere at the Fox. Seen are characters depicting those seen in the film.

Western Pa. Allied Concludes Meetings

PITTSBURGH — Allied Motion Picture Theatre Owners of Western Pennsylvania has just completed a series of regional exhibitor meetings.

In order to bring to exhibitors an opportunity to hear all of the latest technical information, to give an opportunity to them to air their various grievances and problems, and to point up the many benefits obtainable through membership in Allied MPTO of Western Pennsylvania, state meetings were held in Altoona on March 18, chairmanned by Bud Allison; Clearfield on March 19, chairmanned by A. P. Way and the Lipsie brothers; Erie on March 24, chairmanned by Lee Conrad; New Castle on March 25, chairmanned by Speer Marousis, and Uniontown on March 31, chairmanned by Ted Manos and Bill Basle.

The turnout was excellent, and representatives of practically every independent operator and circuit heard executive secretary Richard P. Morgan. Also in attendance at each meeting was a representative of one of the supply dealers.

Advanced admission price pictures, "pre-releasing," and competitive bidding occupied a large portion of the time allotted to open discussion. Exhibitors expressed concern for some of the practices of distribution, and, while generally deploring the necessity of appeals to the Department of Justice and Congressional committees, they felt that only through this type of action could corrective measures be forced upon the distributors.

Allied Theatre Owners of Michigan scheduled for April 27-29 at the Hotel Tuller. The sessions will be open to all exhibitors in the area, whether members of Allied or not. One aspect of the meeting will be a tour of five 1,000-car drive-ins. The group will also see "This Is Cinerama" at the Music Hall. Senator Homer Ferguson, Wilbur Snaper, National Allied president; Sam Pinanski, COMPO co-chairman, and Abram F. Myers, Allied board chairman, are scheduled to speak during the business sessions.

Morgan told the exhibitors that in his judgement competitive bidding was one of the most vicious practices in use today. He explained the details of a plan proposed by him to eliminate competitive bidding, but observed, since the plan contemplated doing away with grossly inflated film rentals secured under competitive bidding, that distributors would probably be unwilling to adopt it. He stated that in his judgment the plan would grant to the distributors the legal immunity that they are seeking through the use of competitive bidding in that it will eliminate any claim of arbitrary and unbusiness-like action by the distributor in the licensing of his pictures.

Briefly, the plan contemplates that when a theatre requests the right to negotiate for a run previously granted another theatre, the distributor should license on an experimental basis to each of the competitive theatres a sufficient number of pictures, quantity wise and quality wise, to enable the distributor to have an accurate record of relative grossing possibilities. Having this record, the distributor is then in a position to allocate his pictures to the competitive theatres in such a fashion that each receive the share to which its grossing possibilities entitle it.

The exhibitors were advised to tread cautiously in installing 3-D equipment, but not to overlook its possibilities.

Many of the exhibitors expressed a desire to have this type of meeting made a regular service of Allied. Morgan explained that board action on this would be necessary, that if a sufficient number of exhibitors desired it, he felt sure that Allied would make every effort to comply.

Exhibitors who attended the meeting were agreed that a clearing-house of ideas and information was invaluable.

Theatre properties were analyzed at a luncheon meeting of the brokers' division of the Detroit Real Estate Board. E. Richard Holtz, realtor and manager, Century, was guest speaker.

The US-23 Drive-In reopened at Flint, Mich. New manager is Frank Bloomer, who succeeded the late Wallace O. James. Bill Clark, Clark Theatre Service, is buying and booking for the drive-in. Clark has also added the Indian River, Indian River, Mich., and the Mars to his list.



Earl J. Hudson, formerly president, United Detroit Theatres, recently promoted to the post of executive vice-president, western division, American Broadcasting Company, was honored at a testimonial dinner by Detroit civic leaders and the Variety Club, with James Sharkey, general manager, Cooperative Theatres of Michigan, acting as chairman.

Sol Gordon, exploiter, 20th-Fox, was in for "Invaders from Mars."

According to Police Censors Bureau figures, the total film footage viewed during 1952 was 5,058,000 feet, compared to 6,346,900 feet in 1951.

The Booth, owned by Milton London, was one of the first east side neighborhoods to experiment with 3-D.

Indianapolis

The Colosseum of Motion Picture Salesmen of Indianapolis plans to hold its fifth annual dinner and dance on April 25 at the Marott Hotel. The affair is in the hands of the following committees. Herman Black, RKO, in charge of the program; Ray Thomas, U-I, entertainment; Jules Goldman, Warners, tickets, and Val Klaiber, MGM, publicity. Billy Moore's orchestra will furnish the dance music, aided by vocalist Kay Fields. The dinner will be buffet style, following which there will be dancing. Herman Hallberg, 20th-Fox, is president, Colosseum; Frank Warren, U-I, is vice-president; Ken Dotterer, 20th-Fox, is secretary, and Jack Meadow, RKO, is treasurer.

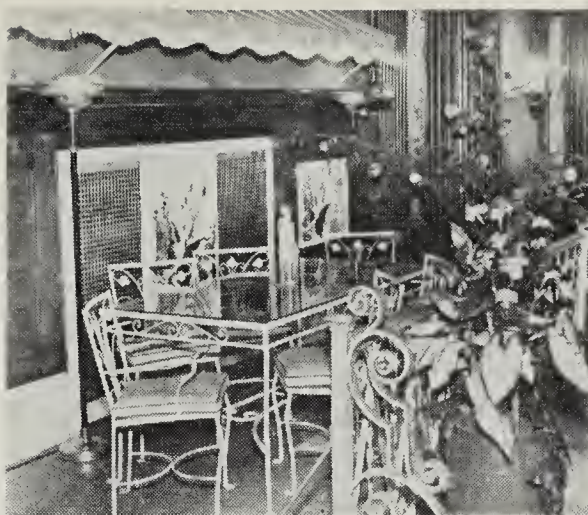
M. R. Goldstein, Allied Artists vice-president and general sales manager, announced plans to hold saturation premieres for "Roar Of The Crowd" in three midwest states, tying in with the interest in the Memorial Day auto racing classic. The premieres, to be backed by a heavy newspaper and radio advertising campaign, will be held in key cities in Indiana, Illinois, and Ohio. They will be launched May 23, one week before the annual speed classic featured in the color film.

Republic's "Thunderbirds" opened at the Lyric with merchant tieups, National Guard, school promotion, music promotion, etc., assisting. . . . Mr. and Mrs. Al Richey, Alhambra, Knights-town, Ind., left for a vacation.

Clyde Nehisen will operate the Limberlost, Geneva, Ind. . . . Mike Murphy, Victory, Huntingburg, Ind., returned from a vacation at Miami Beach, Fla. . . . Joseph Bohn spent several days in Louisville, Ky. . . . Wayne Connelly has taken over the Star, Fremont, Ind. . . . Gerald Hoskinson has acquired the Star, Winslow, Ind. . . . Carl Halstead is the new assistant shipper, 20th-Fox, and Betty Haworth is the new cashier's clerk.

Al Blocker, Y and W Circuit, and William Carroll, Allied Theatre Owners of Indiana, attended the Ohio exhibitors convention. . . . Al Hendricks, manager, Indiana, was confined to the Methodist Hospital by a gall bladder operation.

Exhibitors seen on Film Row were T. J. Arrington, Arrington, New Haven, Ind.; Matt Scheidler, Hartford, Hartford City, Ind.; Nick Paikos, Diana, Tipton, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind., and Harry Van Noy, Van Noy, Middletown, Ind.



Loew's State, Cleveland, recently went all-out on the promotion of United Artists' "Moulin Rouge," and erected this French sidewalk cafe in the lobby.

Pittsburgh

Al Golin, MGM press representative, who has been covering Des Moines, has been transferred to the local branch in the same capacity.

Bernie Elinoff has been promoted to short subjects buyer and booker for Stanley Warner. Charles Mason resigned from the same organization to join the F. Dinty Moore buying and booking office on Film Row. George Gilliam, formerly with Warners in Cleveland, and more recently with the Chakeres Circuit, comes here as booker for the Pittsburgh city and Main Line houses for Stanley Warner.

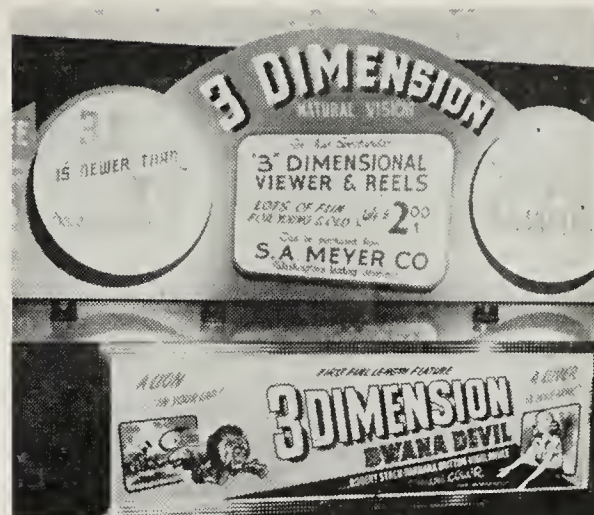
Ann and John Walsh, he's manager, Fulton, celebrated their 21st wedding anniversary. . . . Mickey Rooney, booked for a replacement of Dorothy Lamour at the Vogue Terrace, McKeesport, Pa., bowed out, and Kitty Kallen filled the vacancy.

Veteran theatre manager John Reilly is back with Stanley Warner as manager, Melrose, neighborhood house.

Peter Rosian, U-I district manager, was in town for meetings with branch manager Francis Guehl. Rosian has had Washington, D. C., added to his district, and his former two exchanges, Buffalo and Albany, have been added to the



A "Science and Civil Defense" lobby display was shown in connection with the recent opening of UA's "The Magnetic Monster," Lyric, Indianapolis. Mayor Alex Clark and Bernard M. Kamber, representing producer Ivan Tors, inspect some of the scientific equipment, along with two models with geiger counters and special helmets, which aided in the ballyhoo.



Hal DeBold, manager, State, Wilmington, O., recently gave his patrons a glimpse of what 3-D would be like in the above display, promoted from a local jeweler.

eastern district. . . . The son of Dave Kimelman, Paramount branch manager, is back to work in his insurance business after beng home with the chicken pox.

Architect Victor Rigaumont is surveying the J. P. Harris in preparation for the installation of CinemaScope.

U-I brought Fraulein Erika Nordin, one of the "heavenly bodies" in "Abbott and Costello Go To Mars," for the usual publicity, radio, and TV exploitation rounds.

U-I didn't go through with its plans to world premiere "Botany Bay" in Jimmy Stewart's home town, Indiana, Pa. The studio couldn't wait for the town's 150th anniversary celebration as it wants to market the picture immediately. Present plans call for a New York premiere in May.

Gabe Rubin, Nixon managing director, was in New York trying to line up some bookings for May. . . . Henry Burger, head, Stanley Warner publicity department, arranged for the first downtown exhibition of a jet military plane, an F-86 Sabre, to promote "Breaking The Sound Barrier," Warner.

Eileen Wadding, Stanley Warner booking department, has been bedded with an attack of the flu. . . . Ken Hoel, former ad head, Harris Circuit, and now with the Norman Burke ad agency, has been named by Columbia to do the local campaign for "Salome," J. P. Harris, a house with which he is very familiar, having done publicity for it for many years. Hoel also has been signed to handle the Home Show at the Hunt Armory, May 2-10.

Six drive-ins in the Greater Pittsburgh area cooperated with the Junior Chamber of Commerce, and held Easter morning services. Three were Catholic and three Protestant. Considerable publicity was given the services by many radio stations and the newspapers.

Fred Serrao, Circle, New Kensington, Pa., is after the nomination as councilman. The primary is being held next month.

Don Taylor, who comes from Freeport, Pa., about 50 miles from Pittsburgh, and four Paramount stars of the future are

expected to make the publicity rounds in town for "The Girls of Pleasure Island," Loew's Penn.

The son of John McGreevey, Harris Circuit booker-buyer, went back to Dartmouth after spending the holiday home.

Kentucky Corbin

Lou Merenbloom, Schine's Hipp, arranged with Frigidaire for a Thursday matinee cooking school at which were given away a \$200 Frigidaire range as the main prize, plus additional prizes and all food cooked at the school.

Paris

Mel Gaitskill, Schine's Paris, in addition to selling a full page co-op. newspaper ad, had a full window in a camera shop tying in with camera supplies for vacation trips, and another tying in on Samsonite luggage, plus one in a department store tying in with his "Ma and Pa Kettle" contest on "Ma and Pa Kettle On Vacation."

Michigan Flint

Exhibitors are working out a pattern for cooperation with civic authorities in the interest of civil defense.

Ohio Bellefontaine

Lewis Thompson, manager, Schine's Holland, secured full cooperation from a station on a "Ma and Pa Kettle" contest in connection with his showing of "Ma and Pa Kettle On Vacation." Local prizes were promoted for three winners, and Thompson also had some nice window tieups on luggage and bicycles.

Columbus

Farley Granger, starred in "Hans Christian Andersen," made personal appearances at the RKO Grand. . . . Bob Wile announced that the national convention of drive-in theatres would be held at the Netherland-Plaza Hotel, Cincinnati, Feb. 16-18, 1954.

A bill to license "Bingo" games in the state for an annual fee of \$100 with revenues earmarked for handicapped children was introduced in the Ohio House of Representatives by Representative Anthony O. Calabrese, Democrat, Cuyahoga County. Governor Frank Lausche said he would veto any bill which would permit "Bingo" games in the state. A charity "Bingo game was held here recently in rooms above the Gayety. Safety Director Donald Cook said he would take no action against such games at this time.

Manager Carl Rogers, Loew's, Dayton, O., and two Dayton critics, William



Alex Schrieber, owner, Paradise, Los Angeles, and president, Associated Theatres, Detroit, recently visited the set of Warners' "So Big" with some friends. Seen, left to right, are Mr. and Mrs. Charles Aller; Sterling Hayden, starring in the film; Mrs. Ben Gottlob; Gottlob, and Schrieber.

Barton, The News, and Art Kany, The Journal, were here to meet Debbie Reynolds, guest of honor at the 25th anniversary celebration of Loew's Ohio.

Two proposals for constitutional amendments which would legalize "Bingo" and other games of chance in Ohio were introduced in the Ohio legislature. Senator Robert R. Shaw, Republican, Columbus, offered a resolution which, if adopted, would submit the suggested amendment to Ohio voters in November. Shaw suggested that the legislature could set up a commission to regulate and tax "Bingo" as horse race betting is controlled. Representative John D. Sweeney, Jr., Republican, Akron, introduced a proposed constitutional amendment to make all games of chance for charitable purposes exempt under the present prohibition in the state constitution. This would include roulette, wheels of fortune, raffles, and other games of chance.

The Franklin County Council, American Legion, discussed boycotting "Hans Christian Andersen," RKO Grand, but decided against the action.

Lee Hofheimer and Charles Sugarman, North Hi Drive-In, ran a "Get acquainted" offer in local newspapers, printing coupons good for one adult admission per car for a two-week period. . . . The revival of "A Woman's Face" and "Dr. Jekyll and Mr. Hyde," Loew's Broad, gave that theatre more than twice normal business for the week. A saturation TV spot announcement campaign was used on WLWC plus an extra-large newspaper ad campaign.

The Ohio State Senate Committee will hear witnesses on the censorship repeal bill, introduced by Senator C. A. Mosher, editor, The Oberlin News-Tribune, on April 20 and 21. Witnesses testifying in favor of censorship repeal will be non-industryites, among them representatives of the clergy, lawyers, educators, and business leaders. Manning Claggett, MPAA associate director is conferring with leaders of the repeal movement. Mosher introduced the bill as a result of the Toledo newsreel case in which Martin G. Smith, defendant, was



Ed McGlone, manager, RKO Palace, Cincinnati, and Irving Tombach, Warners' field man, recently designed this trick flash box, worn by a man who walked through crowded downtown streets, bringing Warners' "I Confess" playdate message to pedestrians and motorists.

acquitted. His views were outlined in an editorial in his paper.

Newark

Gus De Pauw, Schine's Capitol, got a full page co-op. ad in connection with the "Ma and Pa Kettle" contest he recently ran in connection with the showing of "Ma and Pa Kettle On Vacation." He had good success with the contest, tied in with 4-H Clubs, schools and Granges. Promoted as prizes for the winners were a complete hair-do for Ma, lingerie, stockings and flowers; and for Pa, haircut and shampoo, shirt, tie, shoes, and other gifts. A local photo studio was promoted for all pictures. And for the boy or girl submitting the winning letter, he had a wristwatch or encyclopedia as prizes.

Pennsylvania Beaver Falls

Bob Higgins is back to work as manager, Rialto, after a long siege with pneumonia. While he was away, Mrs. Higgins took over the management of the theatre.

Carnegie

The new Tri-Boro Drive-In was scheduled to open. Owner partners are William Fox, William Walker, and Mrs. Louisa Herman.

Irwin

Joe Morrison is building a large, beautiful fountain and pool at the entrance to his Super 30 Drive-In. . . . Floyd Morrison, who manages the Rose Drive-In, Jeannette, Pa., and the Super 30, is a senior law student, and expects to graduate from the University of Pittsburgh this June.

Latrobe

John Ridilla and his partner, F. Ferrari, have just completed two large modernistic homes close to their Hi-Way Drive-In.

Tarentum

Nelson Bond turned over the buying and booking of his Sunset Drive-In to F. Dinty Moore.



NEWS OF THE

Territory

Boston

Crosstown

At the March meeting of the Drive-In Theatre Association of New England, with 20 members present, Ray Feeley, executive director, gave a resume of the important features of the National Allied drive-in convention in Milwaukee.

Samuel Pinanski, president, American Theatres Corporation, attended the special luncheon honoring Miss Mary Pickford on her Bond-A-Month tour. Pinanski, the industry's national chairman for United States Savings Bonds, was one of a small group of New England bankers invited by the Treasury Department to meet Miss Pickford at the luncheon at the Chamber of Commerce.

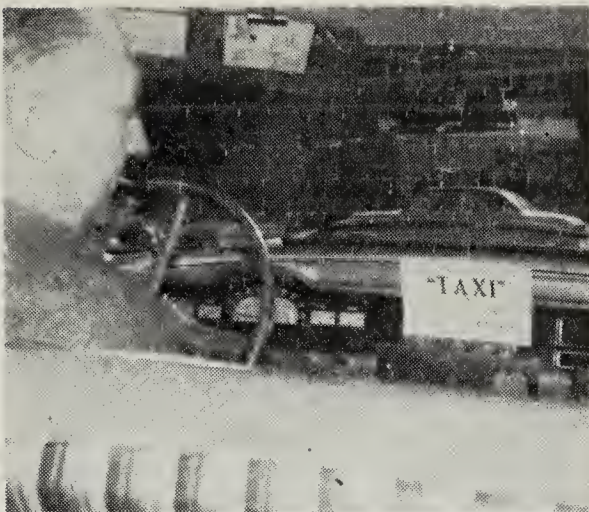
Tom Duane, recently appointed general manager, Lockwood and Gordon Circuit, has a son, Bill, completing his first years of medical training at New York Medical College. The latter's engagement has been announced to Maureen Donovan, Quincy, Mass., medical supervisor, Quincy City Hospital. She is a graduate of Carney Hospital.

Selectmen of Marshfield, Mass., granted a permit for a drive-in on Ocean Street, abutting the Marshfield Airport, to Abraham and Moritz, Feinberg. The permit was granted over the objection of the airport owner, Thomas Weitbrecht, after state aeronautical commission authorities inspected the site, and declared it would not interfere with the airport.

The Capitol, Quincy, Mass., has been sold, and will be converted into a department store. Operated by B and Q Associates, the Capitol has been dark for several years. The theatre has a 64 foot frontage on Hancock Street, and is 126 feet deep.

Calvin King, owner, Walden, Williams-town, Mass., was in for one of his infrequent visits.

As a result of a suggestion brought up by Warner salesman Bill Kumins at the March meeting of the Motion Picture Salesmen's Club, a committee was set up, headed by Kumins, to arrange movies for shut-in children. The first showing was held at the orthopedic ward, Childrens Hospital, where a



Fred R. Greenway, Loew-Poli Palace, Hartford, Conn., and Al Lessow, assistant, recently tied up with taxi firms for car cards on 20th-Fox's "Taxi."

feature film was brought into the ward for the sick kiddies. Cots and cribs were placed in strategic positions where the children, some of whom were obliged to lie flat on their stomachs, could view the film. The project was so successful that plans are under way for other screenings in other sections of the hospital.

Donald McNally and his wife announced the birth of their second child, the first son, Timothy Arthur McNally, born on March 26 at the Orleans County Hospital, Derby, Vt. Father operates the Derbyport Drive-In, Derby; the Morrisville Drive-In, Morrisville, and the Blue Moon Drive-In, Saint Johnsbury, all in Vermont.

Ray Feeley, Independent Exhibitors, Inc., New England, and Frank Lydon, Allied Theatres of New England, organized a delegation of New Hampshire exhibitors to attend a hearing in Concord on House Bill 344, a minimum wage petition which would raise the present blanket provision of 50 cents an hour to 75 cents an hour. The hearing was continued to today (April 15).

Judge George W. Pike, retired, a former owner of the Playhouse, Lisbon, N. H., is in the Littleton, N. H., Hospital, suffering from an attack of pleurisy.

Eliminations announced by the Bureau of Sunday Censorship included the following: "Fame And The Devil," parts 1 to 8. (Deletions: Dialogue: "That devil is very powerful!" to and including "But if you aren't it's just too bad." In part 8. Embassy; "Man About Town," (French), Parts 1 to 10, ("Le Silence Est D'or"). (Deletions: English caption and accompanying French dialogue "All they want is --," in part 3. RKO.

Film District

Managers and owners of sub-run situations will be able to present a beauty contest winner from stages of

3-D, Wide Screen
At Boston Meeting

BOSTON — Three dimension and wide-screen were under discussion at a forum conducted by the Harvard Law School when Arthur DeBra, MPAA, and Floyd Ramsdell, inventor, stereo process, came to give demonstrations and explanations of the new systems. DeBra, who offered a brief resume of the differences among Cinerama, CinemaScope, Magnascope, and Natural Vision 3-D, stated that he believed that it will be up to the public to make the choice as to which system would survive. "It is my prediction," he said, "that a wide-screen system will be unified with a stereo system into one image for the most dramatic and thrilling effect possible in a motion picture theatre." He added that the audience would have to wear Polaroid glasses, however.

Ramsdell gave an hour's demonstration of 3-D shots in his Stereo process, explaining the techniques as they were shown on the screen. His company is the second oldest industrial film producing company in the country. He is the general manager, Worcester, Mass., Film Corporation, and has been experimenting with stereo films for 35 years. He has completed a series of both medical and scientific 3-D films which have been shown to advantage in their fields.

Questions were asked by the audience at the conclusion of the showing of the stereo films. Asked if this system would drastically change teaching methods at medical schools, Dr. Fleishner, X-ray specialist at Harvard Medical School and Beth Israel Hospital, stated that 3-D films can greatly contribute to surgical operations for illustrative purposes, but he doubted that they would radically alter the usual methods of class instruction. Asked if the Polaroid glasses can have any ill effect on the eyes of the audience, Ramsdell answered that the glasses themselves cannot be harmful, but inasmuch as a large portion of light is cut out from the viewer when donning the glasses, the arc lamps in theatres must be intensified, and as the light becomes stronger no eye strain will be apparent. Those who have slightly defective eyesight could easily have 3-D Polarized glasses made up from their own prescriptions, to be used solely for viewing 3-D films in theatres, Ramsdell said.

their theatres. U-I made arrangements for Erica Nordon, "Miss Germany," a winner in the recent "Miss Universe" contest, to appear at sub-run houses for personal appearances. She will not visit the downtown theatres. She has a role in "Abbott and Costello Go To Mars."

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MORE ECONOMICAL.

CARBONS, INC., BOONTON, N. J.

Johnnie McGrail, U-I publicist, dated the contest winner for situations around Boston well in advance. The Keith-Boston, however, playing the film first-run, will have Mari Blanchard, featured in the picture, in the lobby on the opening day.

A daughter and first child, Susan Scully, was born to the Henry "Bud" Scullys at Mount Auburn Hospital. Dad is an MGM salesman, and the mother, formerly Barbara Feeney, was a secretary at Paramount before her marriage two years ago.

Dave Cantor, national exploitation director, RKO, announced that Joe Longo, a native of New England, is returning after eight years to be field representative for RKO. Formerly the publicity director for Loew's State and Orpheum, Longo will make his new office at the RKO exchange. This appointment has been in the wind for some time, and his many New England friends are delighted to welcome him home. Al Margolian, handling the publicity at RKO on a temporary basis, has been transferred to the Buffalo exchange, where he will be field representative for that city, Detroit, and Toronto.

Benn H. Rosenwald, MGM manager, returned after home office conferences in New York.

New Haven Crosstown

When the Bowl Drive-In opened, exhibitors, exchange people, and others were in the opening night's audience. Free cigarettes, candy, coffee, and comic books were given by four foot tall "Captain Zero." . . . The Women's Society of Christian Service, Westville Methodist Church committee, sponsored a twin bill at the Whalley. . . . Tony Basilicato is chairman of the wage-scale committee, projectionists Local 273,

Credit Union Starts In Boston District

BOSTON — A Moviecraft Federal Credit Union has been established in Greater Boston for members of the IATSE group under the supervision of the Federal Security Agency.

It will allow all IATSE members to enter a systematic savings plan, and act as a borrowing agency when extra money is needed.

The charter for the Greater Boston agency was handed down to treasurer Jack Rosenberg, and headquarters have been established at 28 Winchester Street in the offices of Independent Theatre Supply, where it is planned to have a local trustee present for applications for membership.

Later, when the union is in good working order, one day a week will be set aside for business purposes.

Officers elected are Henry Perry, president; Morris Rotman, vice-president, and Rosenberg, treasurer. The credit committee is made up of Meyer Rosen, Benjamin Bearman, and Frank Labby; the supervisory committee consists of Sam Dinerstein, Fred Jones, and Herbert Goldstein, and the board has the three officers plus David Kaplan, Anthony Phillips, Saul Zitter, and Hyman Bornstein.

All IATSE members may belong to the new credit union by applying for membership. This embraces office help, projectionists, shippers, bookers, stage hands, and rewind girls.

negotiating with the drive-ins to stabilize the union contract. Ernest De Gross and Matt Kennedy are other members of this committee. . . . Tony Basilicato, College projectionist, is co-chairman in the North Haven area for the special

Duane Joins Lockwood-Gordon

BOSTON — Lockwood and Gordon Enterprises has appointed Thomas F. Duane in an executive capacity to handle operational affairs. With 17 regular theatres and eight drive-ins, Lockwood and Gordon will announce new acquisitions as they are added to the listing. The circuit is also taking over additional office space at headquarters at 260 Tremont Street to make room for Duane.

As a result, Duane resigned as sales manager at United Artists, a position he held for a year. A well-known figure in distribution, he started his industry career in 1925 with Paramount in various sales capacities. He has since been sales manager at Republic, eastern and Canadian division manager for Vanguard, notheastern division manager for SRO, producers representative for Peter Rathvon Productions, New England manager for Lopert, and general sales manager for Commercial films.

At the outbreak of World War II, he entered the air force, serving from 1942 to 1946, and reaching the rank of Major. A native of New England, he makes his home in Quincy, Mass. He and Mrs. Duane have two sons, William O. Duane, completing his first year of medical training at New York Medical College, and Tom Duane, Jr., a senior at Thayer Academy, who is entering Holy Cross College in the fall. The industry wishes Duane the best of luck.

committee trying to get funds for a swimming pool at the Southbury Training School. Those in the industry who have taken an interest in helping the Roselle Swimming Pool project, and have helped with donations, are Dr. J. B. Fishman, Lincoln; Benjamin Witkin, Shubert; Stanley Warner office, and others. Donations may be sent to chairman Basilicato, c/o College, and any theatre in the area wanting to give a benefit show can contact him at the Elm City house. . . . Bernie Goffin, Crown, set a good lobby display for the triple feature, "The Strange Life and Death of Joseph Stalin," "Oriental Evil," and "Cassino To Korea."

Meadow Street

Bill Hayes is managing the Norwalk Drive-In. . . . Mrs. Earl Wright, wife of the Columbia salesman, left for Ohio to be with her daughter, Mrs. Connie Reid, expecting an addition to her family. . . . William R. Pilot resigned as manager, New Meriden, Meriden. . . . The E. M. Loew drive-in reopened. . . . In Milford, Lew "Bozo" Kelly, the clown, was back at this outdoor house for his fourth season. . . . The Plainfield, Plainfield, planned on the installation of new lighting, projection, and Walker screen. . . . The Capitol, Milford, was to get all new projection and lighting equipment, including a new Walker screen. . . . The Elm and Eastwood, Hartford, gave a free jet plane to every child who attended a "Jet Plane Matinee."

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New England Bowling

Theatrical Bowling League

TENTH WEEK'S BOWLING (Second Half)

United Artists	4	MGM	0
Harry's Snack Bar	0	Affiliated	3
All Stars	4	Independents	1

STANDINGS

	Won	Lost
Affiliated	24	16
United Artists	23	17
Harry's Snack Bar	22	18
All Stars	20	20
MGM	19	21
Independents	12	28

High Single: J. Freeman—131. High team single: MGM—523 (season's high). High three single: J. Freeman—334 (season's high). High team three: MGM—1450 (season's high).

INDIVIDUAL AVERAGES

J. Freeman	101.6	Rahilly	90.9
Jennings	99.7	Asdot	90.6
Prager	95.5	Berlone	90.2
Farrington	93.8	Hy Young	89.0
Owens	93.7	Feinstein	87.5
Kirchick	93.2	Clements	87.5
Bradley	93.1	Glazier	86.1
Gates	92.8	Larson	86.0
Smith	92.8	Lynde	84.6
Field	92.1	Pugh	84.2
Serra	91.8	L. Freeman	82.4
Hill	91.5	McCarthy	81.1
Segal	91.4	Cohan	79.8
J. Young	91.1	Rowe	76.9
Sandler	90.9	McSorley	73.6
Alternates			
Hochberg	86.5	Almon	86.3
Katz			\$5.3

Bob Schwartz, Waterbury, operator, Lake Drive-In, and Ted Jacocks were reported to have received a permit from the State Police to open a drive-in on Division Street in Ansonia.

Circuits

Loew Poli

Division manager Harry F. Shaw was back from a South American cruise. . . . Floyd Fitzsimmons, MGM publicist, was in the area making TV tieups for "Trader Horn." . . . John Di Benedetto, Poli, Worcester, Mass., set quite a campaign for "The Naked Spur," including taxi bumper strips, book store tieups, sport goods angles, radio contest, disc jockey tieups, and other items.

Connecticut

Hartford

Paul W. Amadeo, general manager, Pike Drive-In, Newington, reported completion of new kiddieland area.

Bill Daugherty, manager, Webb Playhouse, Wethersfield, conducted a "Salute to MGM Week," with top revivals. Daugherty recently assumed the Webb managership, succeeding Russell D. Ordway, now district manager in Massachusetts and Rhode Island.

The newly completed Bowl Drive-In, near the New Haven-West Haven town line, was opened by Seymour Levine and associates. It has capacity for 700 cars.

Joseph W. Mansfield, UA field man, came through on "Melba." Other promotion men in were Floyd Fitzsimmons and Arthur Canton, MGM, on "The Bad and the Beautiful" and "I Love Melvin." . . . Norman Turgeon, concessions manager, Pike Drive-In, Newington, went into the army, Simon Glassman replacing. . . . Cy O'Toole, Stanley Warner engineering department, was at the Strand in conjunction with "Bwana Devil."

The Chicken Coop sponsored a kiddies' show on Saturday morning at the Loew-Poli.

The Central Labor Union named Rube Lewis, Loew-Poli Palace stage manager, to its executive board.

Francis S. Murphy, editor and publisher, The Hartford Times, retiring on June 1, will be honored at a May 4 testimonial dinner attended by leaders of the film industry and other fields.

The Common Council, Meriden, has rescinded a city ordinance adopted last October which eliminated the necessity of hiring a policeman by theatre operators, excepting on weekends.

Massachusetts

Lynn

Speaking at a luncheon of the Kiwanis Club, of which manager James Davis, Paramount, is president, Mary Pickford launched the "Bond-A-Month" campaign in Greater Lynn.

Pittsfield

The Palace, to be remodelled, will be closed briefly in mid-May.

Worcester

The E. M. Loew drive-in, Route 12, opened.

New Hampshire

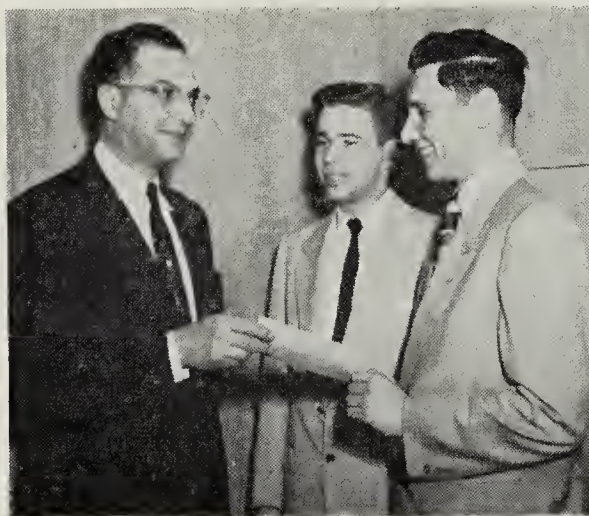
Laconia

A cooking school was held at the Colonial.

Rhode Island

Providence

A total of \$14,374.84 was collected in 45 Rhode Island theatres for "The March of Dimes," according to an announcement by Edward M. Fay, Majestic, chairman, Providence County chapter, National Infantile Paralysis Foundation, and theatre chairman for the chapter. Largest donation was by patrons of Loew's State who contributed \$2032.93. The RKO Albee, patrons gave \$1214.50, and Strand patrons gave \$1105.09. Other
(Continued on next page)



Teddy Freedman, president, Trojan Club, Brookline, Mass., High School, recently presented the "Jimmy Fund" with a check for \$541.40, receipts from a dance. Seen, left to right, are Ted Fleisher, fund treasurer and president, Interstate Theatre Corporation; Paul Kniznick, the dance committee chairman, and Freedman.

Report of the 1952 "Jimmy" Fund

(Arthur H. Lockwood, general co-chairman, 1952 "Jimmy" Fund, recently issued the final report of the campaign for the Children's Cancer Research Foundation. The report is concluded in this issue.—Ed.)

MASSACHUSETTS

Town	Theatre	Collections
Salisbury	Salisbury D-I	135.82
Saugus	Saugus D-I	2,130.45
	State	14.36
Scituate	SatuitPlayhouse	918.02
Seekonk	Bay State D-I	393.39
Shelburne Falls	Community D-I	237.00
Shrewsbury	Shrewsbury D-I	396.67
Somerset	Somerset D-I	296.53
Somerville	Ball Square	115.13
	Broadway	92.77
	Capitol	166.62
	Central	79.98
	Orpheum	58.00
	Somerville	71.67
	Teele Square	68.15
Southampton	Red Rock D-I	226.50
Southbridge	Strand	1,106.87
So. Deerfield	Valley View D-I	173.80
So. Weymouth	Cameo	173.26
Springfield	Art	341.40
	Bing	43.68
	Capitol	1,133.53
	Round Hill D-I	641.78
	Jefferson	92.64
	Paramount	1,784.34
	Phillips	329.45
	Strand	85.14
Stoughton	State	661.14
Sturbridge	Dolly-D-I	626.27
Sutton	Sutton Motor-In	429.38
Swampscott	Surf	528.39
Taunton	Park	1,433.11
Templeton	Templeton, Winchendon	60.73
Tyngsboro	Tyngsboro D-I	129.89
Uxbridge	Cameo	65.21
	Quaker D-I	371.94

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Mailing Address.....

City.....

State.....

Individual's Name.....

Position.....

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Town	Theatre	Collections
Vineyard Haven	Capawock	54.50
Wakefield	Wakefield	200.00
Waltham	Central	321.79
	Embassy	1,748.18
Ware	Casino	346.06
Wareham	Wareham D-I	617.60
	Wareham	359.05
Watertown	Watertown Square	483.57
Webster	State	343.09
Wellesley Hills	Playhouse	849.10
Wellfleet	Wellfleet	77.50
West Boylston	W. Boylston D-I	553.56
Westfield	Park	734.76
	Strand	130.30
	Sundown D-I	13.72
West Lynn	Uptown	325.30
West Newton	Newton	84.55
Westport	Flint	304.10
	West Port D-I	304.11
W. Springfield	Riverdale D-I	494.58
	Memorial D-I	310.78
Weymouth	Weymouth D-I	401.40
Whitinsville	Prospect	163.58
Winchester	Winchester	978.00
Winthrop	Winthrop	132.15
Woburn	Strand	1,150.57
Wollaston	Wollaston	266.17
Worcester	Capitol	4,476.72
	Olympia	1.00
	Plymouth	371.14
	Rialto	41.78
	Warner	515.38

NEW HAMPSHIRE

Alton	Alton Drive-In	131.10
Alton Bay	Oak Birch Inn	30.00
Berlin	Albert	5.05
	Strand	202.54
Bethlehem	Colonial	222.89
Bretton Woods		150.00
Bristol	Bristol	215.97
Claremont	Claremont D-I	282.23
	Latchis	167.31
	Magnet	230.62
Colebrook	Jax	170.08
Concord	Capitol	158.82
	Concord	19.08
	Concord D-I	1,604.42
Conway	Majestic	10.00
Dover	Strand	743.89
	Uptown	83.73
Durham	Franklin	31.71
Epping	Raymond	13.00
Exeter	Ioka	350.52
Farmington	Strand	30.00
Franklin	Regal	186.22
Gorham	Grand View D-I	203.50
	Ritz	136.00
Hillsboro	Capitol	124.32
Hookset	Sky-Way D-I	214.61

Town	Theatre	Collections	
Keene	Colonial	96.01	
	Keene D-I	70.31	
	Latchis	185.47	
Laconia	Colonial	528.91	
	Gardens	102.65	
	Weirs D-I	600.40	
Lakeport	Lakeport	27.50	
Lancaster	Rialto	345.76	
Lebanon	Opera House	59.35	
Lisbon	Playhouse	1.50	
Littleton	Jax, Jr.	324.93	
Manchester	Empire	1,451.18	
	Lyric	7.75	
	Manchester D-I	300.00	
	Modern	26.22	
	Palace	79.34	
	Pine Island D-I	162.77	
	Rex	7.38	
	State	421.93	
	Strand	248.23	
	Key	194.59	
	Milford	Latchis	35.35
	Nashua	Daniel Webster	4.04
		State	265.88
	Newington	Newington D-I	569.51
Newport	Coniston	570.16	
No. Conway	Conway	10.00	
No. Hampton	No. Hampton D-I	116.48	
No. Woodstock	Corliss Hall	157.61	
Orford	Starlite D-I	118.34	
Plymouth	Plymouth	552.55	
Portsmouth	Civic	249.01	
	Colonial	339.47	
Rochester	Scenic	913.92	
	Sunset D-I	199.25	
Salem	Old Rock D-I	106.78	
Somersworth	Somersworth	118.00	
	Starway D-I	177.52	
Twin Mountain	Twin Mt. D-I	110.22	
Whitefield	Village	10.00	
Woodsville	Tegu's Orpheum	93.90	

RHODE ISLAND

Rhode Island	Outside Activities	\$17,341.43
Bristol	Pastime	96.49
Centerdale	Community	216.15
Central Falls	Bellevue	65.00
	Lafayette	160.93
Cranston	Cranston D-I	356.51
	Palace	260.01
	Park	238.23
E. Greenwich	Greenwich, Kent	321.75
Johnston	Turnpike D-I	563.93
Manville	Central	17.48
Matunuck	Theatre B/T Sea	163.00
Narragansett Pier	Casino	763.65
Newport	Opera House	674.26
	Paramount	604.59
	Strand	930.86
No. Smithfield	Rustic D-I	450.00

Town	Theatre	Collections
Pakland Beach	Midway	27.21
Pascoag	Star	86.87
Pawtucket	Broadway	13.86
	Darlton	26.39
	Leroy	399.17
	Strand	1,103.33
Providence	Avon	401.99
	Capitol	87.89
	Carlton	353.46
	Castle	329.21
	Elmwood	279.94
	Hope	336.59
	Hollywood, Liberty	91.00
	Loew's State	350.88
	Majestic	1,358.17
	Providence D-I	460.62
	RKO-Albee	1,815.00
	Strand	1,210.37
	Uptown	140.62
Riverside	Lytic	101.77
Wakefield	Community	356.15
Warren	Lytic	138.72
Westerly	Westerly D-I	223.00
	United	161.60
Woonsocket	Bijou	212.17
	Laurier	85.60
	Stadium	630.95

VERMONT

Ascutney	Midway D-I	119.96
Barre	Magnet	168.56
	Paramount	1,465.95
Bellows Falls	Belmont D-I	335.30
	Opera House	600.01
Bradford	Bradford	59.55
Brandon	Brandon	70.73
Brattleboro	Latchis	355.36
	Paramount	354.67
	Parkway D-I	176.07
Burlington	Flynn	364.39
	Majestic	38.42
	Strong	52.27
Castleton	Fort Warren D-I	35.66
Derby	Derby Port D-I	376.17
Hardwick	Idle Hour	111.87
Island Pond	The Roxie	70.00
Lyndonville	Tegu's Plaza	76.78
Middlebury	Campus	2.00
Milton	Milton D-I	25.00
Montpelier	Capitol	587.21
	Strand, Twin City D-I	234.83
Morrisville	Tegu	54.09
New Haven	Midhaven D-I	21.05
Newport	Burns	165.78
No. Bennington	No. Bennington D-I	263.14
No. Montpelier	Homestead D-I	34.00
Rutland	Grand	167.00
	Paramount	714.75
	Rutland D-I	325.00
St. Johnsbury	Blue Moon D-I	174.24
	Star	662.08
	Tegu's Palace	159.35
Springfield	Avon, Ideal	232.49
Swanton	Champlain	15.00
Vergennes	Vergennes	273.95
Waterbury	Tegu's Rialto	229.13
White River Jct.	Lyric	358.95
	Drive-In	431.39
Windsor	Windsor	62.00
Winooski	Mt. View D-I	12.14

Providence

(Continued from preceding page)

amounts are: Providence: Avon Cinema, \$188.04; Capitol, \$112.74; Carlton, \$290; Castle, \$243.46; Elmwood, \$197.93; Hope, \$432.53; Liberty, \$82; Majestic, \$517.57, and Uptown, \$167.72; Pawtucket: Broadway, \$41.20; Center, \$281.58; Darlton, \$233.56; Fairlawn, \$100.33; Leroy, \$303.37, and Strand, \$506.10; Woonsocket: Laurier, \$181.24; New Park, \$476.80, and Stadium, \$502.24; also, Palace, Cranston, \$405.68; Park, Cranston, \$280.14; Opera House, Newport, \$717.27; Paramount, Newport, \$531.48; Strand, Newport, \$537.08; Pastime, Bristol, \$68.17; Community, Centerdale, \$328.82; Bellevue, Central Falls, \$70; Lafayette, Central Falls, \$241.50; Greenwich, East Greenwich, \$192.91 Kent, East Greenwich, \$268.53; Hollywood, East Providence, \$61; Central, Manville, \$26.72; Casino, Narragansett Pier, \$110; Johnston, Johnston, \$43.41; Star, Pascoag, \$113; Midway, Oakland Beach, \$34.54; Olympia, Olneyville, \$80.92; Island, Portsmouth, \$58.26; Palace, Arctic, \$295.55; Lincoln, Valley Falls, \$58.65; Community, Wakefield, \$307; Lyric, Warren, \$112.89, and Central and United, Westerly, \$220.42.

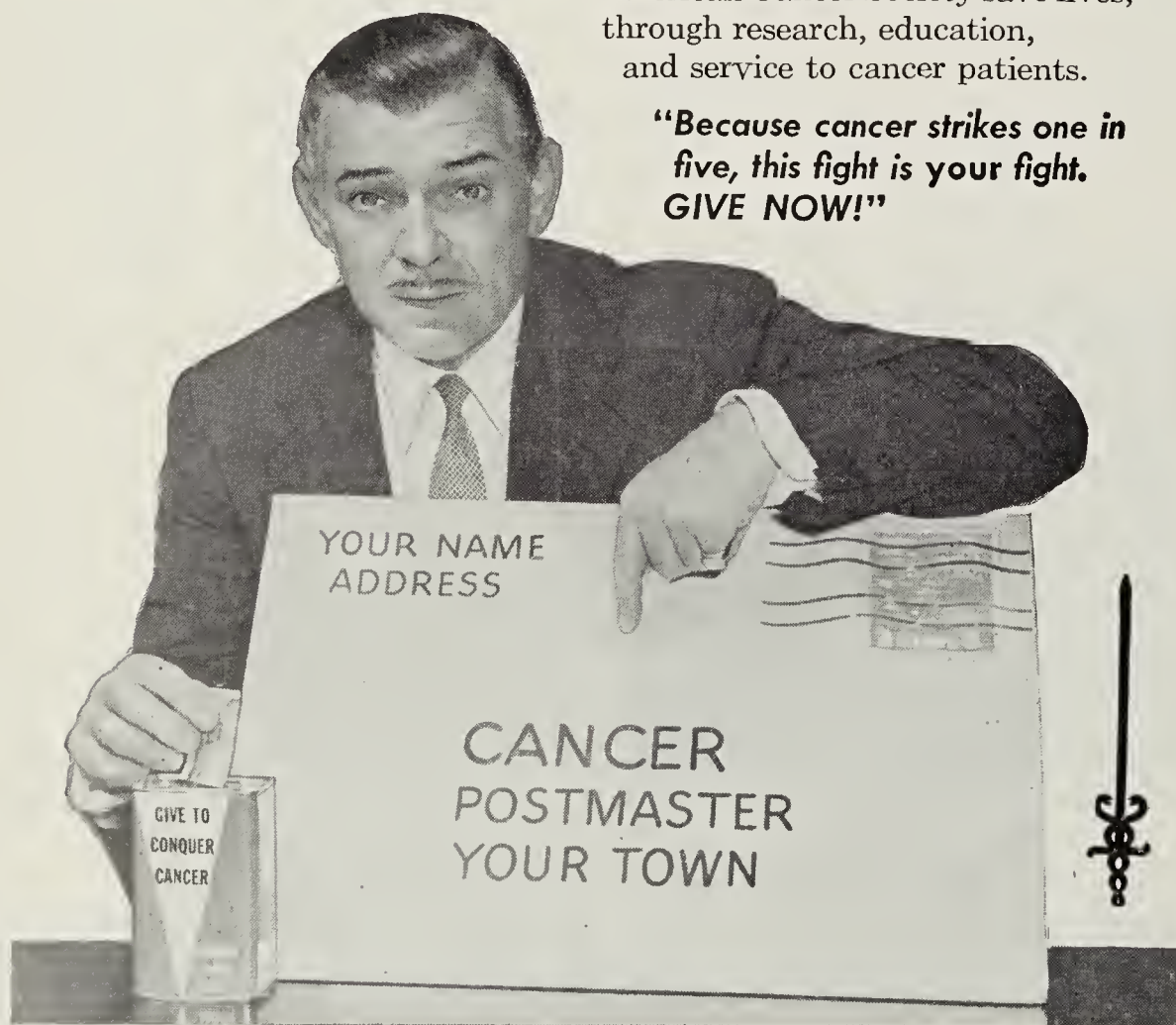
April 15, 1953

CLARK GABLE says—"I gave, and you should, too."

“It’s easy to do it this way, by mail, in an envelope addressed to ‘Cancer,’ care of the postmaster in your town.

“Every dollar will help the American Cancer Society save lives, through research, education, and service to cancer patients.

"Because cancer strikes one in five, this fight is your fight. GIVE NOW!"



NEWS OF THE

Territory

New York City

Crosstown

Ligget-Florin has taken over the booking for the Bellevue, Upper Montclair, N. J., and the Center, Bloomfield, N. J. . . . The Skyway Drive-In, Greenport, is now being operated by William H. Price, with Ligget-Florin taking care of the buying and booking. . . . For "House of Wax," WB and the 15 Camera Craft photography stores in the metropolitan area held a joint contest in conjunction with the world premiere engagement at the Paramount, judged on the basis of the best photographs submitted of the special giant 3-D set-piece heralding "House of Wax." . . . D. Pollock, manager, South Africa branch, Westrex Company, East, subsidiary of the Westrex Corporation, arrived.

Louis Phillips, Paramount's assistant general counsel, and Mrs. Phillips returned following a two-month Mediterranean cruise. . . . The first 25 women patrons coming to the Roxy on Easter Sunday were presented with a corsage of flowers, it was announced by David T. Katz, executive director. . . . D. E. Merfield, manager, Pakistan branch, Westrex Company, East, subsidiary of the Westrex Corporation, arrived. . . . Arlene Dahl, star of U-I's "Desert Legion," was in in connection with press activities.

The Europe, one of the oldest houses in the city, closed to become a church.

John Scuoppo, publicist, Columbia exploitation-special events department, and Theresa Prestera, playdate department, were married. Following a reception at the Beekman Towers, they left for a two-week honeymoon in Miami, Fla. . . . Jan Sterling, starred in Paramount's "Pony Express," and her husband, Paul Douglas, who completed "Forever



Winners of the Free Enterprise Awards recently received their certificate scrolls in New York City from John F. Budd, publisher, Air Transportation, and FEAA award chairman. Budd, left, is seen presenting scrolls to, left to right, Earle W. Muntz, president, Muntz-TV; Harry Brandt, president, Brandt Theatres, and Trans-Lux Theatre, director; Arthur J. Kinsman, president, Purepac Drug Corporation; Collie M. Weber, president, Weber-Millican securities; Arthur Murray, president, Arthur Murray Dance Studios, and Frank Wangeman, general manager, Roosevelt Hotel, accepting for Conrad Hilton.

Female" for Paramount, arrived. . . . Alfred H. Tamarin, assistant national director of advertising, publicity, and exploitation, United Artists, and Mort Nathanson, publicity manager, were on one-week vacations. Tamarin spent the week at Key West, Fla., and Nathanson was visiting in Virginia. . . . A six pound, five ounce girl, Amy Celia, was born at Lenox Hill Hospital to Mrs. Lois Halpern, wife of Ben Halpern, United Artists' home office foreign publicity staff.

Federal Judge Edward Weinfeld reserved decision on a motion for an injunction sought by J. J. Theatres and Luxor Group, Inc., in its action against Skouras Theatres and 20th-Fox. The original action, seeking \$3,085,000 damages, was dismissed following trial.

Walt Disney arrived from Hollywood for a visit before flying to London for the European premiere of "Peter Pan" at the Leicester Square. . . . E. F. Vanderhoek, manager, Singapore branch,

Westrex Company, Asia, subsidiary of the Westrex Corporation, arrived. . . . Sir Michael Balcon, a leading figure in the British film industry, came in with a print of his latest production, "The Cruel Sea." . . . Leon J. Bamberger, sales promotion manager, RKO, has been invited to speak at two forthcoming exhibitor conventions. He will address the delegates to the Allied Theatres of Michigan sessions in Detroit, April 27-29, and the North Central Allied Independent Theatre Owners, Minneapolis, May 4-5. . . . Frederick Brisson, producer of Independent Artists' "Never Wave At A Wac," arrived to remain here until after the April 23 opening at the Astor.

Gordon White, chairman, AMPA nominating committee, announced that a slate of new officers, headed by Lige Brien as president, has been chosen by the committee for the election to be held on April 30. Other nominations are Albert Floersheimer, Jr., vice-president; Edgar Goth, secretary, and William Boley, treasurer. Nominated as members of the board of directors are Maurice A. Bergmen, Miriam F. Brandon, Blanche Livingston, Harry K. McWilliams, and White. Vivian Moses was nominated as a member of the board of trustees. In accordance with the organization's constitution, other candidates can be added to the slate by the membership.

John C. Flinn, Allied Artists advertising and publicity director, who was in Miami, Fla., to make final arrangements for the company's first international sales convention which opens on May 18, was in to confer with Norton V. Ritchey, president, company's foreign subsidiary, and M. R. Goldstein, vice-president and general sales manager.

William E. Clark, RKO treasurer, left on a motor trip to Florida to spend a three-week vacation. . . . David Cantor, home office exploitation manager, RKO, went to Atlanta and Dallas to set campaigns for "The Hitch-Hiker." . . . Fred Raphael, manager, Walt Disney Music Company, sailed on a six-week tour of the company's foreign offices. . . . The New Jersey Allied convention has been set for the Traymore Hotel, Atlantic City, N. J., on July 8-9-10.



Ernst Reuter, mayor of West Berlin, was guest of honor at a recent special screening of 20th-Fox's "Man on a Tightrope" at the company's home office in New York City. Seen, left to right, are Leo Cherne, Mayor Reuter, Admiral Ellis M. Zacharias, and Frederic March, starring in the film.



Six hundred patrons of New York metropolitan area neighborhood houses, winners of lobby drawings under a co-operative arrangement with the Astor and Paramount, descended on the Astor to join a host of celebrities at the recent premiere of Paramount's "The Stars Are Singing."



Patrice Munsel, star of S. P. Eagle's forthcoming UA release, "Melba," based on the life of the famous opera singer, is seen recently sampling a new dessert created in her honor at a "Melba Luncheon" at the Sherry-Netherlands Hotel, New York City, for nationally syndicated food editors.

Jack Harris, film buyer, Walter Reade Theatres, and Mrs. Harris were vacationing in Miami, Fla., They were accompanied by Alex A. Abramowitz, Peoples Candy Company, and his daughter, Miss Anne Louise Abramowitz.

H. V. Zeppelin, manager, Westrex Company, Argentina, subsidiary of Westrex Corporation, arrived.

Marilyn Erskine arrived from Hollywood to participate in advance publicity for Warners' "The Eddie Cantor Story." . . . An extensive television advertising campaign was put into operation by Mort Blumenstock, Warners' vice-president in charge of advertising and publicity, to herald the world premiere engagement of "House Of Wax" at the Paramount. Twelve, 10, and 20 second spot announcements were set over WNBT and WABC-TV.

Alfred Crown, foreign sales manager, RKO, went to Hollywood for conferences with J. R. Grainger, president, RKO, and C. J. Tevlin, in charge of studio operations.

Renzo Avanzo, associated with Anna Magnani in several of her pictures, accompanied the Italian dramatic star on her first visit to this country. . . . "This Is Cinerama" will end an eight-month engagement at the Broadway on the night of June 4 and, on the following night, June 5, move to its new and permanent home at the Warner. Joseph Kaufman, director of exhibition, Cinerama Productions Corporation, announced that for the opening Friday and for all subsequent Fridays, there will be a 7:15 p.m. and a 10 p.m. showing. The ordinary matinee on Friday will be eliminated at the Warner. Completely new equipment will be installed. Included will be the new semi-portable projection booths and the giant screen mounted on aluminum pipe scaffolding.

The Motion Picture Industry Credit Group had been organized under the guidance and direction of the New York Credit Interchange Bureau, National Association of Credit Men. The organization will provide a "custom made, highly specialized service, the purpose of which will be to meet the industry's many credit and collection problems." Membership will consist of the leading motion picture servicers, equippers, and suppliers in the New York area. Listed as charter members are Bonded Film Storage, Camera Equipment Company, Cineffects, Inc., Color Service Company, DeLuxe Laboratories, Peerless Film Processing Corporation, Precision Film Laboratories, Preview Theatre, Inc., Filmusic Company, Film Opticals, Inc., Florman and Babb, Guffanti Film Laboratories, Movielab Film Laboratories, Pathe Laboratories, Lawrence F. Sherman, and Emil Velazco, Inc. Charter membership will be available until the first charter meeting at the Hotel Victoria on April 21. Officers will be elected.

The 11 Weiss brothers, two of whom are actively identified with the industry, had their annual get-together at the



William German, president, W. J. German, Inc., recently accepted chairmanship of the New York City amusement industry's drive on behalf of the Joint Defense Appeal, it was announced by Leon Goldberg, U-I vice-president and treasurer and associate chairman trades and industries division, JDA.

home of one of the brothers, Dr. Bernard Weiss. The oldest brother, Samuel, is owner, Stamford and Avon, Stamford, Conn; Alexander is manager, Loew's Pitkin, Brooklyn; Meyer, Morris, and Leo operate Weiss' Restaurant, Broad Channels; Aaron is in the restaurant business in New Jersey; Howard is in the wholesale paint business, and William is in the wholesale liquor business. David and Edward are retired.

Edward L. Walton, executive assistant to J. R. Grainger, returned following a tour of several exchanges. . . . Many leading executives of the industry will attend a luncheon meet on April 16 to plan support of the 1953 Joint Defense Appeal (JDA) campaign, it was announced by William German, president, W. J. German, Inc., and chairman, amusements division, JDA drive.

New Jersey Newark

The following managerial changes went into effect at several Stanley Warner houses in New Jersey. Frank Hall, manager, Capitol, Passaic, for many years, takes over the same duties at the Regent, Paterson. Eugene Genthon, Regent, moves to the Warner, Ridgewood, as manager in the absence of



Ed Rosenfeld and Edgar Van Bloem, co-managers, Trans-Lux 85th Street, New York City, are seen in the lobby with some special material, part of the recent campaign for the special booking of Columbia's "My Sister Eileen," tying in with the hit play now on Broadway, "Wonderful Town," with the cast of the play invited for a special screening.

Frank Costa, who is ill. Garry Voorman, for the past 12 years at the Fabian, Paterson, changes posts with George Birkner, who has been manager, Oritani, Hackensack. Hall will be succeeded at the Capitol, Passaic, by Israel Zatzkin, New York, connected with the industry for many years.

Lee Drexler, purchasing department, Stanley Warner, is back after illness. . . . Jack Conhaim, manager, Stanley, rented the theatre to the Lions Club for a benefit preview and stage show on May 5.

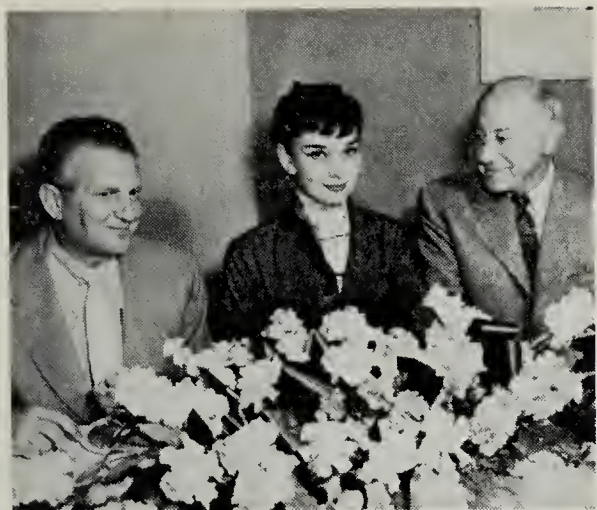
Sam Bratter, 66, a veteran exhibitor who owned several theatres in Newark and vicinity, died in Miami Beach, Fla. A brother, Morton, manages the Millburn, Millburn, N. J.

Union

Mayor F. Edward Biertuempfel launched a campaign to persuade all theatres, bus lines, and railroads to charge half price for persons over 65. Mayor Biertuempfel, declaring that elderly people and their problems are being neglected, noted that many theatres are only half-filled at matinees, and buses and trains are virtually empty during off-hours. He suggested his plan would not only help oldsters, but might also improve business.

New York State Albany

A newcomer to the ranks of drive-in managers, although a veteran in construction, is Jake Varnell, engaged by Harry Lamont to manage his Middletown. Varnell, former supervisor for J. H. Griffith Company, Harlingen, Tex., which developed mobile equipment and special techniques for the rapid building of automobile theatres throughout the country, left that field for management. A resident of Long Island, Varnell is suffering from a cardiac condition that made the shift advisable. He directed construction of two Lamont drive-ins, the Riverview, Rotterdam, and Overlook, Poughkeepsie. The opening of the Middletown, directed for several years by Howard Cammer, now in charge of the Riverview, was postponed until Varnell puts up a dam to check the washouts which caused damage in past seasons. Its location on the side of a mountain made the automobiler vulnerable in rainstorms. Cammer transferred to Rotterdam when the spot left vacant by the moving to the Overlook of Gerald Schwartz, a Lamont partner, and the departure of Mike Zala from the organization to accept an act-booking post in Cleveland required filling by an experienced man. Lamont owns another summer spot, the Leeds, Leeds. This one, which also provides seating accommodation for walk-ins, is managed by William Van Vechten, and is staffed by members of his family. A third Lamont drive-in, Vail Mills, near Gloversville, was scheduled to relight on April 10. Cliff Swick manages. The Overlook and Sunset, Lamont's Kingston operation, reopened a few weeks ago. Robert W. Case, one-time Kingston city manager for Walter Reade Theatres, directs the Sunset.



Audrey Hepburn, Paramount star of "Roman Holiday," recently welcomed to Hollywood at a luncheon attended by Paramount executives, producers, directors, writers, and department heads, is seen with Don Hartman, supervisor of production, and Cecil B. DeMille.

Ben Coleman informed exchangemen that he would operate the Valley Drive-In, near Little Falls, while Bob Baranoff gave undivided attention to the construction of a new one outside Levittown, Pa. The latter is about six miles from a drive-in which Neil Hellman, Albany, is building. Baranoff served as Schine city manager in Amsterdam before entering the outdoor field with Coleman. Coleman is also pinch-hitting for Baranoff in buying and booking for the Carman Drive-In, Guilderland. The Marottas, Amsterdam, owns the Carman.

Fabian's Mohawk Drive-In presented roses to ladies in the first 350 cars and cigars to men in the same automobiles on reopening night. Candy for all the children and an Easter giveaway were likewise on the promotion schedule. The Menands Drive-In was another offering flowers for the fair sex and gifts for kids.

Donald Hallenbeck's Indian Ladder Drive-In, New Salem, relighted. Upstate Theatres, Inc., is buying and booking for it.

A series of revival meetings are being held at the Colonial nightly through April 19 under auspices of a local church group, which assumed six weeks of a lease held by Malcolm Atterbury for stock company operation. Word leaked out that the Colonial had been sought by Ellis and Russo, New York producers, for stock next fall. They also visited the Strand and Fabian division office.

The Palace charged \$1 at night, 74 cents in the afternoon, and 50 cents for children during the run of "Peter Pan."

The new 40-room Mount Vernon Motel, East Greenbush, built by Neil Hellman, Albany-Philadelphia theatre owner, will open on April 27. It will be managed by Lewis A. Wall and Billie Helen Wall, who filled similar assignments elsewhere. Mount Vernon, all of whose rooms have double beds, is near the Auto-Vision, formerly operated by Hellman, and now conducted by his son-in-law, Alan Iselin.

The New York comptroller reported that the tax imposed for censoring of



Sheet letters, mounted on cut-down box frames and animated by blinker lights, served as the basis for this severe, but effective, flash front built recently by Joe Sommers, manager, Kingston, Kingston, Reade house, for United Artists' "Bwana Devil."

films shown in the state declined for the fiscal year ended on March 31, 1953. The total tax in 1952 was \$462,149, compared with the new total of \$413,783.

Buffalo

Al Margolian is the new RKO exploitation man in this area, handling this city, Detroit, and Toronto, Canada.

Thomas M. Hopkinson has been added to the MGM press representatives' staff for here and Albany.

Elmer F. Lux, Elmart Theatres head and City Council president, is again serving as governmental division head in the Cancer Crusade.

Carthage

Climaxing one of the most successful circuit-wide contests in the history of the Schine Circuit, a couple from here spent an Easter vacation in New York City as the winners in the 50-theatre competition in connection with the pre-release showings of "Ma and Pa Kettle on Vacation." The New York trip rep-



The producers and star of the first French film to be made in the western hemisphere recently paused briefly in New York en route to Mexico, where the bulk of production will take place. The film, "The Proud Ones," scheduled for Columbia release, will be shot in French, with additional English and Spanish dialogue. Seen, left to right, are Raoul Levy and Raymond Borderie, joint producers; star Michele Morgan, and Robert Cravenne, chief of the French agency, Unifrance, giving governmental support to the venture.



Anna Maria Alberghetti, 16-year-old Italian coloratura soprano, recently arrived in New York after a vacation in her native land following the completion of her latest starring film, Paramount's "The Stars Are Singing," which resulted in this pose.

resented the grand prize in the simple letter writing contest. The winning couple, Mr. and Mrs. Anthony Plumadore, who have 13 children and have never been more than 100 miles away from Carthage, won through the Strand.

Cortland

At Schine's State, Bob Anthony held for "Ma and Pa Kettle On Vacation" a contest in cooperation with a newspaper and cooperating merchants for localites most resembling the U-I film characters.

Long Island

The trade was saddened by the death of Alfred Cook, 52, former assistant manager, Moss Theatres, Malverne and Cedarhurst. He had previously been associated with Ed O'Connor, Arcade, Lynbrook.

Joseph Kennedy is the new manager, Prudential's Bellaire. . . . Skouras managers were awaiting the results of the showmanship drive at a special breakfast. . . . Nate Goldberg resigned as manager, Skouras' Squire, Great Neck. . . . Lester Saphier, owner, Criterion, East Rockaway, returned from a vacation. . . . Max Cooper, manager, Skouras' Cove, Glen Cove, conducted the 16th egg rolling contest at his theatre during Easter Week. He started them 16 years ago.

Thomas diLorenzo, manager, Massapequa Drive-In, uses a clever gimmick on his bi-weekly movie program, putting photos of the stars on the cover for people to collect.

The success of an all-request session at the Playhouse, Bellmore, has Conrad Baker, manager, having another including "Dead of Night," "Royal Wedding," "Notorious Gentleman," "Sands of Iwo Jima," "Kim" and "Father's Little Dividend." The Playhouse normally uses an art policy, but found the new idea pays off.

—R. E. D.

Oneonta

Norm Prager, Schine's Oneonta, shot the works on "Ma and Pa Kettle On Vacation." He tied up with a super-

(Continued on next page)



Van Heflin, co-starring in Paramount's "Shane," was recently given a luncheon at the coast studio upon completing a five-month tour in the play, "The Shrike." Seen left to right, are Heflin, producer George Stevens, Don Hartman, Paramount supervisor of production, and Phil Scheuer.

EYEING THE

Exchanges

NEW YORK — Get your rods and reels ready, The Motion Picture Bookers Club is planning the spring fishing trips. Interested parties should contact captain Seymour Berkowitz, Columbia.

PARAMOUNT — Secretary Carol Hoagland baked a fruit cake. . . . A group of employees are buying U. S. Savings Stamps each week. . . . Ledger clerk Bill Monahan was back after illness. . . . On leave from the army, former employee Richard Wolf dropped in.

MGM — Joyce Cohen, contract clerk, has been pulling up her score with her bowling league. . . . Booker's assistant Betty Hoffman was ailing. . . . Former cashier Norman Starr was in from Fort Dix, N. J., for a visit. . . . Hank Feinstein, brother of booker's assistant Dick Feinstein, left for a cruise to Cuba with the navy.

REPUBLIC — Biller Maria Lopez spent her honeymoon in Connecticut. . . . Assistant sales manager Robert Fannon became the grandfather of twin boys. . . . Jared Millan, 16mm. salesman, was on a business trip.

ALLIED ARTISTS — Etta Segall, head booker, enjoyed a night at the theatre. . . . Sina Piscatelli was saddened by the death of her grandfather.

COLUMBIA — Norman Rubin was promoted to boxoffice clerk while Stanley Birnbaum took over the print booker position. . . . Dennis Duggan, new office assistant, expects birthday congrats on April 20. . . . Typist Frances Taylor has her brother, Roy, home from the army on leave. . . . Monty Raphaelson was responsible for the special awards to office personnel: for his work in spreading the finer qualities of the English language, Irv Baron; best actor of the year, Moe Fraum; for outstanding work in bringing Columbia reissues to the attention of the trade, Dave



Edward F. Meade, Shea Theatres advertising and publicity director, is seen looking over a part of the photo exhibit that he and Carl J. Rindcen, manager, recently arranged with the Buffalo chapter, Professional Photographers Society of New York, on the mezzanine of Shea's Buffalo.

Jacobs, and, for loyal support of the Republican party in spite of her Independence, Mo., background, Dottie Condra.

RKO — Angie Mazzei, assistant cashier, was sick. . . . Greetings went to Peggy Degnan, accounting department, on her birthday. . . . Head booker Bill Hartman returned from his respite. . . . June Jacobson and boxoffice clerk Phil Heydeck are taking up oil painting. . . . Ruth Hirsch, secretary, returned.

UNITED ARTISTS — Mina Weiser was ill. . . . Alacia Brown, sales control clerk, received birthday cards.

WARNERS — Back from her honeymoon was bookers secretary Norma Taime Baja. . . . Assistant cashier Steve Baranek was taking a fishing trip in the Florida Keys.

20TH-FOX — Bookers assistant Martha Kafka was planning to spend her vacation in Florida with her daughter, Marlene. . . . Louis Zwerin, nephew to secretary Bessie Goldstein and formerly with Brandt, is sporting a Private First Class stripe on his army uniform. . . . Employees were entertaining the secretary to Detroit branch manager Joe Lee. She was vacationing in New York. . . . Inspectress Katherine Clark received birthday congrats from the girls of the film room.



Harry Greenman, managing director, Capitol, New York, recently presented a saving bond to Mrs. Jean Kleinerman, winner of the letter-writing contest for MGM's "The Hoaxters."



These three Paramount contract players, dubbed the "United Nations Girls" because they hail from different parts of the globe, recently returned from entertaining UN troops in Korea, and seen, left to right, on the west coast, are, Kathryn Grandstaff, Texas; Joan Elan, Ceylon, and Audrey Dalton, Dublin.

RAMBLIN' 'ROUND — Phil Levine, salesman for IFE, became the father of a girl. . . . Peter M. Piech is now connected with the TV department of Screencraft as sales manager. . . . Booker at Favorite, Gloria Korn becomes a year older on April 29. . . . Terry Schwartz, bookers secretary, U-I, was ill. . . . U-I still boasts of first place in the "Charles Feldman Drive." . . . Contract clerk at MGM, Rhoda Lulla, notified the fire department when she discovered a fire in her apartment house. . . . After fire destroyed its offices, Nayfack is now carrying on business at 314 West 44th Street.

—J. A. D.

Oneonta

(Continued from preceding page)

market on newspaper advertising, and had window streamers in all windows. Also, he staged a contest in the store whereby persons were to guess the number of pennies in a "Kettle"; imprinted shopping bags, and had plugs on the store's radio program. School authorities cooperated, and a local gift shop helped run a vacation contest.

Patchogue

A measure submitted to the Village Board provides that unescorted children under eight years of age would be banned from theatres, while children from eight to 13 would be required to sit in a special section, supervised by a licensed matron. The proposed measure, recommended by Mayor George E. Lechtrecker and said to be the first such step taken by any municipality in Suffolk County, was prepared by Village Attorney Francis Costello. No unescorted children could sit in a theatre balcony at any time, the proposal stipulated.

Perth Amboy

A 30-foot banner across the city's main business street was used for the first time in more than 10 years to plug a motion picture. The "ban" was cracked by John Balmer, city manager, Walter Reade Theatres, when he convinced local officials that 3-D was a milestone for motion pictures, and won permission to use the banner for "Bwana Devil."

NEWS OF THE

Territory

Philadelphia

Crosstown

Farley Granger came to town to make personal appearances at the Midtown, where "Hans Christian Andersen" is playing.

President Si Fabian, Samuel Rosen, and Harry Kalmine, Stanley Warner Corporation, were in to visit local situations on a tour of inspection of the various zones since the recent reorganization of WB.

Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., urged that every member cooperate to get support for the Mason Bill, HR 157, when a hearing is held on April 20 before the Ways and Means Committee. It also suggests that members be cautious in their purchase of 3-D or wide-screen quipment.

All-out efforts were being made by the committee of civic leaders and business men to make the April 20 dinner at the Bellevue-Stratford Hotel in honor of Jack Beresin, Chief Barker, Variety Clubs International, a grand success. Most of the proceeds from the affair will go toward support of the tent's camp for handicapped children, specifically for the construction of a new recreating building, which will be named in memory of Beresin's parents.

Ben Zimmerman, hustling manager, Carman, came up with a new idea, a teen-age dance session on the stage at 4 p.m. on Saturday afternoons with admission 35 cents. Featuring Al Martino and Bob Breese, night club singer-m.c. and disc jockey, respectively, the first try had plenty of Martino fan club members present and quite a jam session going for about an hour and a half, when the regular day's vaude-film program resumed. Zimmerman now has a giveaway one night a week in cooperation with a furniture dealer, and Bob Hanover's amateurs two nights a week. He also recently cut balcony prices to 25 cents, including tax, on Monday through Thursday nights.

The Stanley Warner Colney closed. . . . The Stanley Warner Cross Keys, weekend operation for quite some time, closed.

United Paramount Theatres is reported reopening the Nixon and Roosevelt this week. The Tower was also reported about to reopen.

Cinerama was reported going into the Stanley Warner Boyd, with the theatre closing later in the spring for installation of equipment. When reopening with the largest screen attraction, Stanley Warner will lease the house.

Vine Street

Her many industry friends will be sad to hear that Marie Hause, popular at National Screen Service for over 15 years until sickness overtook her over a year ago, died on April 5. Services were held at Gallagher's Funeral Parlor and at St. Peter's R. C. Church. She is survived by her husband.

Ulrik Smith, Paramount branch manager, became a grandfather for the second time when his daughter, Mrs. Evelyn Mueller, gave birth to Randal C., on April 3. It's the first boy in four generations. The other time Smith became a grandfather it was a girl.

Sam Diamond, 20th-Fox branch manager, reminded exhibitors of the value in playing the Academy Award short subject, "Light In The Window," promptly.

U-I night shipper Jake Hurwitz is laid up in University Hospital.

Nate Levy, eastern division manager, RKO, was in in connection with the "25th Anniversary Drive."

Local area exhibitors will soon be invited by 20th-Fox to see a demonstration of CinemaScope in New York. . . . Joan Biben, daughter of Ben Biben, is the new telephone operator at Allied Artists.

Sam Diamond, 20th-Fox branch manager, was on a well-earned Florida vacation. . . . Ada Norvick, RKO contract department, was in Temple Hospital with pneumonia. . . . J. J. Phelan, head booker, RKO, was in Germantown

Hospital for observation. . . . Ralph Whitehead, National Screen Service counter clerk, was back at work after a long illness. . . . Mildred Liptschutz, Warner biller, resigned. . . . Negotiations between the back room and front office exchange unions, B-7 and F-7, and the distributors are at a stalemate. The distributors are said to have offered no counter proposals, and the IATSE-affiliated unions may call upon the NLRB to mediate.

Florence Weiner, Allied Artists' booker, was on the sick list.

Circuits
Stanley-Warner

Ev Callow, advertising and publicity director, was host to a group of newspaper and radio station representatives on a one-day junket to New York to see the special advance showing of Warners' 3-D "House Of Wax," in preparation for the Mastbaum opening. . . . Stanley-Warner Club President Ben Blumberg, and Jack Goldman, vice-president in charge of entertainment, completed arrangements for the annual club party of the Philadelphia and suburban theatres at Palumbo's on the night of April 27. It looks like this midnight jamboree will exceed all former parties for attendance and frivolity.

Toba Friedman, Lester Krieger's secretary, celebrated a birthday. . . . Mickey Greenwald, booking department, is planning a Florida vacation. . . . The new boy in the mail department is Seymour Segal. . . . Fred Epstein, home office, was in.

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officials of Montgomery and Prince George Counties. Montgomery County juvenile court Judge Alfred Noyes was unanimously elected permanent chairman, and will choose a steering committee from among the school and PTA leaders, police officials, clergymen, and businessmen from the two counties. The meeting was called by Sidney Lust, who told the group his losses from vandalism amount to \$500 a week. The conference was held at the Allen. Judge Noyes said he felt the problem of increased juvenile delinquency is "basically one of education for citizenship." He suggested a frontal attack based on informing parents, coupled with quick apprehension of first-time offenders. The judge said he would include several teen-age leaders on the steering committee because he had found "they usually come up with the best answers."

Judson Moses, who has been MGM press representative in Atlanta for the past year, has been promoted to division press representative, succeeding Emory Austin, who was promoted to the home office as exploitation assistant to Dan S. Terrell. Moses will have under his supervision Tom Baldrige, Tom Harper, and Jack Weiner. Baldrige, who is stationed here, will continue to handle this exchange territory and Charlotte.

Nathan D. Golden, director, motion picture, scientific, and photographic products division, National Production Authority, was admitted to practice law before the Supreme Court. Golden, a member of the District of Columbia bar for 20 years, is a former Chief Barker, Variety Club, Tent 11.

An all-time record was set for RKO Keith by "Peter Pan," according to Jerry Baker, manager.

David Golding, director of advertising and publicity, Samuel Goldwyn Productions, was in.

Herbert J. Bennin arrived to take over the helm at MGM. Originally from Chicago, his most recent Metro post was in St. Louis. He succeeds Jerry Adams.

Farley Granger was in for a day's appearances in connection with personal appearances at the Metropolitan for "Hans Christian Andersen." Ad and publicity chief Frank La Falce gave a press luncheon for him.

Sidney Lust had his annual baseball party, with a pre-game luncheon at Frank and Bernie's restaurant.

Dr. Sylvan Danzansky and Harry Coonin are making arrangements for the annual VC Mothers Day luncheon on May 11 in the Shoreham Hotel. . . . Variety Chief Barker John DiJoseph entered a photograph of a Tent 11 welfare activity in the Variety Clubs International photo contest. Tent 11 has also entered, in the press representatives contest, the full page tribute to the club printed in The Washington Post by the Hecht Company, on Nov. 24.

Ground was broken for the Branch Drive-In, which will accommodate 812 cars, and which will be operated by Don King, former district supervisor, E. M. Loew interests, Baltimore, Md., and Washington. The new theatre was designed by Elmer H. Brient and Sons, and the general contract is also being handled by the RCA dealers. The theatre is being constructed to accommodate four projectors, so as to provide for continuous operation of 3-D. RCA equipment will be used throughout, including the new 3-D Brite Arc lamps with water cooled carbon guides and jaws, and with special air-jet cooling of the film. RCA big screen television is also being installed, using the new RCA drive-in equipment. Opening is expected about June 1.

Elmer H. Brient and Sons has prepared the plans and engineering for Brock Whitlock's new 900 car drive-in on Route 25, just east of Trenton, N. J. The booth has been designed so as to provide for four projectors, this to give continuous operation on 3-D attractions. Ground was broken 10 days ago, and it is expected that the theatre will open about June 1. The newest RCA equipment will be installed.

Elmer H. Brient and Sons completed plans for the new Stuart Drive-In, Annapolis, Md. Ground was broken on April 1. The new Annapolis drive-in is being built by Elmer H. Brient and Sons for the F. H. Durkee Enterprises. RCA Equipment will be used.

Delaware Delmar

Alan E. Holdcraft's Delmar Drive-In reopened.

Dover

The House-approved bill to permit indoor and outdoor theatres located outside the corporate limits of any city or town to remain open on Sundays between the hours of 12 noon and 6 p.m., and after 8 p.m., was called up in the State Senate, but was not acted upon. It was sponsored in the Senate by Senator John M. Longbotham, Republican, Milford. Senator Thomas E. Peeney, Republican, Wilmington, rose to attack the bill. Senator Peeney protested that "it seems like we're getting more and more ungodly year by year." Senator Ernest B. Bengert, Republican, of West-over Hills, the majority leader, moved for deferment of action on the bill, announcing that he had "conflicting information" on the laws as they now stand.

Wilmington

Harvey Gray, manager, record department, Robelen's, made tieups with Elizabeth G. Sholly, manager, Rialto; Edgar J. Doob, manager, Loew's Aldine, and Lewis S. Black, manager, SW Warner, using displays with credit and playdates on 20th-Fox's "Call Me Madam," MGM's "I Love Melvin," and RKO's "Peter Pan." The Rialto displayed a show card announcing that "Call Me Madam" records were sold in the Warner lobby.

—H. L. S.

Maryland Annapolis

The bill amending three sections of Maryland's 37-year old censorship statute has been referred by the committee of the State Senate that had the bill under consideration to the Legislative Council. This agency comprises members of both houses of the General Assembly, and functions only between the yearly sessions. The council considers, and recommends, the passage of legislation dealing with the public interest. A statement from Sydney R. Traub, chairman, Maryland State Board of Motion Picture Censors, to EXHIBITOR declares: "We would have undoubtedly gotten the bill to the floor of the Senate had it not been for the fact that its introduction was delayed, through no fault of the board, until about a week before the legislature was scheduled to adjourn until next year. The parties concerned had requested a hearing, but, it was stated, that due to the pressure of administration bills, no time could be allotted for that purpose. We have every intention, however, of pressing the matter when the council reaches the bill. The main purpose of the bill would be to bring the law up to date. It would also reasonably increase the salaries of the board, which, incidentally, is the lowest paid state censor board in the country, and clarify a section in the present law known as Section 23, authorizing the board to issue courtesy permits for the showing of certain non-commercial pictures without examination. Despite any report to the contrary, the board has no idea of censoring scientific or purely educational films. All that it asks is that written assurance be given that the film does not run counter to the list of censorables contained in the law. Foes of film censorship generally led by The Baltimore Sun, long a determined opponent thereof, centered their attacks on Section 23. The board's position on the proposed amendment to this provision was explained in a letter to Senator Louis L. Goldstein, chairman of the committee assigned the bill."

Baltimore

Newell Howard, Ulman Theatres, Salisbury, Md., was in to attend a meeting of Allied Motion Picture Theatre Owners of Maryland, and report on his Hollywood trip to view CinemaScope. . . . Miss Caryle Hamburg, Little manager, had French actress Claude Nollier in town for a day. She made two personal appearances at the Little.

Judge Moser in Circuit Court viewed "Street Corner," and delayed ruling on the film's fitness to be shown the Maryland public until briefs are filed by exhibitors and the Maryland Board of Motion Picture Censors.

The Maryland Assembly ended its 1953 session without any action on modernization of regulations governing the Maryland Censor Board.

The Stanley is boosting its admissions to 67 cents and 13 cents tax in the evenings, making a total of 80 cents, against a current top price of 70 cents

at nights. Morning tickets will be 44 cents instead of 35 cents, and matinees 50 cents, instead of 44 cents including tax.

Maryland's Governor McKeldin accepted an invitation to attend the Variety Club's 15th anniversary dinner party at the club headquarters on May 5. Baltimore's Mayor D'Alesandro, Jr., also accepted. Canvasman Rodney Collier is working on arrangements. . . . The Cameo reopened under management of Herman Gimbel. . . . Ted Routson, Playhouse, reports all house records broken with "Come Back, Little Sheba." . . . Harry Welch, Mayfair's publicist, took time out for a weekend in New York.

Mrs. Maude B. Dorrance, new member, Maryland State Motion Picture Censor Board, in an interview said: "It's a

mistake to have all these crime pictures. I don't think they make anyone feel too good." Mrs. Dorrance admits she's "old-fashioned, and proud of it."

Hillsville

The New Hillsville, a Leonard Branscome theatre, is installing 3-D equipment, and expects to have a May showing of "Bwana Devil." Branscome recently installed the RCA Synchro-Screen as a "first" in the state. He also reports that the Presbyterian and Methodist churches in all localities will get behind showings of "Cry, The Beloved Country" if exhibitors will tell them about it. It seems the picture ties in with recent mission studies of these churches, and either seeing the picture or reading the book is required by members of church organizations.

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Hyattsville

Some 10,000 kids turned out to participate in the annual Sidney Lust Circuit Easter egg hunt at Magruder Park, staged jointly with the Kiwanis Clubs. Some 3,000 eggs were hidden for the kiddies to find. Some contained lucky pieces redeemable for cash.

Leonardtwn

St. Mary's is now on a new schedule, Sunday, Monday, and Tuesday nights. . . . In Lexington Park, Md., McCoy Grantham is new at the Plaza, and Bill Phagan is new at the Park. . . . Ray Trumbule, promotion manager, Jack Fruchtman's Southern Maryland Theatres, is recovering from shock caused when his car was wrecked. . . . Manager T. L. Harrison, Jr., reports that Beverly Smith returned to the Plaza after a leave of absence. . . . EXHIBITOR area correspondent George Morgan Knight, Jr., is clicking with his songs through Broadcast Music, Inc.

New Jersey Atlantic City

Harry I. Waxmann, veteran theatreman, who is always busy on philanthropic and charity projects, is now doing a key job for United Jewish Appeal in its \$365,000 drive.

The New Jersey Allied convention has been set for the Traymore Hotel on July 8-9-10.



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Pennsylvania Allentown

In celebration of his 46th anniversary in show business, Earl H. Arnold, Fabian Rialto manager, staged a big campaign for "Peter Pan" and "Bear Country." Arnold arranged with a bakery to distribute 120,000 "Peter Pan" picture puzzles to schools, through stores, and at the theatre. For two weeks previous to showing, the "Peter Pan" puzzles were attached to wrappers of 10,000 bread loaves daily. Sixty spot announcements were also made by the store, and manager Arnold arranged two 15-minute programs of "Peter Pan" music recordings and promotion announcements in advance. Four Admiral dealers distributed 30,000 comic books with theatre imprint, and had window displays.

Bill Sage, Northampton, Pa., manager, Northampton Roxy, owned by Jack H. Greenberg, is recuperating following surgery at the Allentown Hospital.

—M. S.

Amity Hall

E. E. Ness opens his new Family Drive-In this week. The spot is of 200-car capacity.

Harrisburg

A 10 per cent levy on amusements was listed by Governor John S. Fine's tax study committee among possible sources of revenue in 1953-55. The state requires \$157,000,000 additional funds during the period. Governor Fine did not specifically recommend the ticket levy, but listed it among possibilities.

Manager Bernard Bispeck, Senate, went all out for "Peter Pan." Five hundred Easter eggs were given to the first 500 kiddies that attended the opening performance. A number of window tieups were arranged with downtown stores, and the city was well covered with window cards with the Peter Pan peanut butter tieup. A novel feature introduced by manager Bispeck was an advance ticket office gimmick which he set up in a section of the storeroom adjoining the theatre. . . . New at the Uptown is Catherine Rosher.

Millerstown

Stanley Rothermel opened his Millerstown Drive-In. Allied Motion Picture Theatre Service is handling the buying and booking.

Montgomery

Charles Collins' Pike Drive-In opens this week. The spot has a 600-car capacity.

New Egypt

The New Egypt reopened under direction of Eugene Edwards. Allied Motion Picture Theatre Service is handling buying and booking.

Reading

"The March of Dimes" collections reached an all-time record high of \$39,134, county chairman Paul E. Reeser

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) April 17, 2, "Remains To Be Seen" (June Allyson, Van Johnson, Louis Calhern); 27, 2, "Young Bess" (Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton) (Technicolor); 28, 2, "Scandal At Scourie" (Greer Garson, Walter Pidgeon, Agnes Moorehead) (Technicolor); 30, 2, "A Slight Case Of Larceny" (Mickey Rooney, Marilyn Erskine, Eddie Bracken).

WARNERS — (230 North 13th) April 22, 2, "The Desert Song" (Gordon MacRae, Kathryn Grayson, Steve Cochran) (Technicolor).

announced, more than \$11,000 higher than the 1952 mark. Of the grand total, theatres turned over \$3,647.

C. G. Keeney, veteran theatre man, says the Benny Goodman show, coming to Rajah on April 22 for two shows, is packing 'em in everywhere on its nationwide show, and that he hopes for 2,100-seat capacity attendances at both Reading shows.

H. Norman Sterner, 70, died. A retired Reading Railway Company engineer, he was, until his last illness, at the Warner.

Virginia Norfolk

Craver Theatres announced a shift in management following the resignation of Wells manager Jim Hargroves, who left to enter a new business. Al Cogsdale, Virginia, Danville, was transferred to the Wells, while James F. Gossett, assistant manager, Virginia, was promoted to handle that house. . . . Sam Pike, Equity, was a visitor to Al Cogsdale, Wells, and Stanley Barr, Colonial. . . . Henry Rittner, Wells, died in North Carolina after a short illness, replaced by Herman Summrell.

This area was the scene last weekend of "Operation Titanic," three-way special event planned at the Naval Amphibious Base. Hollywood stars, top naval and military brass, and journalists converged on the big installation for two days of activities including participation in an amphibious assault landing, the world premiere of 20th-Fox's "Titanic," and the Navy Relief Ball.

Richmond

Herman Nowitsky and Bill Attmore were in for the installation of 3-D in the Colonial. . . . Howard Rubin and Sam Northington came over from Petersburg to see 3-D at the Colonial.

Jack Braunagel, general manager of drive-ins, Commonwealth Theatres, Kansas City, has been added to the list of principal speakers for the Virginia MPTA annual convention, May 5, 6, and 7, at the Hotel Chamberlin, Old Point Comfort. Braunagel will speak in an open meeting, and will participate in a closed forum and clinic for drive-ins.

—S. T.

Allied Artists (Monogram)

BATTLE ZONE—ACD—John Hodiak, Linda Christlan, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).

BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).

CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).

FANGS OF THE ARCTIC—MD—Kirby Grant, Chinook, Lorna Hansen—Okeh programmer for the duallers—63m.—see Feb. 25 issue—(522)—(Monogram).

FARGO—W—Bill Elliott, Phyllis Coates, Myron Healey—Okeh western—69m.—see Sept. 24 issue—(5226)—(Monogram).

FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).

FORT VENGEANCE—OD—James Craig, Keith Larsen, Rita Moreno—Northwest Mounted Police show will fit neatly into the duallers—76m.—see Apr. 8 issue—(Cinecolor)—(5303).

GHOST OF CROSSBONE CANYON, THE—W—Guy Madison, Andy Devine—Routine western—56m.—see Apr. 8 issue—(Monogram).

HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).

JALOPY—C—Leo Gorcey, Huntz Hall, Jane Easton—Okeh series entry—62m.—see Apr. 8 issue—(5318).

KANSAS PACIFIC—ACD—Sterling Hayden, Eve Miller, Barton McLane—Outdoor action show has the angles—74m.—see Mar. 11 issue—(Color)—(5302).

MARKSMAN, THE—W—Wayne Morris, Stanford Jolley, Elena Verdugo—Okeh outdoor entry for the duallers—60½m.—see Apr. 8 issue—(5333).

MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322).

NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).

STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Rice—Okeh western—67m.—see Jan. 28 issue—(5332).

TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).

TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).

WHITE LIGHTNING—ACD—Stanley Clements, Steve Brodie, Gloria Blondell—Okeh for the duallers—61m.—see Mar. 25 issue—(5326).

WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Lee Genn—(Technicolor)—(English-made)—(5307).

BOWERY KNIGHTS—Leo Gorcey, Huntz Hall, Angela Greene, Bowery Boys—(5319).

COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggie Castle—(5310).

CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys.

HOMESTEADERS, THE—Bill Elliott, Barbara Allen, Robert Lowry—(5323).

NORTHERN PATROL—Kirby Grant, Chinook—(5330).

REBEL CITY—Bill Elliott, Marjorie Lord—(5324).

ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color)—(5311).

SAFARI DRUMS—Johnny Sheffield, Barbara Bestar—(5314).

SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor)—(5309).

TRAIL BLAZERS—Alan Hale, Jr.—(5329).

Astor

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Leif Erickson—For the lower half—77m.—see Feb. 11 issue—(Trucolor).

LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor).

SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue.

THIEF IN SILK—MD—Eduardo Casado, Philip Reed, Jean Bradley—Import will fit into the lower half—88m.—see Apr. 22 issue—(Made in Cuba).

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barrard, Carmilla Horn—(English-made).

Columbia

(1951-52 releases from 4C1
1952-53 releases from 501)

ALL ASHORE—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor)—(534).

BANDIT OF SHERWOOD FOREST, THE—COSMD—Cornel Wilde, Anita Louise, Jill Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue—(544).

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).

EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).

EXHIBITOR SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 24

APRIL 15, 1953

FIVE ANGLES ON MURDER—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mystery import—BBm.—see Feb. 11 issue—Leg.: B—(English-made)—(543).

FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).

GLASS WALL, THE—MD—Vittorio Gassman, Gloria Grahame, Ann Robinson—Interesting meller—80m.—see Mar. 25 issue—(541).

HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).

INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).

JACK MCCALL, DESPERADO—OMD—George Montgomery, Angela Stevens, Douglas Kennedy—Okeh action entry for the duallers—76m.—see Mar. 25 issue—(Technicolor)—(537).

LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).

LAST OF THE COMANCHES, THE—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).

ON TOP OF OLD SMOKY—W—Gene Autry, Smiley Burnette, Gail Davis—Routine series entry—59m.—see Mar. 11 issue—(572).

ONE GIRL'S CONFESSION—MD—Cleo Moore, Hugo Haas, Glenn Langan—Okeh for the lower half—74m.—see Mar. 11 issue—Leg.: B—(528).

PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).

PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).

PROBLEM GIRLS—MD—Helen Walker, Ross Elliott, Susan Morrow—For the lower half—70m.—see Mar. 25 issue—Leg.: B—(526).

SALOME—D—Rita Hayworth, Stewart Granger, Charles Laughton—Well-mounted, colorful Biblical drama should ride into the better grosses—103m.—see Mar. 25 issue—Leg.: B—(Technicolor)—(545).

SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).

SERPENT OF THE NILE—COSMD—Rhonda Fleming, William Lundigan, Raymond Burr—Costume action show will fit into the duallers—81m.—see Apr. 22 issue—Leg.: B—(Technicolor).

STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).

TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).

VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).

WAGON TEAM—W—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—61m.—see Sept. 24 issue—(476).

WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marshall—(Mexican-made).

AMBUSH AT TOMAHAWK GAP—David Brian, John Hodiak, Maria Elena Marques—(Technicolor)—Leg.: B 73m.

KEY

Leg. Is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SFD—Science fiction drama
ED—Educational feature	SCD—Sex-comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Farce musical	WCMU—Western comedy musical
HISD—Historical drama	WD—Western drama
MDMU—Melodrama musical	WMD—Western melodrama
MD—Melodrama	WMDMU—Western melodrama musical
MUC—Musical comedy	WMU—Western musical

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

BIG HEAT, THE—Glenn Ford, Gloria Grahame, Jocelyn Brando.
BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
CHARGE OF THE LANCERS—Paulette Goddard, Jean Pierre Aumont—(Technicolor).
CHINA VENTURE—Edmond O'Brien, Barry Sullivan, Alvy Moore.
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISING DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
FORT TI—George Montgomery, Joan Vohns, Ben-Estar—(Technicolor)—(3-D).
FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.
49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalbert.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis—57m.
HELL BELOW ZERO—Alan Ladd, Basil Sydney, Joan Tetzel—(Made in England)—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(Made in Israel)—(520).
KILLER APE, THE—Johnny Weismuller, Carol Thurston, Bert Wendland.
LAST OF THE PONY EXPRESS—Gene Autry, Smiley Burnette, Kathleen Case.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MAN IN THE DARK—Edmond O'Brien, Audrey Totter—(3-D).
MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor)—(3-D).
MISSION OVER KOREA—John Hodiak, John Derek, Audrey Totter.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).
PROUD ONES, THE—Michele Morgan, Gerard Philipe, Carlos Lopez Moxtezuma—(Made in France and Mexico).
SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.
SCALPEL—Charlton Heston, Elizabeth Scott.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor).
SKY COMMANDO—Dan Duryea, Frances Gifford, Touch Connors.
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
STRONGARM—Broderick Crawford, Roberta Haynes—(3-D).
VALLEY OF THE HEADHUNTERS—Johnny Weissmuller, Christine Larson, Nelson Leigh.
WILD ONE, THE—Marlon Brando, Mary Murphy, Lee Marvin.

Lippert

(1951-52 releases from 5101)

BAD BLONDE—MD—Barbara Payton, Tony Wright, Frederick Valk—Interesting English melodrama will fit neatly into the duallers—81m.—see Apr. 22 issue—(English-made)—(5211).
GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margla Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Houff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
TWILIGHT WOMEN—See WOMEN OF TWILIGHT.
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
WOMEN OF TWILIGHT (TWILIGHT WOMEN)—MD—Freda Jackson, Rene Ra, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213)—83m.
CAIRO—George Raft, Maria Canale—(Made in Italy).
GHOST SHIP—Dermot Walsh, Hazel Court—(English-made).
GREAT JESSE JAMES RAID, THE—Willford Parker, Barbara Payton, Tom Neal—(AnsoColor).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).
PERILS OF THE JUNGLE—Clyde Beatty, Phyllis Coates—63m.—(5214).
SLASHER, THE—James Kenney, Joan Collins.
SPACEWAYS—Howard Duff, Eva Bartok.
TALL TEXAN, THE—Lloyd Bridges, Marie Windsor, Lee J. Cobb—(5207)—84m.
WHITE GODDESS—Jon Hall—(5224)—73m.

Metro

(1951-52 releases from 201)

1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker. James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
APACHE WAR SMOKE—OMD—Gilbert Roland, Glenda Farrell, Robert Horton—Okeh action show for the lower half—67m.—see Sept. 24 issue—(305).
BAD AND THE BEAUTIFUL, THE—D—Lona Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—Leg.: B—(321).
BRIGHT ROAD—D—Dorothy Dandridge, Philip Hepburn, Harry Belafonte—Racial film may find attention in art and Negro spots—67m.—see Apr. 22 issue—(326).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).
CODE TWO—MD—Ralph Meeker, Sally Forrest, Keenan Wynn—Okeh programmer for the duallers—69m.—see Mar. 11 issue—(329).
CONFIDENTIALLY CONNIE—C—Van Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers—71m.—see Jan. 28 issue—(322).
CRY OF THE HUNTED—MD—Vittorio Gassman, Barry Sullivan, Polly Bergen—Chase melodrama will fit into the duallers—80m.—see Mar. 25 issue.
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DREAM WIFE—C—Cary Grant, Deborah Kerr, Walter Pidgeon, Betta St. John—Name draw should help—99m.—see Mar. 11 issue.
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
FAST COMPANY—C—Howard Keel, Polly Bergen, Morjorie Main, Nina Foch—Moderate racetrack comedy will fit into the duallers—67m.—see Apr. 22 issue—(332).
GIRL WHO HAD EVERYTHING, THE—D—Elizabeth Taylor, Fernando Lamas, William Powell—Names may help programmer—69m.—see Mar. 11 issue—(328).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).
I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made in England)—(Technicolor)—(307).
JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).
LILI—ROMD—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—High rating romantic drama for the class and art spots—81m.—see Mar. 25 issue—(Technicolor).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—110m.—see Nov. 19 issue—(Technicolor)—(312).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
NEVER LET ME GO—MD—Clark Gable, Gene Tierney, Bernard Miles—Names should help interesting melodrama—93m.—see Apr. 8 issue—(Made in England)—(327).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—James Stewart, Deborah Kerr, James Mason—H for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—311).
SMALL TOWN GIRL—CMU—Jane Powell, Farley Granger, Ann Miller—Pleasing comedy with music—93m.—see Mar. 11 issue—(Technicolor)—(325).
SOMBRERO—ROMD—Ricardo Montalban, Pier Angeli, Vittorio Gassman, Yvonne DeCarlo, Cyd Charisse, Rick Jason—Will need plenty of push—103m.—see Mar. 11 issue—(Technicolor)—(324).
STORY OF THREE LOVES, THE—D—Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer—Artistic dramatic entry has names to help—122m.—see Mar. 11 issue—(Technicolor)—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Ruick, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Ann Blyth—(Technicolor).
ARENA, THE—Gig Young, Polly Bergen, Robert Horton—(AnsoColor)—(3-D).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.

BIG MIKE—Gig Young, Jane Greer, Robert Horton.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).
FAME AND FORTUNE—Spencer Tracy, Jean Simmons, Teresa Wright.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
HALF A HERO—Red Skelton, Joan Crawford, Michael Wilding—(Technicolor).
INVITATION TO THE DANCE—Gene Kelly, Igor Yousekevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KING ARTHUR AND THE ROUND TABLE—Robert Taylor, Ava Gardner, George Sanders—(Technicolor).
KISS ME KATE—Kathryn Grayson, Ann Miller—(AnsoColor)—(3-D).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa and England)—(Technicolor).
REMAINS TO BE SEEN—June Allyson, Van Johnson, Louis Calhern.
RHAPSODY—Vittorio Gassman, Elizabeth Taylor.
RIDE, VAQUERO—Robert Taylor, Ava Gardenr, Howard Keel—(AnsoColor).
ROPE'S END—William Holden, Eleanor Parker, John Forsythe—(AnsoColor)—(3-D)—(MetroVision).
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
SLIGHT CASE OF LARCENY—A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(AnsoColor).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(Made in England).
WHY SHOULD I CRY—Joan Crawford, Michael Wilding—(Technicolor).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor).

Paramount

(1951-52 releases from 5101)

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Reissue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
GIRLS OF PLEASURE ISLAND, THE—CD—Leo Genn, Don Taylor, Elsa Lanchester—Pleasant program—95m.—see Feb. 25 issue—(Technicolor)—(5215).
HURRICANE SMITH—MD—Yvonne DeCarlo, John Ireland, Forrest Tucker—Okeh adventure programmer—90m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(5204).
JAMAICA RUN—MD—Ray Milland, Arlene Dahl, Wendell Corey—Moderate melodrama—92m.—see Apr. 22 issue—(Technicolor)—(5220).
OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).
PONY EXPRESS—OMD—Charlton Heston, Rhonda Fleming, Jan Sterling—Colorful outdoor melodrama should appeal best to action trade, small towns and neighborhoods—101m.—see Mar. 11 issue—(Technicolor)—(5217).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SAVAGE, THE—OMD—Charlton Heston, Susan Morrow, Peter Hanson—Indians vs. cavalry film should satisfy the outdoor trade—95m.—see Sept. 24 issue—(Technicolor)—(5206).
STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).
STOGE, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
TURNING POINT, THE—MD—William Holden, Edmond O'Brien, Alexis Smith—Interesting meller—85m.—see Sept. 24 issue—(5205).
WAR OF THE WORLDS, THE—SFD—Gene Barry, Ann Robinson, Les Tremayne—Headed for the better money—84m.—see Mar. 11 issue—(Technicolor)—(5218).

TO BE REVIEWED OR IN PRODUCTION

AIRPORT TANGIER—Jack Palance, Joan Fontaine—(Technicolor).
ALASKA SEAS—Van Heflin, Robert Ryan, Jan Sterling.
ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).

BIG SONG AND DANCE, THE—Donald O'Connor, Joanne Gilbert—(Technicolor).
BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.
ELEPHANT WALK—Elizabeth Taylor, Dana Andrews—(Technicolor)—(Party made in Ceylon).
FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).
HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor)—(5223).
LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicolle Maurey—(Partly made in France).
MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday—(3-D)—(Technicolor).
RED GARTERS—Rosemary Clooney, Anna Maria Alberghetti, Joanne Gilbert, Guy Mitchell—(Technicolor)—(3-D by Paravision).
ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).
SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional)—(5230).
SCARED STIFF—Dean Martin, Jerry Lewis, Carmen Miranda—(5222).
SHANE—Alan Ladd, Jean Arthur, Van Heflin—(Technicolor).
STALAG 17—William Holden, Don Taylor, Otto Preminger—(5224).
THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Color)—(3-D by Paravision).
VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor)—(5221).
WHITE CHRISTMAS—Bing Crosby, Donald O'Connor, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201)

1952-53 releases from 301)

ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: B—see Nov. 5 issue—(368).
ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
BIG FRAME, THE—MYMD—Mark Stevens, Jean Kent, Garry Marsh—Import for the lower half—66½m.—see Apr. 8 issue—(English-made).
BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: B—(Technicolor)—(307).
BLOOD ON THE MOON—W—Robert Mitchum, Barbara Bel Geddes, Robert Preston—Names should help reissue—87m.—see Mar. 25 issue—(388).
CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
COUNT THE HOURS—MD—Teresa Wright, MacDonald Carey, Dolores Moran—Fair melodrama—74m.—see Feb. 25 issue.
FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots—89m.—see Nov. 19 issue—Leg.: B—(309-310-311).
FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Reissue has the names and angles—127m.—see Mar. 25 issue—(387).
HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanne Crain—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).
HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvay—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).
LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).
PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conreid as "Capt'n Hook"—High rating Disney—76½m.—see Jan. 28 issue—(Technicolor)—(392).
PORT SINISTER—MD—James Warren, Lynne Roberts, Paul Cavanagh—For the lower half—65m.—see Feb. 25 issue.
SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).
SPLIT SECOND—MD—Stephen McNally, Alexis Smith, Jan Sterling—Well-made, suspenseful meller—85m.—see Apr. 8 issue.
SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).
UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl—Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTPOST—Dale Robertson, Virginia Mayo, Arthur Hunnicutt, Stephen McNally—(Technicolor)—(3-D).
BELOW THE SAHARA—African documentary—(Technicolor).
GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.
HEAVY WATER—Documentary on World War II—(Norwegian-made).
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
KISS AND RUN—Vicar Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
MAUD—Robert Preston, Marjorie Steele.
MERRY MIRTHQUAKES—Liberace.
MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Walt Disney cartoons of the past 25 years (Technicolor).
NIGHT WITHOUT STARS—David Farrar, Nadia Gray.
SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
SECOND CHANCE—Linda Darnell, Robert Mitchum, Jack Palance—(Color)—(3-D).
SHE HAD TO SAY YES—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
SON OF SINBAD—Ursula Thiess, Vincent Price, Keith Andes—(Technicolor)—(3-D).
SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
TARZAN AND THE SHE DEVIL—Lex Barker, Joyce McKenzie, Raymond Burr.
3-D FOLLIES—Lili St. Cyr, Gussie Moran, Pat McCormick—(Eastman Color)—(3-D).

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
FLYING SQUADRON, THE—D—Massimo Serato, Dina Sassoli, Umberto Sperado—Mediocre import for the spots that can play it—60m.—see Mar. 11 issue—(Italian-made)—(Dubbed in English).
LADY WANTS MINK, THE—C—Dennis O'Keefe, Ruth Hussey, Eve Arden—Pleasing comedy—92m.—see Mar. 25 issue—(Trucolor)—(5205).
MARSHAL OF CEDAR ROCK—W—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—Routine series entry—54m.—see Feb. 25 issue—(5241).
OLD OVERLAND TRAIL—W—Rex Allen, Koko, Slim Pickens, Virginia Hall—Routine series entry—60m.—see Mar. 11 issue—(5146).
RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
SAN ANTONIO—OMD—Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado—Okeh outdoor offering—90m.—see Mar. 11 issue—(5203).
THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
WOMAN THEY ALMOST LYNCHED—OMD—John Lund, Brian Donlevy, Audrey Totter, Joan Leslie—Outdoor melodrama has the names and angles—90m.—see Apr. 8 issue—(5204).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FROM BROOKLYN, THE—Alex Nicol, Charles Winninger, Audrey Totter.
CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor)—(5207).
IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.
LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).
PERILOUS JOURNEY—A—Vera Ralston, Scott Brady, David Brian—(5206).
SAVAGE FRONTIER—Alan "Rocky" Lane, Eddie Waller, Dorothy Patrick.
SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.
SWEETHEARTS ON PARADE—Ray Middleton, Lucille Norman, Eileen Christy—(Trucolor).

20th Century-Fox

(1951 releases from 101)

1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).
CALL ME MADAM—MUC—Ethel Merman, Donald O'Connor, Vera-Ellen, George Sanders—High rating—114m.—see Mar. 11 issue—(Technicolor)—(311).
CALL OF THE WILD—MD—Clark Gable, Loretta Young, Jack Oakie—Reissue has the names and angles—81m.—see Mar. 25 issue—(350).

DESTINATION GOBI—ACD—Richard Widmark, Don Taylor, Judy Dann—Entertaining off-beat war film—89m.—see Feb. 25 issue—(Technicolor)—(313).
DOWN AMONG THE SHELTERING PALMS—CMU—William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne—Names may help South Pacific type musical—87m.—see Mar. 11 issue—Leg.: B—(Technicolor)—(317).
GENTLEMAN'S AGREEMENT—D—Gregory Peck, Dorothy McGuire, John Garfield—Reissue has the names and angles—118m.—see Apr. 8 issue—(352).
GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).
KISS OF DEATH—MD—Victor Mature, Brian Donlevy, Coleen Gray, Richard Widmark—Names should help crime reissue—97m.—see Apr. 22 issue—(354).
MAN ON A TIGHTROPE—MD—Fredric March, Terry Moore, Gloria Grahame—Well-made melodrama of escape from behind the Iron Curtain—105m.—see Apr. 8 issue—(Made in Germany)—(315).
MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).
MY DARLING CLEMENTINE—WD—Henry Fonda, Linda Darnell, Victor Mature—Names should help reissue—97m.—see Mar. 25 issue—(351).
MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: B)—(231).
NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(306).
NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
PONY SOLDIER—OD—Tyronne Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
PRESIDENT'S LADY, THE—BD—Susan Hayward, Charlton Heston, John McIntire—Well-made biographical melodrama has plenty to merchandise—97m.—see Mar. 11 issue—Leg.: B—(313).
ROAD HOUSE—MD—Ida Lupino, Cornel Wilde, Richard Widmark, Celeste Holm—Reissue has names to sell—95m.—see Apr. 22 issue—(355).
RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: B)—(303).
SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).
SNAKE PIT, THE—PD—Olivia de Havilland, Mark Stevens, Leo Genn—Reissue has the names and angles—108m.—see Apr. 8 issue—(353).
SNOWS OF KILIMANJARO, THE—D—Gregory Peck, Susan Hayward, Ava Gardner—Star-packed drama has potentialities for the better grosses—114m.—see Sept. 24 issue—Leg.: B—(Technicolor)—(247).
SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
STAR, THE—D—Bette Davis, Sterling Hayden, Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).
STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspensive melodrama has names to help—87m.—see Oct. 22 issue—(232).
TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).
THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
TITANIC—D—Clifton Webb, Barbara Stanwyck, Robert Wagner—Name values should be important factor in well-made production—98m.—see Apr. 22 issue—(318).
TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).
TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).
WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BLUEPRINT FOR MURDER—Jean Peters, Joseph Cotten, Gary Merrill.
BRADY'S BUNCH—Jeff Chandler, Maureen O'Hara—(Technicolor).
CITY OF BAD MEN—Jeanne Crain, Dale Robertson—(Technicolor).
DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.
DESERT RATS, THE—James Mason, Richard Burton, Chips Rafferty—(319)—88m.
FARMER TAKES A WIFE, THE—Betty Grable, Dale Robertson, Thelma Ritter—(Technicolor)—(307)—81m.
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Elliot Reid—(Technicolor).

GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor)—92m.
GLORY BRIGADE, THE—Victor Mature, Alvy Moore, Greta Mitchell—82m.
HOW TO MARRY A MILLIONAIRE—Betty Grable, Marilyn Monroe, Rory Calhoun—(3-D)—(Color)—(CinemaScope).
INFERNO—Robert Ryan, William Lundigan, Rhonda Fleming—(3-D)—(Technicolor).
INVADERS FROM MARS—Jimmy Hunt, Helene Carter, Arthur Franz—(Color)—(314).
KID FROM LEFT FIELD, THE—Dan Dailey, Anne Bancroft.
MABEL AND ME—Dan Dailey, Corinne Calvet.
PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter—80m.
POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor).
ROBE, THE—Richard Burton, Victor Mature, Jean Simmons—(Technicolor)—(CinemaScope).
SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made In England).
TWELVE MILE REEF—Terry Moore, Robert Wagner, Gilbert Roland—(Technicolor)—(CinemaScope).
VICKIE—Jeanne Crain, Jean Peters, Casey Adams.
WATERHOLE—Bill Lundigan, Gloria Grahame.
WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

AFRICA SCREAMS—C—Bud Abbott, Lou Costello, Hillary Brooke—Reissue will depend upon A and C draw—79m.—see Apr. 8 issue—(Nassour).
BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
BANDITS OF CORSICA—MD—Richard Greene, Paula Raymond, Raymond Burr—Costume action show will fit into the duallers—81m.—see Mar. 11 issue—(Global).
BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Ansco Color)—(3-D)—(Natural Vision)—(Oboler).
KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
LOVE HAPPY—C—Marx Brothers, Ilona Massey, Vera-Ellen—Reissue has the names to help—84m.—see Apr. 8 issue—(Cowan).
LUXURY GIRLS—D—Susan Stephen, Anna Maria Ferrera, Jacques Sernas—Exploitation import will fit into the duallers—96m.—see Mar. 11 issue—Leg.: B—(Made in Italy)—(Cines).
MAGNETIC MONSTER, THE—MD—Richard Carlson, King Donovan, Jean Byron—Okeh science fiction thriller for the duallers—76m.—see Feb. 25 issue—(Tors).
MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the art spots—82m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).
MOULIN ROUGE—BID—Jose Ferrer, Calette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).
OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
SON OF THE RENEGADE—W—John Carpenter, Lori Irving, Joan McKellen—Below average western—57m.—see Mar. 25 issue—(Schwarz).
THIEF, THE—D—Ray Milland, Martin Gabel, Rita Gam—Suspenseful drama without dialogue should land in the better money—85m.—see Sept. 24 issue—(Popkin).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok—(Rank).
BEAT THE DEVIL—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—(Made in Europe)—(Santana-Romulus).
CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(Eastmancolor)—(Made in Italy)—(Mahon and Vasarotti).
CROSTOWN—John Payne, Evelyn Keyes—(Small).
ESPERENZA—(Argentine-made)—(Ben Ami).
FAKE, THE—Dennis O'Keefe, Coleen Gray—(Pallos).
FORT ALGIERS—Yvonne DeCarlo, Leif Erickson, Carlos Thompson—(Ermoloff).
GENGHIS KHAN—Manuel Conde, Elyra Reyes, Lou Salvador—(Made in the Philippines)—(Conde).
GOLDEN ARROW—Jean Pierre Aumont, Burgess Meredith—(Renown)—82m.
GUERRILLA GIRL—Helmut Dantine, Mariana—(Made in Greece)—(Christian)—81m.
MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Eagle).
MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).
MRS. JEZEBEL—Gertrude Michaels, Lyle Talbot, Ross Elliott—(Wisberg-Pollexen).
PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).
RAIDERS OF THE SEVEN SEAS—John Payne, Donna Reed, Lon Chaney—(Technicolor)—(Global).
RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).

SABRE JET—Robert Stack, Coleen Gray—(Krueger).
SAVAGE FRONTIER—Yvonne De Carlo—(Technicolor)—(Small).
SCARLET SPEAR, THE—John Archer, Martha Hyers—(Technicolor)—(Made in Africa)—(Breakston-Stahl).
SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).
SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
THAT MAN FROM TANGIER—Nils Asther, Roland Young, Nancy Coleman—(Made in Tangiers)—(Elemsee).
THERE IS NO ESCAPE—Paul Henreid, Lois Maxwell, Kieron Moore—(Paal).
TOMBSTONE EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Technicolor)—(Small).
TOUGH COP—Edward G. Robinson, Paulette Goddard—(Lesser).
TWONKY, THE—Hans Conreid, Billy Lynn, Gloria Blondell—(Oboler).
WAR PAINT—Robert Stack, Joan Taylor, Charles McGraw—(Pathe Color)—(K-B).

Universal-International

(1951-52 releases from 201)

(1952-53 releases from 301)

ABBOTT AND COSTELLO GO TO MARS—C—Bud Abbott, Lou Costello, Mari Blanchard—Should do usual A and C business—76½m.—see Mar. 25 issue—Leg.: B—(316).
AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).
BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
CITY BENEATH THE SEA—MD—Robert Ryan, Mala Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(308).
DESERT LEGION—ACD—Alan Ladd, Richard Conte, Arlene Dahl—Good Ladd—85m.—see Mar. 11 issue—(Technicolor)—(315).
GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).
GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor show—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).
HORIZONS WEST—OMD—Robert Ryan, Julia Adams, Rock Hudson—Names should help standard outdoor show—81m.—see Sept. 24 issue—(Technicolor)—(235).
IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor)—(381).
IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
LAW AND ORDER—W—Ronald Reagan, Dorothy Malone, Alex Nicol, Preston Foster—Okeh outdoor show—79m.—see Feb. 11 issue—(Technicolor)—(318).
LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
LONE HAND, THE—OD—Joel McCrea, Barbara Hale, Alex Nicol—Outdoor drama should draw best with the family trade—79½m.—see Apr. 8 issue—(Technicolor).
MA AND PA KETTLE ON VACATION—C—Marjorie Main, Percy Kilbride, Ray Collins—Series entry will have the usual appeal—75m.—see Mar. 11 issue—(314).
MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).
MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98½m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).
PENNY PRINCESS—C—Yolande Donlan, Fletcher Lightfoot, Dirk Bogarde—Amusing comedy for the art spots—90m.—see Apr. 8 issue—(English-made)—(Technicolor)—(Rank)—(382).
PROMOTER, THE—C—Alec Guinness, Glynis Johns, Valerie Hobson—Good entry for the art spots—88m.—see Sept. 24 issue—(English-made)—(Rank)—(285).
RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Brittan—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).
SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—87m.—see Feb. 25 issue—(Technicolor)—(313).
STORY OF MANDY, THE—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank)—(383).
STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whiteley, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Mari Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).
YANKEE BUCCANEER—MD—Jeff Chandler, Scott Brady, Suzan Ball—Okeh adventure show—86m.—see Sept. 24 issue—(Technicolor)—(234).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff, Helen Westcott.

ALL AMERICAN—Tony Curtis, Lori Nelson, Richard Long.
ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.
BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Marcia Henderson—(Technicolor).
CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).
COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guld.
GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
I BELIEVE IN YOU—Cecil Parker, Celia Johnson—(English-made)—(Rank).
IT CAME FROM OUTER SPACE—Richard Carlson, Barbara Rush—(3-D).
IT HAPPENS EVERY THURSDAY—Loretta Young, John Farsythe.
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MA AND PA KETTLE HIT THE ROAD HOME—Marjorie Main, Percy Kilbride, Charles Hand, Alice Kelley.
MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
MAN FROM THE ALAMO—Glenn Ford, Julia Adams, Chill Willis—(Technicolor).
QUEEN IS CROWNED, A—Coronation documentary narrated by Sir Laurence Olivier—(Technicolor)—(Rank).
SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).
TUMBLEWEED—Audie Murphy, Lori Nelson—(Technicolor).
VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
WALKING MY BABY BACK HOME—Donald O'Connor, Janet Leigh, Buddy Hackett—(Technicolor).
WINGS OF THE HAWK—Van Heflin, Julia Adams, Abbe Lane—(Technicolor)—(3-D).
YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101)

(1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
BLUE GARDENIA, THE—MYD—Anne Baxter, Richard Conte, Ann Sothorn—Interesting mystery drama has the names to help—90m.—see Mar. 25 issue—Leg.: B—(215).
BY THE LIGHT OF THE SILVTRY MOON—CMU—Doris Day, Gordon MacRae, Leon Ames—Pleasing nostalgic musical should account for itself akeh—102m.—see Apr. 8 issue—(Technicolor)—(219).
CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).
IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).
JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnack—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Technicolor)—(212).
MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Patrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).
OPERATION SECRET—MD—Carmel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).
SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).
SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).
STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).
SYSTEM, THE—D—Frank Lovejoy, Joan Weldon, Bob Arthur—Interesting programmer for the duallers—87m.—see Mar. 25 issue—(217).
TROUBLE ALONG THE WAY—CD—John Wayne, Donna Reed, Charles Coburn—One of the better Waynes—110m.—see Mar. 25 issue—(216).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).
BOY FROM OKLAHOMA—Will Rogers, Jr., Nancy Olson, Lon Chaney, Jr.
CALAMITY JANE—Doris Day, Howard Keel, Gene Nelson—(Technicolor)—(207).
CHARGE AT FEATHER RIVER, THE—Guy Madison, Frank Lovejoy, Vera Miles—(WarnerColor)—(3-D).
CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden.
DESERT SONG, THE—Gordon MacRae, Kathryn Grayson, Steve Cochran—(Technicolor)—110m.
DIAMOND QUEEN, THE—Fernanda Lamas, Arlene Dahl, Gilbert Roland—(SuperCinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Marilyn Erskine—(Technicolor).
END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.
HIS MAJESTY O'KEEFE—Burt Lancaster, Joan Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).
HOUSE OF WAX—Vincent Price, Frank Lovejoy, Phyllis Kirk—(WarnerColor)—(3-D)—(21B).
ISLAND IN THE SKY—John Wayne, Lloyd Nolan, Phyllis Winger.
LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).
MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
PLUNDER OF THE SUN—Glenn Ford, Diana Lynn, Patricia Medina.
RIDING SHOTGUN—Randolph Scott, Joan Weldon, Paul Picerni—(WarnerColor).
SO BIG—Jane Wyman, Sterling Hayden.
SO THIS IS LOVE—Kathryn Grayson, Walter Abel, Merv Griffin—(Technicolor).
SOUTH SEA PARADISE—Burt Lancaster, Virginia Mayo, Hayden Rorke.
3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).
THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).
TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).
BELA LUGOSI MEETS A BROOKLYN GORILLA—CMD—Bela Lugosi, Duke Mitchell, Sammy Petrillo, Charlita—For exploitation spots and lower half—74m.—see Sept. 24 issue—Leg.: B—(Realart).
BIG BREAK, THE—D—James Lipton, Gaby Rodgers, Ellie Pine—For the duallers—74m.—see Mar. 11 issue—(Madison).
BLADES OF THE MUSKETEERS—COSMD—Robert Clarke, John Hubbard, Marjorie Lord—Version of Dumas classic will fit into the lower half—51½m.—see Mar. 25 issue—(Howco).
BLOOD BROTHERS—DOC—Written and narrated by Quentin Reynolds—Documentary has the angles—63m.—see Mar. 25 issue—(Classic).
CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Carmen—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).
EGYPT BY THREE—D—Ann Stanville, Jackie Craven, Paul Campbell—Off beat fare is best for art houses or the lower half—76m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).
FEAR AND DESIRE—MD—Frank Silvera, Kenneth Harp, Virginia Leith—Meritorious entry strictly for the art spots—68m.—see Apr. 22 issue—(Burstyn).
HURRICANE AT PIGRIM HILL—C—Cecil Kellaway, Clem Bevans, Virginia Grey, David Bruce—For the lower half—53m.—see Apr. 8 issue—(Howco).
JULIUS CAESAR—D—Charlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(16 mm.)—(Brandon).
MAHATMA GHANDI—TWENTIETH CENTURY PROPHECY—DOC—Produced by Stanley Neal Productions for the American Academy of Asian Studies and narrated by Quentin Reynolds—Fascinating glimpse of life of Ghandi may appeal to some art spots—80m.—see Feb. 25 issue—(AAAS).
ORIENTAL EVIL—MD—Martha Hyer, Byron Michie, George Breakston—Routine meller—65m.—see Sept. 24 issue—(Made in Japan)—(Classic).
STEREO-TECHNIQUES SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Lesser).
STRIP TEASE HOLD-UP—BUR—Sammy Birch, Gung Hai, Sue Travis—Routine burlesque entry—74m.—see Mar. 25 issue—(Union).
TRIORAMA—COMP—Compilation of three dimensional subjects should have novelty value in some situations—36m.—see Mar. 11 issue—(Color)—(3-D)—(Mage).

Foreign-Made

(Distributors' addresses will be furnished on request)

AMAZING MONSIEUR FABRE, THE—BID—Pierre Fresnay, Elina La Bourdette, Andre Randall—High rating import—89m.—see Sept. 24 issue—(French-made)—(English dialogue)—(Futter).
ANGEL STREET—MD—Anton Walbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-made)—(Cammerclal).
ANGELS ONE FIVE—AD—Jack Hawkins, Michael Denison, Dulcie Gray—Routine Royal Air Force yarn—98m.—see Apr. 22 issue—(English-made)—(Stratford).
ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Isa Pola—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).
BERLINER, THE—SAT—Gert Frobe, Arlbert Wascher, Tatjana Sais—Minor German import—80m.—see Nov. 5 issue—(German-made)—(English titles and narration)—(Burstyn).
BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).
CADETS OF GUASCOGNA, THE—CMU—Ferruccio Tagliavini, Luciana Sangiargi, Fulvia Mammi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Continental).

CAGED WOMEN—D—Eva Dahlbeck, Cecile Ossbahr, Gunnar Bjornstrand—Exploitation import will fit into the lower half—93m.—see Apr. 22 issue—(Swedish-made)—(English titles)—(Davis).
CASQUE D'OR, THE STORY OF A BLONDE—MD—Simone Signoret, Serge Reggiani, Claude Dauphin—French meller has the angles—95m.—see Sept. 24 issue—(French-made)—(English titles)—(Discina).
CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stratford).
CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Randi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Continental).
CONCERT OF STARS—MU—M. Mikhailov, N. Guselnikova, S. Preobrazhenskaya—High rating Russian musical import—85m.—see Apr. 8 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).
CONGRESS DANCES—CMU—Lillian Harvey, Conrad Veidt, Lil Dagover—Dubbed import should have angles for the art spots—90m.—see Apr. 22 issue—(German-made)—(Dubbed in English)—(Meadow).
COUNT OF ST. ELMO, THE—MD—Nelly Corradi, Massimo Serato, Anna Maria Ferrero—Best for Italian house audiences—98m.—see Apr. 22 issue—(Italian-made)—(English titles)—(Cosmopolitan).
COUNTRY DOCTOR—D—T. Mararova, G. Belov, L. Kapustin—Slow moving import—113m.—see Mar. 25 issue—(Russian-made)—(English titles)—(Artkino).
CURTAIN UP—C—Robert Morley, Margaret Rutherford, Olive Sloane—Some art spots may be able to use it—82m.—see Sept. 24 issue—(English-made)—(Fine Arts).
DANCE HALL GIRLS—DMU—Bonar Calleano, Donald Houston, Diana Dors—Import will fit into the lower half—67m.—see Sept. 24 issue—Leg.: B—(English-made)—(Bell).
DEATH OF AN ANGEL—MYMD—Patrick Barr, Jane Baxter, Julie Somers—Routine import—65m.—see Sept. 24 issue—(English-made)—(Famous).
DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).
DEVOTION—MD—Calumba Dominguez, Rolando Lupi, Juan Delanda—Melodramatic entry may appeal to Italian houses—84m.—see Feb. 25 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).
DUEL WITHOUT HONOR—D—Massima Girotti, Annette Bach, Constance Dowling—Italian import should have usual appeal for art spots—90m.—see Apr. 22 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).
FATHER'S DILEMMA—F—Aldo Fabrizi, Gaby Moray, Adrianna Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).
FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).
FORBIDDEN GAMES—D—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—(French-made)—(English titles)—(Times).
FORCE OF DESTINY, THE—OPD—Nelly Carradi, Gino Sinimberghi, Tita Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-made)—(English narration)—(Screen Arts Sales).
FOUR STEPS, THE—CD—Ginette Lacage, Nicos Hadjiscos, John Prineas—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-made)—(No English titles)—(Metaxas).
FRENCH WAY, THE—ROMCMU—Josephine Baker, Michel-line Puelle, Georges Marchal—Slow-moving French import—74m.—see Sept. 24 issue—(French-made)—(English titles)—(Manor).
GLORY AT SEA—D—Trevor Howard, Richard Attenborough, Sonny Tufts—Good sea story for the art houses—90m.—see Apr. 8 issue—(English-made)—(Souvaine).
GODS OF BALI, THE—DOC—Balinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).
GRAND CONCERT, THE—MU—Valeriya Barsova, Kseniya Derzhinskaya, Olga Lepeshinskaya—Topnotch Soviet entry—100m.—see Sept. 24 issue—(Magicolor)—(Russian-made)—(English titles)—(Artkino).
HELL IS SOLD OUT—CD—Richard Attenborough, Mai Zetterling, Herbert Lom—For the lower half—75m.—see Apr. 8 issue—Leg.: B—(English-made)—(Realart).
HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).
I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler—Exploitation may sell ordinary import—96m.—see Sept. 24 issue—(English-made)—(Rank).
JUSTICE IS DONE—D—Claude Nollier, Michel Auclair, Balpetre—French import has the angles for the art spots—96m.—see Mar. 25 issue—(French-made)—(English titles)—(Burstyn).
LADY GODIVA RIDES AGAIN—C—Dennis Price, John McCallum, Stanley Holloway—Minor import has obvious selling angles—98m.—see Sept. 24 issue—(English-made)—(London).
LAST MISSION, THE—MD—Smaraula Yiouli, Miranda Myrat, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).
LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-made)—(Partly in color)—(Pictura).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Lagache, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).
LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie—Pleasant Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian made)—(French and Italian dialogue)—(English titles)—(IFE).
MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Maria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).
MAGIC SWORD, THE—DFAN—Rade Markovich, Milvoye Zhivanovich, Vera Ilich-Djukich—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-made)—(English titles)—(Ellis).
MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).
MARIKA—MU—Marika Rokk, Fred Liewehr, Harry Fuss—Pleasant musical for the art spots—81m.—see Apr. 8 issue—(Austrian-made)—(English titles)—(Baker-Brill).
MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).
MR. DENNING DRIVES NORTH—MD—John Mills, Phyllis Calvert, Sam Wanamaker—Good melodramatic import—93m.—see Sept. 24 issue—(English-made)—(London).
MURDER WILL OUT—MD—Valerie Hobson, Edward Underdown, Henry Kendall—Slick British melodrama should appeal to art spots—83m.—see Apr. 22 issue—(English-made)—(Kramer-Hyams).
NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).
NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).
OF LOVE AND BANDITS—MD—Amedeo Nazzari, Maria Mauban, Jeon Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).
PAOLO AND FRANCESCA—ROMD—Odile Versois, Andrea Checchi, Armanda Francioli—Interesting medieval love yarn—94m.—see Apr. 8 issue—(Italian-made)—(English titles)—(IFE).
PARIS EXPRESS, THE—MD—Claude Rains, Marta Toren, Marius Goring—Will find best response in art and class spots—82m.—see Apr. 22 issue—(English-made)—(Technicolor)—(Schaefer).
PIMPERNEL SVENSSON—C—Edvard Persson, Ivar Wahlgren, Aurore Palmgren—Swedish spoof on Communism may appeal to some art spots—85½m.—see Feb. 25 issue—(Swedish-made)—(English titles)—(Scandia).
RAMUNTCHO—D—Louis Juvet, Francoise Rosay, Nino Constantini—Juvet name may help art house draw—89m.—see Apr. 8 issue—(French-made)—(English titles)—(Arlan).
ROBINSON CRUSOE LAND—C—Stan Laurel, Oliver Hardy, Susy Delair—Laurel and Hardy import may satisfy the juvenile trade—82m.—see Sept. 24 issue—(French-made)—(Dubbed in English)—(Franca-London).
SAVAGE TRIANGLE—D—Maeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-made)—(English titles)—Leg.: C—(Burstyn).
SEVEN RAVENS, THE—FAN—Grimm fairy tale puppet show should please the children—50m.—see Apr. 8 issue—(Made in U. S. Zone Germany)—(English dialogue)—(Meadow).
SEXTETTE—COMP—Alexandre Rignault, Yvonne Gaudeau, Jean-Jacques Delbo—Collection of short stories has the angles for the art spots—90m.—see Apr. 8 issue—(French-made)—(English titles)—(Arlan).
SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).
STOLEN IDENTITY—MD—Donald Buka, Francis Lederer, Joan Camden—Escape melodrama will fit into the lower half—87m.—see Mar. 25 issue—(Austrian-made)—(English dialogue)—(Ainsworth-Nathanson).
STORY OF TOSCA, THE—OPD—Imperio Argentina, Michel Simon, Rossano Brazzi—Average opera film may appeal to the art houses—102m.—see Apr. 22 issue—(Italian-made)—(English titles)—(Scalera).
STREETS OF SORROW—D—Geraldine Brooks, Vittorio Gassman, Franca Marzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).
TARAS SHEVCHENKO—BID—Sergel Bondarchuk, Ivan Pereverez, Gnat Yura—Okeh Soviet import—102m.—see Sept. 24 issue—(Russian-made)—(English titles)—(Magicolor)—(Artkino).
THIRST OF MEN, THE—D—Georges Marchal, Dany Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).
TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hadjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).
TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-made)—(English titles)—(Lewis).

TOPAZE—C—Fernondel, Helene Perdiere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

UNDERSEA RAIDER—DOC—Interesting documentary on submarine warfare—74m.—see Feb. 25 issue—(English-made)—(Manor).

VENETIAN BIRD—MD—Richard Todd, Eva Bortok, Walter Rillo—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 Issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Australian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigida, Raf Vellone, Enzo Stajola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(Lux).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realart).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Strotford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Slaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad. Complete listings of the rest of the 1951-52 shorts product will be found on pages 3377, 3378, 3379, 3393, 3394, 3395 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company.—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
5414	(Apr. 4)	Spies And Guys (Besser)	F	15m.	3448
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes	F	20m.	3472
5425	(Mar. 12)	Woo, Woo	F	16m.	3490
5426	(Apr. 16)	Calling All Fibbers	F	16 1/2m.	3490
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many	F	20m.	3482
5435	(Mar. 19)	Yumpin' Yiminy	F	17m.	3483
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15sep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15sep.	3464
(.....) Adventures Of Captain Kidd					
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15 1/2m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16 1/2m.	3472
5405	(Mar. 5)	Booty And The Beast	F	16 1/2m.	3498
5406	(Apr. 2)	Loose Loot	F	16 1/2m.	3498
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	3473
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
5553	(Feb. 19)	No. 3	F	10 1/2m.	3473
5554	(Apr. 16)	No. 4	F	10 1/2m.	3473
COLOR FAVORITES (15) (Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Grapes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	3473
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	3473
5609	(Mar. 12)	The Make Believe Revue	G	10m.	3491
5610	(Apr. 9)	King Midas Junior	F	7m.	3490
JOLLY FROLICS (6) (Technicolor)					
5501	(Sept. 25)	Pete Hothead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn	E	7m.	3490
5504	(Apr. 30)	The Emperor's New Clothes	E	7m.	3490
UPA CARTOON SPECIAL (1)					
5999	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
SCREEN SNAPSHOTS (12) (Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
5856	(Mar. 19)	Mickey Rooney—Then And Now	G	9 1/2m.	3499
5857	(Apr. 23)	Hal Hal From Hollywood	F	10m.	3448
THRILLS OF MUSIC (8) (Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9 1/2m.	3473
5955	(Apr. 30)	Les Elgart and Orch.	G	10m.	3499
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9 1/2m.	3473
5805	(Feb. 26)	Trick Shot Artists	G	9m.	3499
5806	(Mar. 26)	Legion At Bat	G	10m.	3491
MGM One Reel CARTOONS (16) (Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 8)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(Mar. 14)	Cobs And Robbers	F	6 1/2m.	3448
W-441	(Mar. 21)	Johann Mouse (T-J)	E	7m.	3465
W-442	(Apr. 18)	Little Johnny Jet	G	7m.	3499
FITZPATRICK TRAVELTALKS (8) (Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
T-415	(Apr. 4)	Beautiful Bavaria	G	9m.	3491
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
W-464	(Mar. 28)	Quiet, Please	G	8m.	3491
PROPHECIES OF NOSTRADAMUS (4)					
R-421	(Jan. 21)	Nostradamus Says So	E	10m.	3465
R-422	(.....)	Let's Ask Nostradamus	E	10m.	3465
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
S-455	(Feb. 7)	The Mosconi Story	G	9m.	3473
S-456	(Feb. 14)	Aquatic Kids	G	8m.	3473
(.....)	(.....)	Good Buy Now	(.....)	(.....)	(.....)
(.....)	(.....)	The Postman	(.....)	(.....)	(.....)
Paramount Two Reel MUSICAL PARADES (6) (Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6) (Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410
B12-2	(Feb. 13)	Frightday The 13th	F	7m.	3483
B12-3	(Mar. 13)	Spoort No Evil	F	7m.	3491
B12-4	(May 29)	North Pal	(.....)	(.....)	(.....)
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets	F	9m.	3483
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	3473
R12-7	(Apr. 10)	The Wizard Of Clubs	G	9m.	3491

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R12-8	(May 1)	The Sporting British West Indies	F	9m.	
HERMAN AND KATNIP (4) (Technicolor)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic	F	7m.	3491
H12-3	(May 15)	Herman, The Cartoonist....			
KARTUNES (6) (Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History	G	7m.	3490
X12-3	(Apr. 3)	Philharmoniacs	F	7m.	3491
X12-4	(May 8)	Aero-Nutics			
NOVELTOONS (6) (Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furlous.....	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch	G	7m.	3483
P12-4	(Apr. 17)	Winner By A Hare	F	6m.	3499
PACEMAKERS (6) (Technicolor)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck.....	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks	G	10m.	3483
POPEYE CARTOONS (8) (Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology	F	6m.	3499
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	3472
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
E12-5	(May 22)	Popeye's Mirthday			
POPEYE CHAMPIONS (4) (Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days....	F	10m.	3499
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
M12-5	(May 1)	There He Goes Again.....			
M12-6	(May 29)	Bear Crazy			
RKO Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375
33503	(Nov. 14)	You Drive Me Crazy	F	17m.	3375
33504	(Dec. 12)	Radio Rampage	F	16m.	3375
33505	(Jan. 9)	Alibi Baby	F	18m.	3374
33506	(Feb. 6)	Mother-in-Law's Day	F	20m.	3375
GIL LAMB COMEDIES (4)					
33601	(Jan. 16)	The Fresh Painter.....	F	16m.	3448
33602	(Jan. 30)	Lost In A Turkish Bath.....	F	16m.	3448
33603	(Feb. 27)	And Baby Makes Two.....	F	17m.	3472
33604	(Mar. 13)	Pardon My Wrench	F	16m.	3483
LEON ERROL REISSUES (6)					
33701	(Sept. 5)	A Polo Phony.....	F	18m.	3375
33702	(Oct. 3)	Who's A Dummy.....	G	17m.	3375
33703	(Oct. 31)	The Wrong Room	G	19m.	3375
33704	(Nov. 28)	He Asked For It	F	18m.	3374
33705	(Dec. 26)	A Panic In The Parlor	F	18m.	3375
33706	(Jan. 23)	Home Work	F	19m.	3374
MUSICAL REVIEWS (2) (Reissues)					
33201	(Sept. 12)	Harris In The Spring	F	19m.	3375
33202	(Oct. 10)	Louis Prima—Swing It	F	16m.	3379
NEWLYWED COMEDIES (4)					
33401	(Jan. 23)	Three Chairs For Betty.....	G	16m.	3448
33402	(Mar. 6)	Half Dressed For Dinner....	F	15m.	3472
PEOPLE AND PLACES					
32801	(Apr. 10)	The Alaskan Eskimo	E	27m.	3482
SPECIALS (13)					
33101	(Aug. 15)	Professor F.B.I.	E	15m.	3387
33102	(Sept. 12)	I Am A Paratrooper	G	15m.	3392
33103	(Oct. 10)	Caution, Danger Ahead....	F	15m.	3410
33104	(Nov. 7)	Men Of Science	G	16m.	3435

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
33105	(Jan. 2)	Conquest Of Ungava.....	G	15m. 3458	
33106	(Jan. 30)	Canadian Mounties	G	15m. 3472	
33107	(Feb. 27)	TransAtlantic Hop	G	15m. 3490	
SPORT SPECIALS (2)					
33901	(Sept. 24)	Walcott-Marciano Fight.....	G	21m. 3392	
33901	(Dec. 12)	Football Highlights Of 1952	G	16 1/2m. 3441	
33801	(Apr. 17)	Basketball Highlights			
TECHNICOLOR SPECIALS (1)					
33001	(Jan. 16)	Operation A-Bomb	E	16m. 3434	
TRUE-LIFE ADVENTURES (2)					
(Technicolor)					
33301	(June 26)	Water Birds	E	31m. 3387	
32901	(Feb.)	Bear Country	E	33m. 3458	
(.....)Prowlers Of The Everglades					
One Reel					
SCREENLINERS (13)					
34201	(July 4)	Sweet Land Of Liberty.....	E	9m. 3380	
34202	(July 25)	Male Vanity	G	8m. 3380	
34203	(Aug. 15)	Mexican Rhythm	G	8m. 3380	
34204	(Sept. 5)	Flying Pinwheels	F	8m. 3392	
34205	(Sept. 26)	Porpoise Roundup	G	8m. 3412	
34206	(Oct. 17)	Log Jam	F	9m. 3412	
34207	(Nov. 7)	College Circus	G	8m. 3435	
34208	(Nov. 28)	Johnny Gets His Route	F	9m. 3435	
34209	(Dec. 19)	Way Back When	G	8m. 3435	
34210	(Jan. 9)	Molly Bee Sings.....	F	9m. 3448	
34211	(Jan. 30)	New York's Sea Going			
		Smoke Eaters	G	8m. 3473	
34212	(Feb. 20)	The Mountain Movers.....	F	10m. 3491	
34213	(Mar. 13)	Britain's Sky Blazers.....	G	8m. 3491	
SPORTSCOPES (13)					
34301	(July 11)	Aqua Champs	G	8m. 3380	
34302	(Aug. 10)	Let's Go Fishing	G	8m. 3380	
34303	(Aug. 22)	Lure Of The Turf	F	9m. 3396	
34304	(Sept. 12)	The Roaring Game	F	10m. 3396	
34305	(Oct. 3)	Sportsmen's Playground.....	F	8m. 3412	
34306	(Oct. 24)	Husky Dog	F	8m. 3418	
34307	(Nov. 14)	King Of Clubs	G	8m. 3435	
34308	(Dec. 5)	Bobby Shantz	F	8m. 3435	
34309	(Dec. 26)	All Joking Astride.....	F	9m. 3459	
34310	(Jan. 16)	Wild Boar Hunt	F	8m. 3459	
34311	(Feb. 6)	Fighting Fins	G	8m. 3483	
34312	(Feb. 27)	Seaside Sports	F	8m. 3491	
WALT DISNEY CARTOONS (18)					
(Technicolor)					
(C—Chip'n Dale; D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m. 3388	
34102	(Oct. 10)	Trick Or Treat (D)	G	8m. 3392	
34103	(Oct. 31)	Two Weeks Vacation (G).....	F	6m. 3410	
34104	(Nov. 21)	Pluto's Christmas Tree (M)F		7m. 3379	
34105	(Dec. 12)	How To Be A Detective (G)	E	7m. 3379	
34106	(Mar. 28)	Father's Day Off (G)	F	7m. 3490	
34107	(Apr. 18)	The Simple Things (M-P).....	F	7m. 3491	
34108	(May 9)	For Whom The Bulls Toil.....	F	7m. 3490	
34109	(May 30)	Fountain Of Youth			
34110	(June 20)	Father's Week End			
34111	(July 11)	How To Dance			
34112	(Aug. 1)	The New Neighbor			
Republic					
Three Reels					
COMMANDO CODY—SKY MARSHAL OF THE UNIVERSE					
(Apr.) No. 1—Enemies Of The Universe					
			F	30m. 3490	
SERIALS (4)					
5281	(July 16)	Zombies Of The Stratosphere	F	12ep. 3348	
5282	(Oct. 8)	Dick Tracy vs. The Phantom Empire (Reissue of Dick Tracy vs. Crime, Inc.).....	G	15ep. 3392	
5283	(Jan. 21)	Jungle Drums Of Africa.....	F	12ep. 3483	
5284	(Apr. 15)	Return Of Captain Marvel (Reissue)	G	12ep. 3499	
One Reel					
THIS WORLD OF OURS (6)					
(Trucolor)					
5185	(Apr. 15)	Israel	G	10m. 3287	
5186	(July 1)	India	G	9m. 3327	
5187	(Aug. 25)	The Philippines	G	9m. 3357	
5188	(Mar. 1)	Ceylon	G	9m. 3499	
(1952-53) (6)					
9221	(Ajr. 1)	City of Destiny.....	G	9m.	
20th Century-Fox					
One Reel					
ART FILMS (7)					
(Technicolor)					
7251	(Sept.)	I Remember The Glory.....	G	9m. 3301	
7252	(Sept.)	Curtain Call	G	10m. 3289	
7253	(Sept.)	Light In The Window	G	10m. 3402	
7254	(Oct.)	Birth Of Venus	E	9m. 3435	
7255	(Oct.)	Joy Of Living	E	10m. 3402	
7256	(Nov.)	The Young Immortal	G	10m. 3402	
7257	(Dec.)	The Nightwatch			
LEW LEHR RE-RELEASES (2)					
9281	(Feb.)	Fuss And Feathers	G	9m. 3294	
9282	(June)	Jungle Land	G	9m. 3335	
SEE IT HAPPEN					
6301	(Feb.)	Breath Of Disaster	G	10m. 3491	
6302	(Apr.)	Epic Drama	G	10m.	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SPORTS (6)					
3201	(Feb.)	The Fighting Cohoes	G	9m. 3311	
3202	(Apr.)	Sails And Blades	G	8m. 3319	
3203	(July)	Mel Allen's Football Review	G	10m. 3348	
3204	(Sept.)	U. S. Olympic Champions.....	G	9m. 3396	
3205	(Oct.)	Kalamazoo Klouters	F	9m. 3412	
3206	(Dec.)	Wind, Ahoy	F	8m. 3491	
(Reissues)					
2201	(Nov.)	Conquering The Colorado E		9m. 3418	
(1952-53) (6)					
3301	(Feb.)	Gridiron Goliaths			
TERRYTOONS (26)					
(Technicolor)					
5201	(Jan.)	Papa's Little Helpers	G	7m. 3219	
5202	(Jan.)	Heckle and Jeckle In Movie Madness	F	7m. 3195	
5203	(Feb.)	The Mechanical Bird	F	7m. 3201	
5204	(Feb.)	Heckle and Jeckle In Seaside Adventure	F	7m. 3211	
5205	(Mar.)	Little Roquefort In City Slicker	G	7m. 3209	
5206	(Mar.)	Mighty Mouse In Prehistoric Perils	G	7m. 3219	
5207	(Mar.)	Terry Bears In Papa's Day Of Rest	F	7m. 3243	
5208	(Apr.)	Dinky In Flat Foot Fledglings	F	7m. 3251	
5209	(Apr.)	Time Gallops On	F	7m. 3251	
5210	(May)	Heckle and Jeckle Off To The Opera	G	7m. 3266	
5211	(May)	The Happy Cobblers	G	7m. 3279	
5212	(June)	Little Roquefort In Hypnotized	G	7m. 3279	
5213	(June)	Mighty Mouse In Hansel and Gretel	F	7m. 3301	
5214	(June)	Flipper Frolics	F	7m. 3318	
5215	(July)	Terry Bears In Little Anglers	F	7m. 3301	
5216	(July)	Dinky In The Foolish Duckling	G	7m. 3326	
5217	(Aug.)	Heckle and Jeckle In House Busters	F	7m. 3310	
5218	(Aug.)	The Mysterious Cowboy.....	E	7m. 3318	
5219	(Sept.)	Aesop's Fable: Happy Valley	G	7m. 3326	
5220	(Sept.)	Little Roquefort In Good Mousekeeping	G	7m. 3333	
5221	(Oct.)	Terry Bears In Nice Doggy	F	7m. 3342	
5222	(Oct.)	Mighty Mouse In Happy Holland	F	7m. 3348	
5223	(Oct.)	Heckle And Jeckle In Moose On The Loose	F	7m. 3348	
5224	(Nov.)	Dinky In Sink Or Swim.....	G	7m. 3387	
5225	(Dec.)	Little Roquefort In Flop Secret	F	7m. 3388	
5226	(Dec.)	Terry Bears In Picnic With Papa	G	7m. 3402	
(Re-releases) (4)					
5227	(Jan.)	Harvest Time	F	7m. 3219	
5228	(Feb.)	Plane Goofy	F	7m. 3219	
5229	(Apr.)	The First Robin	F	7m. 3219	
5230	(May)	Billy Mouse's Awkwacade	G	7m. 3294	
(1952-53) (26)					
5301	(Jan.)	Mighty Mouse In A Soapy Opera	F	7m. 3402	
5302	(Jan.)	Terry Bears In Thrifty Cubs	F	7m. 3410	
5303	(Feb.)	Heckle And Jeckle In Hair Cut-Ups	F	7m. 3418	
5304	(Feb.)	Dinky In Wise Quacks	G	7m. 3435	
5305	(Mar.)	Little Roquefort In Mouse Meets Bird	F	7m. 3441	
5306	(Mar.)	Terry Bears In Snappy Snapshots	F	7m. 3443	
5307	(Mar.)	Mighty Mouse In Hero For A Day	G	7m. 3448	
5308	(Apr.)	Heckle and Jeckle In Pill Peddlers	F	7m. 3458	
5309	(Apr.)	Dinky In Featherweight Champ	G	7m. 3472	
5310	(Apr.)	Little Roquefort In Playful Puss	E	7m. 3473	
5311	(May)	Terry Bears In Plumber's Helpers	F	7m. 3491	
5312	(June)	Mighty Mouse In Hot Rods	F	7m. 3491	
5313	(June)	Heckle And Jeckle In Ten Pin Terrors	F	7m. 3491	
5314	(June)	Dinky In The Orphan Egg			
5315	(July)	Little Roquefort In Friday The 13th			
5316	(July)	Mighty Mouse In When Mousehood Was In Flower			
5317	(Aug.)	Terry Bears In Open House			
5318	(Aug.)	Heckle And Jeckle In Bargain Daze			
(Re-releases) (4)					
5327	(Jan.)	The Owl And The Pussy Cat	G	7m. 3425	
5328	(Feb.)	Slap Happy Hunters	F	7m. 3425	
5329	(Apr.)	Happy Circus Days	G	7m. 3425	
5330	(May)	Neck And Neck	F	7m. 3499	
United Artists					
Two Reel					
MEDAL OF HONOR (4)					
(.....)		Richard P. Hobson	G	26 1/2m. 3410	
(.....)		Dr. Mary Walker	G	26m. 3410	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
(.....)		Julius Langbein	G	26 1/2m. 3410	
(.....)		Joseph C. Rodriguez	G	27 1/2m. 3410	
Universal-International					
Two Reel					
MUSICAL FEATURETTES (13)					
8301	(Nov. 6)	Xavier Cugat and his Orchestra	G	15m. 3418	
8302	(Dec. 4)	Don Cornell Sings	G	15m. 3418	
8303	(Jan. 1)	The Modernaires with Lawrence Welk's Orchestra	F	15m. 3418	
8304	(Mar. 12)	Andy Russell And Della In House Party	G	20m. 3472	
8305	(Apr. 9)	Les Brown And Orch. In Crazy Frolic	F	19m. 3499	
MUSICAL FEATURETTES (3-D)					
(.....) Nat "King" Cole and Russ Morgan and Orch.					
SPECIALS					
8201	(Mar. 22)	Out Of The Earth.....	G	18m. 3458	
8203	(Feb. 1)	The World's Most Beautiful Girls (Tech.)	E	18m. 3448	
THE EARTH AND ITS PEOPLE (13)					
8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417	
8362	(Dec. 1)	Farms And Towns In Slovakia	G	20m. 3458	
8363	(Dec. 29)	An Industrial Lake Port.....	G	20m. 3458	
8364	(Jan. 26)	Ports Of Industrial Scandinavia	G	20m. 3472	
8365	(Feb. 23)	The Po River Valley	G	20m. 3483	
8366	(Mar. 23)	Sheep Ranch Country.....	G	20m. 3499	
8367	(Apr. 20)	Cross Sections Of Central America	G	21m.	
8368	(May 18)	Factories, Mines And Waterways			
8369	(June 15)	British Trade And Industry			
8370	(July 13)	Farmer-Fisherman			
8371	(Aug. 10)	The Lumber States			
8372	(Sept. 3)	Mountain Farmers			
8373	(Oct. 5)	Adobe Village			
One Reel					
COLOR PARADES ()					
8381	(.....)	Fiesta Frolics			
VARIETY VIEWS (8)					
8341	(Dec. 22)	King Winter	G	9m. 3459	
8342	(Feb. 9)	Get A Horse	G	9m. 3459	
8343	(Mar. 9)	Sky Police	G	9m. 3483	
WALTER LANTZ CARTUNES (13)					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9403	(Jan. 10)	So You Want To Be A Musician	F	10m.	3443	9602	(Apr. 11)	No Adults Allowed						Mephisto Waltz (Times)....	G	18m.	3472
9404	(May 23)	So You Want A Television Set				9603	(Oct. 18)	Hunting The Devil Cat.....	G	10m.	3418			Miracle On Skis (Kraska)...	E	16m.	3472
9405	(Mar. 28)	So You Want To Learn To Dance				9604	(Jan. 3)	Too Much Speed	E	10m.	3435			Narcotics Dens Of The Orient (Telenews)	G	17 1/2m.	3464
	(.....)	So You're Having Neighbor Trouble				9605	(Feb. 14)	Here We Go Again.....	F	10m.	3465			Neighbors (Tech.) (Mayer-Kingsley)	E	8m.	3499
	(.....)	So You Think You Can't Sleep												Night Before Christmas, The (MAGICOLOR) (Artkino) G		25m.	3458
	(.....)	So You Want To Be An Heir												Prisoners Of The Tower (Baker-Brill)	G	17m.	3410
		MELODY MASTER BANDS (4)												Queen Of The Border (Tech.) (BIS)	G	10m.	3426
9801	(Oct. 11)	Freddie Flisher And Band G		10m.	3388									Romance Of Transportation (Tech.) (Mayer-Kingsley)	E	13m.	3498
9802	(Nov. 15)	Junior Jive Bombers	E	10m.	3412									Royal Destiny (BIS).....	G	20m.	3464
9803	(Dec. 27)	Circus Band	G	9m.	3425									Sea Harvest (Voyagers Int.)	F	9m.	3465
9804	(Apr. 18)	Ozzie Nelson And Orch....	G	10m.	3473									Sea Hunt (AF)	G	20m.	3441
		MERRIE MELODIES (22) (Technicolor)												Songs Of Labor (Artkino)	F	16m.	3448
9701	(Sept. 8)	Mousewarming	F	7m.	3386									Story Of The Violin, The (Hoffberg)	G	11m.	3465
9702	(Oct. 4)	The Egg-cited Rooster.....	G	7m.	3392									Stranger Left No Card, The (Meteor)	E	23m.	3410
9703	(Oct. 18)	Tree For Two	F	7m.	3410									Suite Of Berber Dances (AF)	G	10m.	3404
9704	(Nov. 1)	The Super Snooper	G	7m.	3410									Survival Under Atomic Attack (Civil Defense Force) (Castle)	E	9m.	3425
9705	(Nov. 29)	Terrier Stricken	F	7m.	3425									Teen Age Menace (Broadway Angels)	G	26 1/2m.	3434
9706	(Dec. 13)	Fool Coverage	G	7m.	3435									Travel Royal (Tech.) (BIS) G		20m.	3464
9707	(Jan. 3)	Don't Glve Up The Sheep G		7m.	3441									21st International Horse Show (Color) (Times)	G	9m.	3465
9708	(Jan. 17)	Snow Business	G	7m.	3459									24 Hours Of Progress (De Rochemont Associates) F		10m.	3465
9709	(Jan. 31)	A Mouse Divided	E	7m.	3465									U.S.S.R. Today No. 2 (Artkino)	F	10m.	
9710	(Feb. 21)	Kiss Me Cat.....	G	7m.	3459									Visit With Picasso, A (Burstyn)	E	20m.	3490
9711	(Feb. 28)	Duck Amuck	E	7m.	3465									Uzbek National Dances (MAGICOLOR) (Artkino)	G	18m.	3490
9712	(Mar. 28)	A Peck Of Trouble	F	7m.	3491									White Continent, The (BIS) G		20m.	3435
9713	(Apr. 4)	Fowl Weather	F	7m.	3483									Winged World (United Nations)	G	10 1/2m.	
9714	(Apr. 18)	Muscle Tussle												Witch Doctor (Lerner).....	E	9m.	3491
9715	(May 9)	Ant Pasted												Zanzabelle In Paris (Discina)	G	15m.	3392
9716	(May 23)	Much Ado About Nutting															
		THE SPORTS PARADE (10) (Technicolor)															
9501	(Oct. 4)	They Fly Through The Air E		10m.	3388												
9502	(Nov. 1)	Unfamiliar Sports	F	10m.	3412												
9503	(Dec. 20)	Fiesta For Sports	F	9m.	3426												
9504	(Jan. 31)	Sporting Courage	E	9m.	3465												
9505	(Feb. 28)	Birthplace Of Hockey.....	G	9m.	3465												
9506	(Apr. 4)	Cheyenne Days	F	9m.	3483												
9507	(May 9)	Yo Ho Wonder Valley.....															
		VITAPHONE NOVELTIES (7)															
9601	(Sept. 13)	Ain't Rio Grande	F	9m.	3396												

Miscellaneous

A Is For Atom (GE)	E	10m.	3473
Antarctic Whale Hunt (BIS)	F	18m.	3472
Art Survives The Times (AF)	G	10m.	3435
Championship Race, The (Artkino)	G	20m.	3387
Charm Of Life (Pictura)....	G	15m.	3387
Clear Iron (Marathon Newsreel)	G	14m.	3448
Coronation Ceremony, The (BIS)	E	26m.	3490
Day In The Country, A (Color) (Lippert) (3-D)	G	14m.	3490
Eva Peron Story, The (Astor)	G	29m.	3387
Garden Spider, The (IFE)....	E	11m.	3465
Gallery Of Modern Sculptors (AF)	G	14m.	3417
Giselle (Kramer-Hyams)....	G	30m.	
Glasgow Orpheus Choir (BIS)	G	14m.	3425
Images Medleiales (AF) (Tech.)	E	18m.	3441
Images From Debussy (AF)	E	18m.	3402
Jet Power (GE)	G	10m.	3473
Kabylia (AF)	F	9m.	3418
Legend Of The Pallamid Mountains (Italian Tourist Bureau)	F	10m.	3435
Leonardo Da Vinci (Italian Consulate)	G	16m.	3464
Let's Go To Press (Tech.) (Scandia)	G	10m.	
Lifelines Of Defense (Bondy)	F	14m.	3425
Mastery Of The Air (BIS) G		20m.	3464
May Day Parade (Artkino) (MAGICOLOR)	F	40m.	3490

WITH THE CHECK-UP AT HAND—

... it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE
2. TYPE OF SHOW
3. COLOR or BLACK AND WHITE
4. LEADING PLAYERS
5. ONE-LINE CRITICISM
6. RUNNING TIME
7. PRODUCTION NUMBER
8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

ALLIED ARTISTS	COLUMBIA	LIPPERT	METRO	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH	MARCH
White Lightning S. Clements, B. Bestar, S. Brodie	The Member Of The Wedding E. Waters, J. Harris Prince of Pirates J. Derek. B. Rush (Technicolor) Savage Mutiny J. Weissmuller, Five Angles On Murder (English-made) On Top Of Old Smoky G. Autry, All Ashore M. Rooney (Technicolor) The Bandit Of Sherwood Forest C. Wilde, A. Louise (Re-release)	Perils of the Jungle C. Beatty, P. Coates	Confidentially Connie J. Leigh, V. Johnson, L. Calhern I Love Melvin D. O'Connor, D. Reynolds, D. Miller (Technicolor) Bottle Circus H. Bogart, J. Allyson, K. Wynn The Girl Who Had Everything E. Taylor, F. Lamas, W. Powell	The Stars Are Singing R. Clooney, A. M. Alberghefti, L. Melchior, J. Archer (Technicolor) Come Back, Little Sheba B. Lancaster, S. Booth T. Moore	The Hitch-Hiker E. O'Brien, F. Lovejoy, W. Talman Port Sinister J. Warren, L. Roberts	Old Overland Trail, W R. Allen, V. Hall, S. Pickens Woman They Almost Lynched J. Lund, B. Donlevy, A. Totter	Taxi D. Doiley, C. Smith Destination Gobi R. Widmark. D. Taylor, (Technicolor) Down Among The Sheltering Palms D. Wayne, M. Gaynor, J. Greer (Technicolor) Call Of The Wild C. Gable, L. Young (Reissue) My Darling Clementine H. Fonda, L. Darmell, V. Mature (Reissue)	Moulin Rouge J. Ferrer, C. Marchand, (Technicolor) (Made in France and England) (Romulus) (Pre-release) Bwana Devil R. Stack, B. Britton, A. Quinn (Technicolor) Gunsmoke A. Murphy, S. Cabot, (Technicolor) Penny Princess Y. Dolan, K. Bogarde (English-made) (Technicolor)	City Beneath The Sea R. Ryan, S. Ball, A. Quinn (Technicolor) Seminole R. Hudson, B. Hale, A. Quinn (Technicolor) The Blue Gardenia A. Baxter. R. Conte, A. Sothorn	She's Back on Broadway V. Mayo, G. Nelson, P. Lovejoy, P. Wymore (Warner Color)
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
The Marksman W. Morris, E. Verdugo, S. Jolley	The Glass Wall V. Gassman G. Grahame Jack McCall, Desperado G. Montgomery, A. Stevens (Technicolor) One Girl's Confession H. Haas, C. Moore Problem Girls R. Elliott, S. Morrow Man In the Dork E. O'Brien, A. Totter (3-D)	Bad Blonde B. Poyton, T. Wright (English-made) White Goddess J. Hall	Sombrero P. Angeli, R. Montalban, N. Foch, Y. DeCarlo (Made in Mexico) (Technicolor) Small Town Girl J. Powell, F. Granger, A. Miller (Technicolor) Code Two R. Meeker, S. Forrest, K. Wynn Bright Road D. Dandridge, H. Belafonte	Off Limits B. Hope, M. Rooney, M. Maxwell, E. Mayehoff The Girls Of Pleasure Island D. Taylor, A. Dalton, E. Lancaster L. Genn (Technicolor)	3lood On The Moon R. Mitchell, B. Bel Geddes, R. Preston (Reissue) Fort Apache J. Wayne, H. Fonda, S. Temple (Reissue) Count The Hours T. Wright, M. Carey The Sea Around Us Documentary (Technicolor)	The Lady Wants Mink R. Hussey, D. O'Keefe, E. Arden, W. Demarest (Trucolor) Fair Wind To Java F. MacMurray, V. Ralston, V. McLaglen (Trucolor)	The President's Lady S. Hayward, C. Heston, F. Bainter Call Me Madam E. Merman, G. Sanders, D. O'Connor (Reissue) Vera-Ellen (Technicolor) Tonight We Sing D. Wayne, E. Pinza, R. Peters (Technicolor)	Africa Screams Abbott and Costello (Nassour) (Reissue) Love Happy Marx Brothers (Cowan) (Reissue) The Assassin R. Todd. E. Bartok (Made in England) (Rank)	Ma and Pa Kettle On Vacation M. Moin, P. Kilbride Abbott and Costello Go To Mars B. Abbott, L. Costello, M. Blanchard Desert Legion A. Ladd, R. Conte, A. Dahl (Technicolor) I Believe In You C. Parker, C. Johnson (English-made)	Trouble Along The Way J. Wayne, D. Reed, C. Coburn The System F. Lovejoy, J. Weldon, D. Seymour House Of Wax V. Price, F. Lovejoy, P. Kirk (3-D) (WarnerColor)
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Rebel City B. Elliott, M. Lord Bowery Knights Bowery Boys Roar Of The Crowd H. Duff, H. Stanley (Color)	Solome R. Hayworth, S. Granger, C. Laughton (Technicolor) Ambush At Tomahawk Gap D. Brian, J. Hodiak, J. Derek, M. E. Marques (Technicolor) Serpent Of The Nile R. Fleming, W. Lundigan, R. Burr (Technicolor) Goldtown Ghost Riders G. Autry, S. Burnette, G. Davis	Bachelor In Paris D. Price, A. Vernon, M. Auer (English-French made) Ghost Ship H. Court, D. Walsh (English-made) The Slosser J. Kennedy, J. Collins (English-made)	Never Let Me Go C. Gable, G. Tierney, R. Haydn (Made in England) Cry Of The Hunted V. Gassman, B. Sullivan, P. Bergen Fost Company H. Keel, P. Bergen, N. Foch (Technicolor) Remains To Be Seen J. Allyson, V. Johnson Young Bess J. Simmons, S. Granger, D. Kerr, C. Laughton (Technicolor)	The Greatest Show On Earth B. Hutton, C. Wilde, C. Heston, D. Lomour, J. Stewart, G. Grahame (Technicolor) (Academy Award release) Sangaree F. Lamas, A. Dahl, P. Medina (Technicolor) (3-D and conventional) Pony Express C. Heston, R. Fleming, J. Sterling (Technicolor)	The Big Frame M. Stevens. J. Kent (English-made) Split Second S. McNally, J. Sterling, A. Smith	A Perilous Journey V. Ralston, D. Brian Man On A Tightrope F. March, T. Moore, G. Grahame (Made in Germany) Titanic C. Webb, B. Stanwyck The Desert Rats R. Burton, R. Newton Invaders From Mars J. Hunt, H. Franz, H. Carter (Color) Gentleman's Agreement (Reissue) The Snake Pit (Reissue)	Man On A Tightrope F. March, T. Moore, G. Grahame (Made in Germany) Titanic C. Webb, B. Stanwyck The Desert Rats R. Burton, R. Newton Invaders From Mars J. Hunt, H. Franz, H. Carter (Color) Gentleman's Agreement (Reissue) The Snake Pit (Reissue)	Raiders Of The Seven Seas J. Payne, D. Reed (Technicolor) (Small) Rough Shoot J. McCrea, E. Keyes (Made in England) (Stross) That Man From Tangier N. Asther, R. Young, N. Coleman (Made overseas) (Elemsee) Phantom From Space T. Cooper, W. Nash (Wilder)	The Lone Hand J. McCrea, B. Hale, A. Nicol (Technicolor) Law And Order R. Reagan, S. Cabot, (Technicolor) It Happens Every Thursday L. Young, J. Forsythe	By The Light Of The Silvery Moon D. Day, G. MacRae, R. DeCamp (Technicolor) Plunder Of The Sun G. Ford, D. Lynn, P. Medina The Desert Song G. MacRae, K. Grayson, S. Cochran (Technicolor)

OBSERVANCES

May 30—Memorial Day

ASTOR

March—Love Island—E. Gabor, P. Valentine (Cinacolor)
Born In The Saddle—L. Erickson, D. Woods (Cinacolor)
April—Thief In Silk—P. Reed, J. Bradley

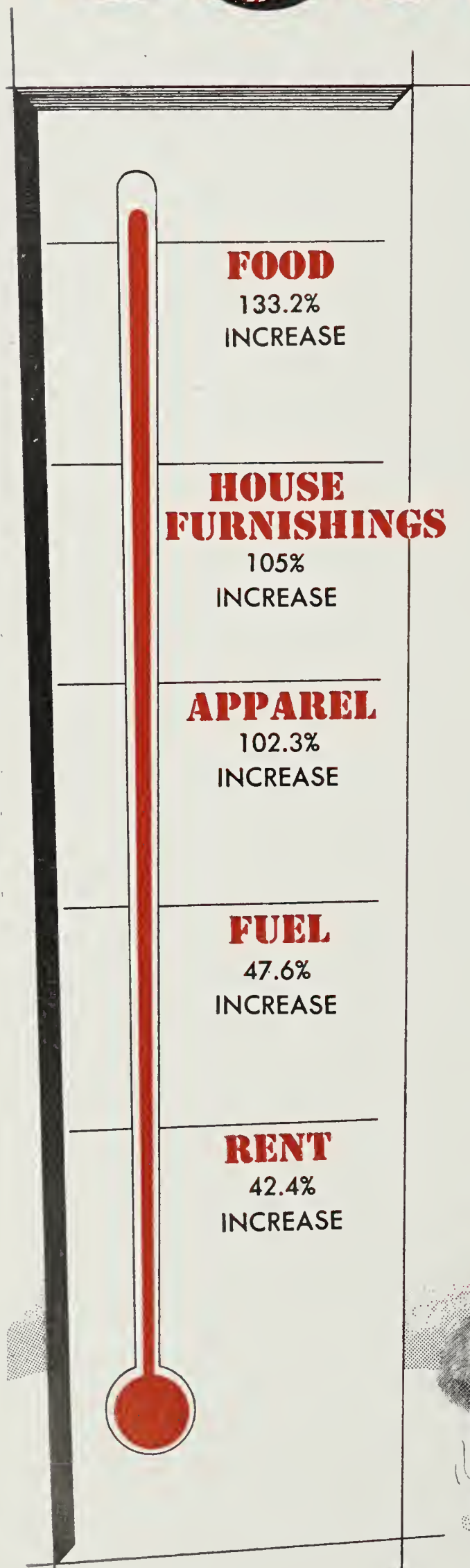
REALART

March—Salome, Where She Danced—Y. DeCarlo, R. Comeron
(Reissue)
Abbott and Costello In Society—Abbott and Cos-
tello (Reissue)
The Admiral Was A Lady—W. Hendrix, E. O'Brien
(Reissue)

April—Tiger Island—C. Bickford, E. Young (Reissue)
Strange Conquest—J. Wyatt, J. Bishop (Reissue)

COLD FACTS

about HIGH PRICES!



If your temperature has been rising along with soaring prices . . . you'll find the answer in the Bureau of Labor Statistics' revelation that the Cost of Living has increased 90.8% since 1939. FOOD has soared 133.2% . . . HOUSE FURNISHINGS, 105% . . . APPAREL, 102.3% . . . FUEL, 47.6% . . . RENT, 42.4%. And while this has been happening, the cost of YOUR theatre's equipment and supplies has taken an average 98.9% jump since 1940 (according to The Exhibitors Digest).

But here's a COOL, comforting thought in the midst of this high-price inferno. Just compare these rising expenses with the negligible increase, IF ANY, you've given NSS during all these years of skyrocketing increase.

Yes, Compare ALL your costs with the LOW COST, Service-With-A-Smile Policy of The Prize Baby!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



**20th's Norfolk Naval Base
Showmanship Premiere is
making headline news!**

**Get set
for big doings
in your city!**

**Date it now
for May 13th
saturation
booking!**



Produced by
CHARLES
BRACKETT

49 Number 25
Two Sections: Section One

APRIL 22, 1953

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **THE SERVICESECTION**

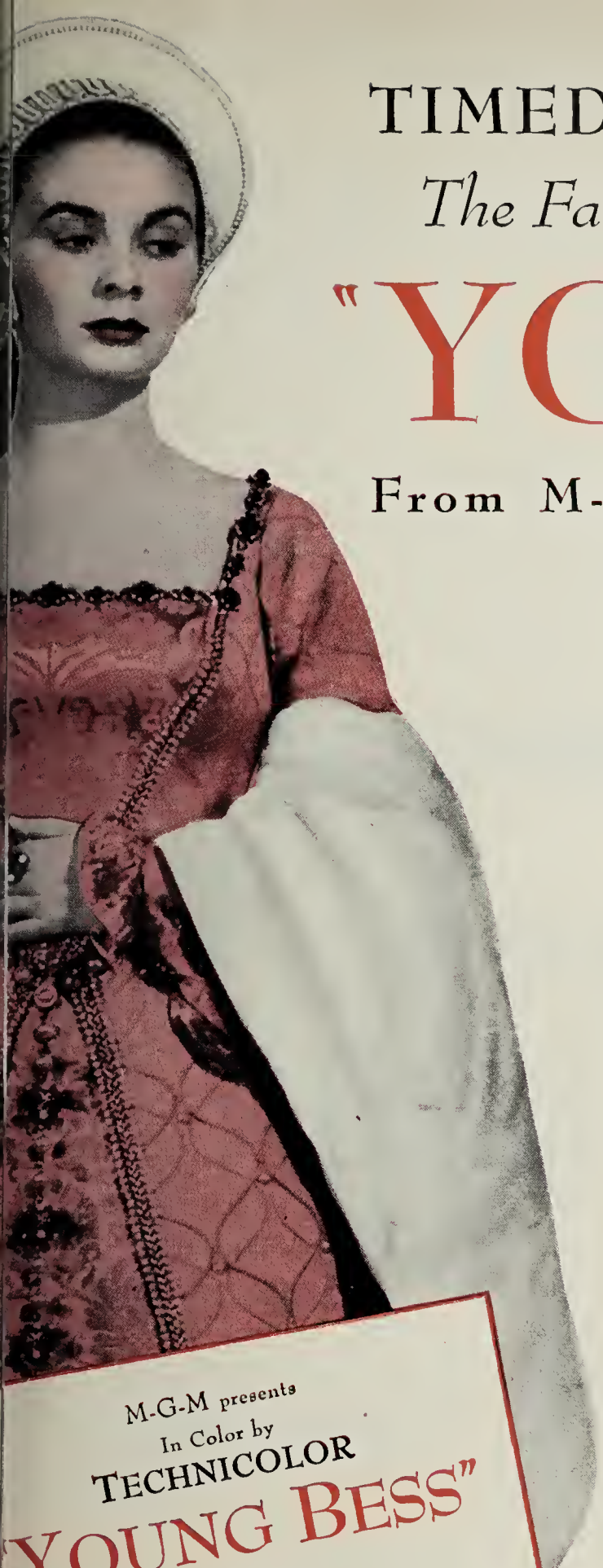
There's No Business Like **20** Century-Fox Business!



M-G-M DOES IT AGAIN!

There is no greater appeal to the mass audience than the magic of a powerful novel brought to the screen in its full glory as only M-G-M does it! Once again we present to your patrons excitement, splendor, suspenseful romance, entertainment of the kind they loved in "Quo Vadis" and "Ivanhoe." The new landmark in screen history is "Young Bess."





TIMED WITH THE CORONATION!

The Famed Novel Now A Great Screen Romance!

"YOUNG BESS"

From M-G-M in Royal Color by TECHNICOLOR

Probably never before in the showmanship history of our industry has the release of an attraction been so perfectly timed with a World Event. The flaming pages of this great novel dramatize the life of the first Queen Elizabeth in all its pageantry and intrigue, when she was the girl called Young Bess. The Coronation of the girl who is the second Queen Elizabeth takes place on June 2nd. See this magnificent production at the Trade Show.

DON'T MISS THE
TRADE SHOW APRIL 27th

M-G-M presents
In Color by
TECHNICOLOR
"YOUNG BESS"
starring
JEAN SIMMONS
STEWART GRANGER
DEBORAH KERR
CHARLES LAUGHTON
with
KAY WALSH • ROLFE • BYRON
CECIL KELLAWAY • CARROLL
KATHLEEN
LEO G.
Screen Play by
JAN LUSTIG and
ARTHUR WIMPERIS
Based on the novel by Margaret Irwin
Directed by **GEORGE SIDNEY**
Produced by **SIDNEY FRANKLIN**

ALBANY	20th-Fox Screen Room	1052 Broadway	4/27	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	4/27	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	4/27	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	4/27	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	4/27	1:30 P.M.
CHICAGO	Warner Screen Room	1307 S. Wabash Ave.	4/27	1:30 P.M.
CINCINNATI	RKO Palace Bldg., Sc. Rm.	16 East Sixth Street	4/27	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Ave.	4/27	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	4/27	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	4/27	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	4/27	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	4/27	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	236 No. Illinois St.	4/27	1 P.M.
JACKSONVILLE	Florida State Screen Room	128 East Forsyth Street	4/27	2 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	4/27	1:30 P.M.
LOS ANGELES	United Artists' Sc. Room	1851 S. Westmoreland	4/27	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	4/27	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	4/27	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	4/27	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	4/27	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	4/27	1:30 P.M.
NEW YORK	M-G-M Screen Room	630 Ninth Avenue	4/27	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	4/27	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	4/27	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	4/27	2 P.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	4/27	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	4/27	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	4/27	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	4/27	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	4/27	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Ave.	4/27	1 P.M.
WASHINGTON	RKO Screen Room	932 New Jersey Ave., N.W.	4/27	2 P.M.



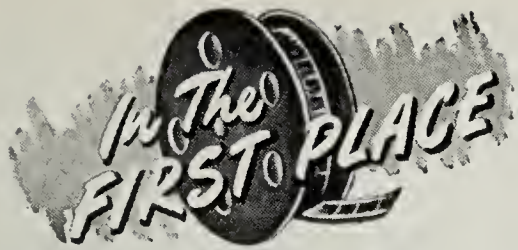
REGARDING THE ALL-PURPOSE MIRACLE MIRROR SCREEN

IN order to clear up any confusion that may exist, we wish to emphasize that the Miracle Mirror Screen is an all-purpose screen, completely compatible with and suitable for CinemaScope, Eidophor, standard, 3-D, and other wide-screen projection systems.

WE also wish to emphasize that the Miracle Mirror Screen is adaptable for theatres of every size and every shape, and is in no way limited to any particular type of theatre.

CINEMASCOPE Products, Inc., a subsidiary of Twentieth Century-Fox Film Corporation, will act as sole distributor of the Miracle Mirror Screen, manufactured and patented by the Miracle Mirror Screen Corporation.

CINEMASCOPE PRODUCTS, INC.
444 West 56th Street, New York 19, N.Y.



EXHIBITORS whose only concern with mathematics up to the present time has been to figure out the amount the distributor gets may have to take a refresher course to bring themselves up to date as regards such screen ratios as 1.85 to 1, 1.33 to 1, 1.66 to 1, 2.66 to 1, etc., etc., etc.

★

IT IS interesting to note that the openings of theatres in the midwest as community projects is on the increase. These towns undoubtedly realize that a theatre means more to their progress than ownership of TV sets.

★

WHAT WITH all the current consternation about 3-D and wide-screen, that April 27-May 1 convention of the Society of Motion Picture and Television Engineers in Los Angeles won't need any studio glamour to grab the spotlight.

★

THE WAY things are going 3-D-wise, the 1954 Academy Awards will probably find "Oscars" given out to the actor and actress who squirt the most water into the audiences' faces, who ride the roller coaster the best, who throw balls into the camera the fastest, and who crash a car into the patrons' laps the easiest.

★

WHAT with all this talk of the "cost of glasses coming off the top", don't forget that in its present deal with the government on federal taxes, that 20 per cent comes off the top, too.

—H. M. M.

I N D E X

VOL. 49, No. 25

APRIL 22, 1953

SECTION ONE

EDITORIAL	5
FEATURE ARTICLE—"THEY DECIDED TO SEE (AND HEAR) FOR THEMSELVES".....	6, 7
NEW YORK NEWS LETTER	10
THE INTERNATIONAL SCENE	14
THIS WAS THE WEEK WHEN	15
WHAT'S NEW IN 3-D	16
THE TIP-OFF ON BUSINESS	17
PEOPLE	18
IN THE NEWSREELS	18
THE SCORE BOARD	18

SECTION TWO

THE SERVICESECTION	SS-1—SS-12
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THE COVER PHOTO

Spyros Skouras, 20th-Fox president, and Darryl F. Zanuck, production chief, check final arrangements for the coast CinemaScope demonstrations.

EXHIBITOR

VOL. 49, No. 25



APRIL 22, 1953

Standardization A Crying Need

THE day doesn't pass that the cry for standardization of 3-D and wide-screen equipment isn't heard, and with good reason. Still remembering the dilemma in which they found themselves in the early days of sound, when costs well into the thousands faced exhibitors, the theatremen are fervently hoping that they won't find themselves in a position where, after investing their money, new developments will outmode their purchases.

THERE could have been an orderly transition had all the companies discussed the matter among themselves with an eye toward making things easier, but, apparently, this was not to be.

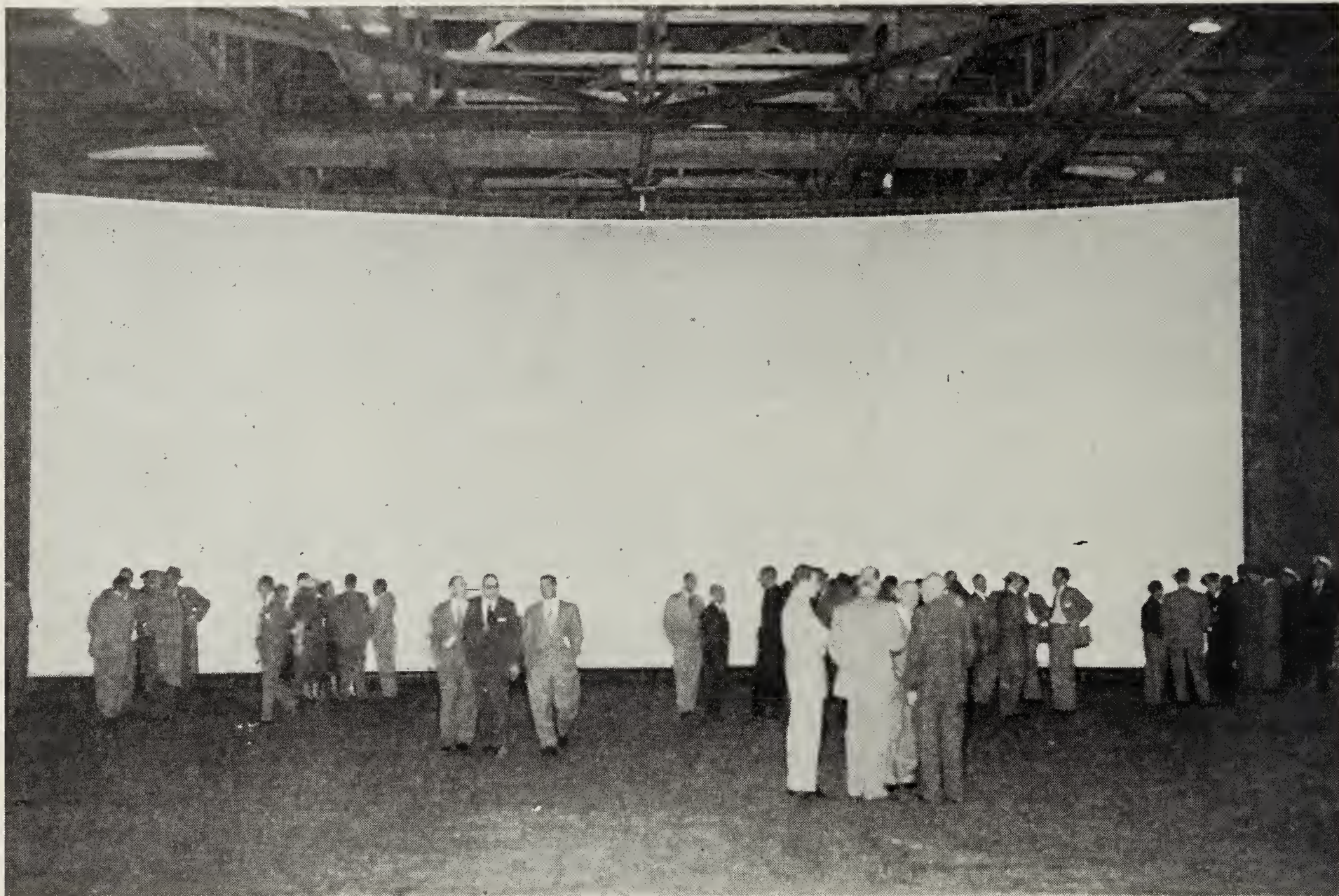
FROM Allied has come a declaration "that the persistence of the several film companies in producing depth pictures by different processes or systems thus requiring theatres to buy different kinds of equipment which they could not afford, even if available, and restricting such pictures and the equipment for projecting the same (when controlled by the film companies) to a limited number of showcase theatres in the large cities has become an immediate and dangerous threat to the vast majority of theatres."

TRY as we may, we don't believe that any distributor is desirous of losing a profitable customer, and even though the cry has long been that the cream of distribution money comes from the earlier, bigger city runs, it doesn't make sense that the same distributors will consent to forget a large part of their profitable accounts.

BUT all will agree that standardization is necessary. In addition to the apparent danger, there is the public good will to be considered. Publicity which presents the industry in a constant turmoil without any idea as to which way it is heading eventually will react unfavorably at the boxoffices.

THERE is no need for name-calling at this time. The important thing is to get to work on standardization. The cry for it is unanimous, and no producer can disregard its full meaning.

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INVITED EXHIBITOR AND PRESS GUESTS EXAMINE THE CINEMASCOPE SCREEN AT THE COAST DEMONSTRATIONS OF THE NEW 20TH-FOX PROCESS.

They Decided To See (And Hear) For Themselves

As A Result, The Theatremen Attending Coast CinemaScope Demonstrations Also Decided To Buy



Charles Skouras, left, National Theatres head, and Al Lichtman, 20th-Fox director of distribution, discuss the first CinemaScope showings.

THIS industry, so used to the unexpected, experienced another "first" not long ago when hundreds of theatremen spent their own money, running into the thousands, to go to Hollywood to see for themselves the nature of something new, CinemaScope. And the result, following the demonstrations by 20th Century-Fox, speaks for itself.

They bought.

The inaugural previews were only 45 days after the company announced its panoramic wide-screen process.

In response to invitations from 20th Century-Fox chiefs Spyros P. Skouras, Darryl F. Zanuck, and Al Lichtman, more than 1000 domestic and international theatremen interrupted their regular course of business to see the device.

Unfolded were scenes from 20th Century-Fox's most expensive and ambitious property, Frank Ross' multi-million dollar "The Robe", scenes from "How To Marry

A Millionaire", and other sequences in color showing off the system's flexibility and versatility. Stereophonic sound added its crystal clear voice to the excitement and the enjoyment.

Not only were exhibitors sold on CinemaScope, but MGM also announced that it, too, would go forward with 20th-Fox in the production of CinemaScope films.

Not even waiting until returning to their respective offices, theatremen started placing orders for CinemaScope equipment.

And to add further to the CinemaScope story, 20th Century-Fox has made it known that 20 top-budget pictures in CinemaScope and Technicolor will be released between next October and 1954, one a month through this December, followed by one every three weeks in the release plan.

That's the story of progress.



Among executives from other studios attending the demonstrations are, left to right, Jerry Wald, Columbia executive producer, and Jack Cohn, Columbia executive vice-president, seen with Spyros Skouras, the veteran 20th-Fox president.



Louis Schine, left, is greeted at the demonstration by William C. Gehring, executive assistant general manager, 20th-Fox. Schine called CinemaScope "the greatest thing since the coming of sound," and plenty of other exhibitors concurred.



Earl I. Sponable, 20th-Fox research director, and Lichtman confer during one of the many CinemaScope screenings. 20th-Fox is so high on the new wide screen process that it has decided to use it for all of its forthcoming productions.



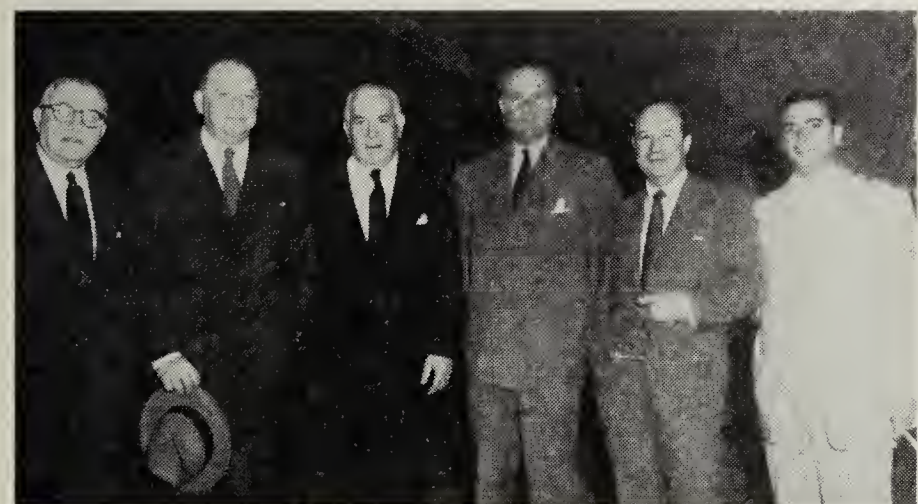
Murray Silverstone, right, heads a delegation of 20th-Fox International Corporation executives including, left to right, Les Whalen, advertising-publicity head; William Kupper, managing director, Great Britain, and Albert Cornfield, managing director, Continental Europe and Middle East.



Charles Einfeld, standing, 20th-Fox vice-president, greets Joseph M. Schenck, former chairman, board of directors, at one of the CinemaScope screenings for press, exhibitors, and industry executives. Seen at the extreme left is producer Bert Friedlob, impressed by the new medium.



Lichtman talks with Jesse L. Lasky, left, and Fred Schwartz, Century Circuit. More than 1,000 domestic and international theatremen interrupted their regular course of business to see the much publicized CinemaScope for themselves, and many soon placed orders for the equipment.



Spyros Skouras welcomes a delegation from Stanley Warner Theatres. In the exhibitor party are Harry Kalmine, general manager; Si Fabian, president, SW Theatres; Samuel Rosen, and Bernie Brooks, Fabian Theatres.



Lichtman is pictured greeting a contingent of exhibitors at one of the first CinemaScope screenings. Included in the group are Harry Brandt, Brandt Theatres, second from left, and Max Cohen, Cinema Circuit, extreme right.



W. C. Michel, 20th-Fox executive vice-president, right, poses with Vera-Ellen, Cohen, and Arthur Silverstone, the company eastern sales manager.



Domestic sales heads of 20th-Fox pose outside the CinemaScope showing for a group picture. The screenings attracted practically all 20th-Fox executives and home office personnel, as well as exhibition, distribution, and production executives from all over the country and all the major studios.

New All-Purpose Screen Set By 20th-Fox

Suitable For 3-D, TV, Wide-Dimen., Sponsors Say; Price of CinemaScope Equipment Revealed in Gehring Address

NEW YORK—Exhibitor acclaim followed the announcement last week that CinemaScope Products, Inc., a new company, has been formed as a subsidiary of 20th-Fox to act as sole distributor of the Miracle Mirror Screen, manufactured and patented by the Miracle Mirror Screen Corporation.

The Miracle Mirror Screen is declared to be an all-purpose screen completely compatible with, and suitable for, CinemaScope, Eidophor, TV telecasts, standard, 3-D, and other wide-screen projection systems. The new Miracle Mirror Screen also is said to be adaptable for theatres of every size and every shape and in no way limited to any particular type of theatre.

An agreement to produce CinemaScope lenses has been concluded by 20th-Fox and Bausch and Lomb, it was announced jointly by Spyros P. Skouras, films company president, and top executives of the Rochester, N. Y., optical firm. The lenses, known as CinemaScope lenses, will be produced exclusively for 20th-Fox. Each lens will be stamped with the CinemaScope name.

Metro also has signed a contract for the CinemaScope lenses.

Deliveries on the first order are to be completed by June 1.

Bausch and Lomb has been actively engaged in the CinemaScope project for the past two months to get it onto a production basis, with several departments running on a six-day week.

The first demonstration of CinemaScope's wide-screen process in the east will be held at the Roxy this week, before an invited audience of some 6,000 representatives of the press and all other mass communication media. The program will consist of scenes from "The Robe," first picture to be made in CinemaScope and Technicolor; scenes from "How To Marry a Millionaire"; a special production number showing Marilyn Monroe in "Gentlemen Prefer Blondes," and other color footage.

William C. Gehring, 20th-Fox executive, said at the annual dinner of Motion Picture Associates that in Philadelphia, CinemaScope equipment packages, comprising wide-screen, special lenses, and stereophonic sound, will fall roughly into three price brackets for large, middle, and small-sized theatres.

Gehring estimated that it would cost large houses \$22,000, small houses \$15,000, and those in the lesser category, \$8,000. He said all United States theatres could be equipped by the end of 1954.

Following the initial CinemaScope demonstration here, 20th Century-Fox plans to preview the wide-screen system in Philadelphia, Detroit, Chicago, and Boston, it was announced over the weekend. The showing also will be extended to 11 other key cities during the next two months.



Columbia made public in New York its promotional merchandising campaign for Stanley Kramer's "The 5,000 Fingers of Dr. T," involving leading manufacturers, stores, and theatres. Seen, left to right, examining some of the merchandise, are Meyer Beck, Kramer Organization; Howard LeSieur, Columbia advertising and publicity chief; Joyce Selznick, coordinator of the campaign, and Paul N. Lazarus, Jr., Columbia.

Paramount Profit Hits \$5,899,871

NEW YORK—Consolidated net earnings for Paramount Pictures Corporation and its consolidated domestic and Canadian subsidiaries totalled \$5,899,871, equal to \$2.52 a share on 2,339,479 shares outstanding, for the fiscal year ended on Jan. 3, according to the annual statement by President Barney Balaban to stockholders last week.

The Corporation and its subsidiaries increased operating revenues to \$106,090,044 from \$95,933,381 the year before.

The consolidated net earnings reported were after deducting \$4,834,510 for taxes.

The net includes a \$559,287 profit on sale of real property less applicable income tax, but excludes about \$446,000 representing Paramount's share of undistributed earnings of non-consolidated domestic and Canadian affiliated companies. In 1951, consolidated net earnings were \$5,459,273 or \$2.33 a share, excluding \$43,000 of undistributed earnings.

During 1952, the corporation acquired 2,600 shares of its common stock for retirement at a cost of \$62,796, making a total of 3,200 shares now held in the treasury for retirement. Current assets on Jan. 3, 1953, were \$73,695,708, and current liabilities \$33,589,466, against \$72,339,700 and \$32,844,207, respectively, on Dec. 29, 1951.

Wolfson, Martin On Tour

NEW YORK—TOA Past President Mitchell Wolfson and vice-president E. D. Martin are attending a series of exhibitor meetings on the west coast this week. First was a luncheon meeting of the Theatre Owners of Washington, Northern Ohio, and Alaska, in Seattle.

The TOA executives later addressed a meeting of Oregon exhibitors in Portland.

Wolfson and Martin will meet with the board of directors of the California Theatres Association in San Francisco.

3-D Shows Hottest In Broadway Area

NEW YORK—Led by the two 3-D entries and the Roxy and Capitol, business in the Broadway first-run spots was okeh in most spots over the weekend, despite the fact all houses had holdover product.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"HOUSE OF WAX" (WB). Paramount, with Warners' first 3-D entry, plus stage show headlining Eddie Fisher, was holding strong, and it was evident that the second week would tally \$118,000.

"CALL ME MADAM" (20th-Fox). Roxy, with ice show, hit \$68,000 for Wednesday through Sunday, with the fourth week bound to top \$80,000.

"BY THE LIGHT OF THE SILVERY MOON" (WB). Radio City Music Hall, with stage show, garnered \$79,000 for Thursday through Sunday, with the fourth, and last, week expected to tally \$122,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$13,000 for the 21st week.

"SALOME" (Col.). Rivoli was heading toward \$38,000 on the fourth week.

"MAN IN THE DARK" (Col.). Globe with this 3-D entry was heading toward \$25,000 on the second week.

"JEOPARDY" (MGM). Mayfair expected the third week to reach \$13,500.

"OFF LIMITS" (Para.). Astor looked forward to \$16,000 on the fourth week.

"I LOVE MELVYN" (MGM). Loew's State anticipated the second, and last, week at \$16,000.

"MOULIN ROUGE" (UA). Capitol was heading toward \$38,000 on the 10th week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria reported \$15,000 for the 17th week.

Snaper Warns Allied Units On "Pan" Deals

NEW YORK—Wilbur Snaper, president, Allied States Association, last week sent the following wire to the various Allied units:

"Be cautious in dealing with RKO on 'Peter Pan.' Until you have approved contract, don't consider picture bought. Picture now being offered at flat terms at prohibitive prices. Your local RKO representatives including district managers have limited or no authority to confirm deals on this picture."

Meanwhile, there seemed to be no significant development in the Cincinnati situation, where Rube Shor had played "Peter Pan" in his situations with no increase in prices.

Reports indicated that Shor had received telegrams and letters from exhibitors throughout the country.

Another Cincinnati exhibitor who showed "Peter Pan" at the higher admission prices reported that more than 50 prospective customers walked away from the boxoffice during the first hour when they were told the admission price was \$1.

Seek Review of Any Distrib. Violations

Penna. Tax Repeal Measure Introduced

HARRISBURG, PA.—Under the provisions of a measure introduced in the legislature by Representatives Wilmer W. Waterhouse and Hiram G. Andrews, the Local Tax Law in Pennsylvania would not apply to theatres and motion picture houses.

Pennsylvania communities are now allowed to tax anything not taxed by the state.

Exhibitors are hard at work seeking support for the measure.

Trade Heads Heard At Kentucky Confab

LOUISVILLE, KY.—Talks on industry problems highlighted the annual convention of the Kentucky Association of Theatre Owners last week.

Trueman T. Rembusch, president, Indiana Allied, stated that National Allied would urge the Senate Small Business Committee to "nudge" the Department of Justice into properly policing the Paramount decree.

He said the present situation would not have occurred if the former Administration's Department of Justice officials had properly policed the Paramount decree. He hit such trade practices as advanced admissions and unsatisfactory clearances and forcing of pictures, and attacked the "sales gimmicks" on various films.

Rembusch called Sam Goldwyn's action in stating that "Hans Christian Andersen" would be sold only at advanced admission prices "brazen," and also commended Rube Shor's refusal to advance prices for "Peter Pan" in his Cincinnati theatres.

Rembusch said that distributors were not honest in their approach to arbitration, and that arbitration, as distributors wish adopted, "would result in further subjection of the exhibitors' business."

KATO, not officially affiliated with any national exhibitor group, was invited by Rembusch to apply for membership in Allied. He offered to have Indiana Allied act as KATO's sponsor.

COMPO's campaign to have theatre tickets exempted from the admission tax is an excellent example of what can be accomplished by industry cooperation, Arthur L. Mayer, former executive vice-president, COMPO, declared.

Alex Harrison, 20th-Fox, told the convention that there will be CinemaScope demonstrations in about 15 cities in this country in the next two months. The convention called upon all Kentucky Congressmen to attend hearings in Washington on the Mason bill to remove the federal admissions tax.

Officers of KATO will be elected in July.

Basson Aids Union Pact

NEW YORK—IATSE president Richard F. Walsh last week assigned to Joseph D. Basson, IA special representative, the job of peacemaker between distributors and Home Office Employees Union, Local H-63.

Allied's Myers Leads Parade Of Witnesses Before Senate Committee; Recommendation For Standardization Asked

WASHINGTON—Abram F. Myers, Allied States Association general counsel and chairman, last week opened the presentation of exhibitors before the Senate Select Committee on Small Business Sub-Committee on Monopoly by asking that the United States Attorney General review alleged violations of the Sherman Anti-Trust Act and court orders that have been presented to the Justice Department, at the same time seeking a recommendation that producers and distributors come to an agreement on 3-D and wide-screen standardization.

Myers charged that pre-releases and a refusal to standardize new techniques are part of a plan of producer-distributors to exclude the independent exhibitor from the industry. He cited a statement made by Charles Skouras in a magazine article predicting that television would eliminate half of the nation's theatres, and a statement by Leonard Goldenson, AB-PT president, that eventually fewer theatres will exhibit better pictures.

Myers blasted pre-releases and the practice of licensing top films on the condition that prices will be advanced. He called the latter a flagrant violation of the Paramount decree that lessens and controls competition between first-run and subsequent run houses.

The Allied counsel also charged that a plan is underway to exclude independent houses from the 3-D field by refusing to standardize the new techniques. At present, he said, there are about 20 processes, and only the large circuit can afford to equip for exhibition of 3-D films. He said Allied's appeal to the companies to cooperate in developing a standard had been acknowledged only by 20th-Fox, which extolled the virtues of CinemaScope as the standard for all companies, disclaimed knowledge as to what other companies were doing, and asserted that competition among producers is so strong that there can be no standardization at this time.

Myers remarked, "It is odd that the film companies which have so combined and conspired together to restrain trade and monopolize the business now deal with each other at arms length when a small measure of cooperation would serve to promote trade."

Myers emphasized the importance of theatres to a community and the business dangers when they are forced to close. Senator Gillette, Democrat, Ia., asked Myers what he thought of the producers' control over exhibition. The counsel answered that, while he had never advocated that distribution be set up independently, in the view of current developments, it might be a good idea.

Myers returned the next day to give details on what he claimed to be specific violations of the consent decree in pre-release.

Milwaukee, Philly Wins In VCI Contest

NEW YORK—Judging of the entries in the Variety Clubs International story and photographic contests last week found Milwaukee and Cincinnati the winners.

Hugh R. Vogel, Tent 14, Milwaukee won an all-expense trip to the convention in Mexico City for the best human interest story, in *The Milwaukee Journal*. The runner-up was submitted by Noah Schechter, Tent 3, Cincinnati, for a story in *The Cincinnati Enquirer*.

The prize winning photo appeared in *The Philadelphia Daily News*, with Ray Gathrid receiving a check for \$300, which he turned back to the Heart Fund of the Philadelphia tent.

Runner-up was John M. Di Joseph, Reni News Photo Service, Washington, D. C., with the picture appearing in *The Washington Star*.

Subscription TV At SMPTE Meeting

LOS ANGELES—Subscription television on a full fledged operational basis will be offered to both the motion picture and television industries as a solution to their current financial difficulties during the Society of Motion Picture and Television Engineers' five-day spring convention starting on April 27.

L. N. Ridenour and G. W. Brown, International Telemeter Corporation, will describe the general problem of encoding a subscription TV picture in transmission and decoding it at the receiver, and problems of privacy, and will present alternative ways of indicating the price of the program and acknowledging its payment.

Production experts, projectionists, and exhibitors will exchange views on present problems of converting the industry to 3-D.

He included increased scales, pre-release runs, and discretionary clearance through pre-releases. Myers also said that he believed arbitration would not be a solution.

Allied President Wilbur Snaper complained about the high rentals, abandonment of clearances, and pre-releases, bringing up his experiences with "Peter Pan" as an example, and wound up by claiming, after questions by members of the committee, that unless solutions were found, exhibitors would be driven out of business.

Testimony of others, including Colonel H. A. Cole, Texas, was in similar vein.

Heard on the third day were Rube Shor, Cincinnati exhibitor, and H. P. Holmes, chairman, Economic Committee, National Association of Real Estate Boards. Shor reviewed his controversy with RKO regarding his playing "Peter Pan" at his regular scale, while Holmes testified as to the effect of closed theatres on realty values.

New York News Letter

— By Mel Konecuff —

IT WAS a beautiful day as more than a score of reporters, trade paper, wire, and picture service representatives, to say nothing of several 20th-Fox press agents and actor Charles Coburn and ventriloquist Jimmy Nelson, gathered at New York International Airport to commence "Operation Titanic."



KONECUFF

Specifically, this was the outcome of arrangements effected between the navy and 20th-Fox for the world premiere of "Titanic" aboard the Norfolk, Va., Naval Base in conjunction with Navy Relief celebrations and a formal-type ball.

When we arrived at good old Norfolk, transportation was provided in the form of a springless bus, which took us to headquarters for briefing and classification. We learned then that the group was made up of V.U.P.S. (Very Unimportant Persons), V.O.P.S. (Very Ordinary Persons), and V.I.P.S. (Very Important Persons), and we never did find out where we fitted.

The next move was the navy's, which assigned us aboard an aircraft carrier, the FDR, for lunch and a very interesting tour, after which we took off for our quarters at the bachelor officers quarters, and some day we must do a piece on this phase of the operation (which should be known as Sub Operation Red Tape 1) and its towel policy, or bring your own soap.

Elegantly garbed in old clothes and shoes, we then boarded landing boats with marines to take part in an amphibious assault landing. Aboard our ICVP was actor Jeffrey Hunter, one of the glamour contingent in from Hollywood, and we didn't know whether the pair of WAVES aboard were Hunter-affected or seasick. As we hit the beach, having nowhere else to go, explosives went off like crazy all over the place, and everyone ducked into the protecting sand and the arms of a starlet if they were lucky (we weren't).

We went back to quarters and another clothes change, and away we went to the premiere at one of the three theatres on the base (incidentally none is equipped for 3-D or wide-screen), and the showing was preceded by an introduction of the screen personalities from the stage.

Dinner and cocktails followed (no clothing change) with top brass at the swank officers' club, and off we went to the Navy Relief Ball, where the huge hall was jammed with colorful uniforms,



Arthur B. Krim, president, United Artists, recently held a press conference in New York City at which he announced a \$50,000,000 program of 65 pictures to be produced for the company. Seen, left to right, are Krim, Robert Benjamin, Bernard Kranze and EXHIBITOR's Mel Konecuff.

rumpled tuxedos, and attractive ladies. Talent from the New York stage, TV, and Hollywood took over the stage under the emceeing of columnist Ed Sullivan to present an entertaining show, after which we hit the sack, and it almost hit us back.

The next morning (oh yes, the preceding all took place in one day) after breakfast, we took off to New York with additional guests in the persons of Sullivan, Nanette Fabray, Nelson, Coburn, and Billy De Wolfe aboard, while the Hollywood contingent shepherded by coast representative Bill Winters took off in another plane westbound, and included were Hunter, Debra Paget, her mother, Anne Francis (very sexy), and Byron Palmer.

Our rain hat is off to Leo Pillot, 20th-Fox special events director, Meyer Hutter, and Ira Tulipan, press agents deluxe, who represented the home office, and who did a fine job on the entire jaunt. Movie-tone News recorded the event for posterity and for use in theatres.

PRODUCER-DIRECTOR TALKS: George Stevens, producer-director, Paramount's "Shane", arrived in town to observe how his film would look on the newly installed wide-screen at the Radio City Music Hall, and to promote said film to newspapers, etc.

He claims that he has been a strong advocate of big screen doings for the last three years, with outdoor films being particularly suited to the medium and of the various systems offered he thought the 1.66 to 1 ratio (Paravision) the best. He claimed that this was better than CinemaScope or any of the others, since it presents a picture as it should be seen, and does not take away from the height to present more width, which other systems do.

Asked about the cost of the film, he was in the dark as to the final figure arrived at by the studio, but he did think that in today's market a good film costing three millions could show a profit after a reasonable period, especially if every dollar is put on the screen, and not tied up in overhead. His next film may be "The Commancheros", a Paul Wellman novel, which will be made next spring, by which time he expected the medium to be used will be clarified by public acceptance of one of the systems,

(Continued on page 16)

CAN NEWS

A guide to the headlines in EXHIBITOR this issue.

Corporate

General Van Fleet, B. E. Puckett, C. M. Chester, Jr., and Kevin C. McCann are picked as 20th-Fox management board nominees as stockholders prepare to vote (page 15).

Exhibition

Wilbur Snaper warns on "Peter Pan" deals (page 8).

The parade of exhibitor witnesses before the Senate Select Committee on Small Business is headed by Allied's Abram F. Myers (page 9).

Financial

Paramount reports a profit of \$5,899,851 for 1952 (page 8).

Trans-Lux's profit totals \$311,002 in 1952 (page 17).

International

Outdoor theatres increase in Canada (page 14).

The Mexican playing time law is declared unconstitutional (page 14).

Legal

An exhibitor in Omaha sues for \$600,000 damages (page 15).

Allied intervenes in Milwaukee case (page 15).

Mel Konecuff

20th-Fox opens "Titanic" in Norfolk, Va. (page 10).

George Stevens comments on "Shane" and wide-screen (page 10).

Organizations

Some TOA leaders go on tour (page 8).

Milwaukee and Philadelphia win the Variety Clubs International contests (page 9).

Kentucky theatres hold the annual meeting (page 9).

The SMPTE prepares for its coast convention (page 9).

In Texas, drive-in owners gather (page 11).

TOA President Alfred Starr is still hopeful on arbitration (page 14).

Some distributors give assurance to Illinois Allied's Jack Kirsch on 2-D production (page 18).

Production

20th-Fox's back library of films are seen eventually heading for TV (page 11).

Taxes

The industry opens its battle for the elimination of the 20 per cent tax (page 11).

Technical

20th-Fox offers an all-purpose screen (page 8).

Stereocolor bobs up as a new process, the Motion Picture Research Council offers some recommendations, and the SMPTE issues a report (all on page 16).



Anna Magnani, Italian film star, recently arrived in New York in connection with the American premiere of her new IFE film, "Bellissima."

Ezell Highlights Tex. D-I Convention

DALLAS — Claude Ezell, president, Ezell and Associates, speaking last week before the convention of the Texas Drive-In Theatre Owners Association, stated that the 3,655 drive-ins in this country gross \$234,000,000 annually, and are indispensable to the industry. Ezell, also founder of the International Drive-In Theatre Owners Association, traced the history of the outdoor theatre, and said drive-in operators could expect a shortage of product until conversion to the new screen techniques.

He pointed out that many operators demand unreasonable availabilities, the fallacy of which has been proven by the great difference in film rentals by playing behind, instead of before, the conventional run. Ezell also said that 3-D would give open-air theatres a chance to increase their admission prices legitimately, adding that he felt drive-in admissions have been too low. He also called for better understanding between exhibitors and distributors to perfect a fair transaction policy. He condemned unnecessary competitive bidding, calling it "a product of greed and envy which have spelled ruin for many exhibitors."

A five-year plan created by Paul Short, National Screen Service, designed to make viewing of pictures from automobiles more comfortable and convenient, has been charted, and will be financed by each drive-in operator being asked to contribute the gross receipts of one special mid-night show on July 3.

Commenting on law suits, Ezell said that litigation against the film companies resulted in exhibitors paying the bill anyway, through increased film rentals.

He called on exhibitors to "get out of the legal business and back in show business."

Ezell condemned the practice of some drive-in operators, who have shown sex pictures, offered all-night shows, and the "Buck Night," with whole carloads of people being admitted for \$1. He said that such practices had been curbed, and, through proper organization, could be eliminated.

R. J. O'Donnell, vice-president and general manager, Interstate Circuit, and co-chairman, Texas COMPO, told the audience at a special luncheon given in his honor that "the drive-in is a menace to

20th-Fox Library Of Films Seen Going To TV As Future Development

NEW YORK—Twentieth-Fox stockholders were informed last week in the company's annual report by President Spyros Skouras that the studio's library of approximately 900 films made since the development of sound would probably be made available to television when the demand of the theatres for films of that type is lessened by the demand for productions made in CinemaScope or other new techniques.

The report states that the value of these films cannot be accurately estimated, but the hope is that it will bring the corporation "very large income, running into millions of dollars."

The report emphasizes that it had not made any of the films available to TV before this time "for our own sound business reasons," but technical advances in the industry had changed the situation.

Pointing out improvements in 20th-Fox's conditions since the present management took over in 1942, the report states that the book value of the common had increased from \$21,560,894 to \$79,910,514, with a total of \$99,512,551 counting the National Theatres stock distributed to stockholders. Dividends on the common totalled \$24.25 per share during the period, plus a share of NT stock with a market value of \$7.12 on April 8.

The company's physical properties in New York and Hollywood were estimated to have a replacement value of \$25,000,000 in excess of current balance sheet value, and, during the years of the Skouras regime, the working capital increased from \$27,959,944 to \$66,540,451. Meanwhile, the capitalization of the company has been

reduced to common stock, with the \$4.50 prior preferred and \$1.50 convertible preferred retired at a cost of \$11,400,000 in cash.

Stockholders were told that the change planned by the company in its decision to film its entire schedule in CinemaScope will mean a drop in inventory of from seven to 10 millions this year. Total inventory at the end of 1952 was \$58,881,236. Last year, the company released 33 features, including 13 in Technicolor, made at an average cost of \$1,298,000. This year, 20th-Fox expects to release 34 features, including "The Robe", first to be made in CinemaScope. Of these, 17 will be in Technicolor.

The company's domestic film rentals increased 24.5 per cent in the first 14 weeks of 1953, a reversal of the decline last year. In the same period, foreign rentals were up 8.3 per cent, with the world-wide increase put at 17.8 per cent, slightly better than the increase reported by Skouras for the first 10 weeks of the year. Foreign rentals reached a new high last year, while domestic rentals showed a decline. The report stated that the company felt there were tremendous possibilities of expanding operations abroad.

Skouras also reported expansion of the company's films for television operations in the report. A quiz show, a series of "News Adventures For Young America", and another news show were being met with favor by TV audiences, and would warrant increased production. In addition, the company is a participant in a daily TV news service, with Movietone News supplying the photographic material and United Press the news service.

the motion picture industry if it is not properly guided during this present crisis and allowed to expand.

O'Donnell then went on to discuss the

Mason Urges Theatres To Push Their Case

WASHINGTON—Representative Mason, Republican, Ill., last week urged trade members to appear before the House Ways and Means Committee or file a statement when hearings, due to have begun on April 20, were held on his bill to exempt theatres from the federal admission tax.

Secretary of the Treasury George M. Humphrey was visited by a five-member committee stating the views of exhibitors on the Mason measure to repeal the 20 per cent federal admission tax. The group was headed by Spyros Skouras, 20th-Fox president, and included Robert W. Coyne, special counsel to COMPO, Colonel H. A. Cole, Trueman Rembusch, Al Lichtman, and Alfred Sindlinger.

Scheduled to testify in favor of tax repeal before the House Ways and Means Committee were Pat McGee, Cole, Sindlinger, Coyne, the American Municipal Association, Abe Berenson, New Orleans, and James P. Riley.

progress of the drive-in and its indispensability to the industry and the efficient method in which the Texas Drive-In Theatre Owners Association has conducted its business.

Bryan Foy, producer; Vincent Price, Frank Lovejoy, and Caroline Jones, in Dallas for the southern premiere of "House of Wax," were guests at the luncheon. General William McCraw, executive director, Variety Clubs International, was toastmaster. Al Reynolds, vice-president and general manager, Ezell and Associates, was program chairman.

Preston Smith, Lubbock, Tex., was elected the new organization president.

The board voted to become the first unit in the International Drive-In Theatre Owners Association, and also to appoint a coordinator in key cities to meet weekly with open-airers, later making a complete report to the new head of the body. An arbitration board may also be formed.

Mead Newsreel Head

NEW YORK—Thomas Mead, managing director, Universal Newsreels, was last week named chairman, MPAA Newsreel Committee. He succeeds Walton Ament, vice-president and general manager, Warner Pathe News, who headed the newsreel committee for the past two years.

From Paramount
In May

SANGAREE

IN 3 DIMENSION

In Color by TECHNICOLOR

Stars That Are Big

Action That Thrills

Adventure That Excites

Sex That Allures

Sets And Exteriors That Amaze

Technicolor That Beautifies It All

AND IT'S ALL IN

3 DIMENSION

TO GIVE A NEW DIMENSION

TO BOXOFFICE PROFITS!

This is the 3-D picture that was worth waiting for! Not speed but bigness was Paramount's goal in assembling the great selling elements that make this an important attraction for every screen!



The Best-Selling Novel of Young America's
Lustiest Days Comes Turbulently Alive!

STARRING

FERNANDO LAMAS

with FRANCIS L. SULLIVAN · CHA

SCREENPLAY BY

DAVID DUNCAN · FRAN



ARLENE DAHL · PATRICIA MEDINA

KORVIN · TOM DRAKE · JOHN SUTTON · WILLARD PARKER

FROM THE NOVEL BY FRANK G. SLAUGHTER · DIRECTED BY EDWARD LUDWIG · PRODUCED BY WILLIAM H. PINE AND WILLIAM C. THOMAS

The International Scene

Canada

Canadian Open-Airers Still Mounting

TORONTO—With four theatres opened in Canada recently, the total of new situations since the beginning of the year now stands at 15 standard houses and one drive-in. Some 24 open-airers are known to be underway, and in the planning are 23.

Theatres opened include: In Wawa, Ont., N. J. Erechhook's 416-seat Roxy, the first in the town; Nick Linkewich's 402-seat Roxy, the first in Terrace Bay, Ont.; the 300-seat Evansburg, Evansburg, Alta., also a first, and M. E. Walker's Park, Truro, N. S.

CHATTER: Members of the entertainment industry in Toronto joined with other cities where Variety Clubs International has tents to be serviced with medical facilities especially equipped for chest examination. The doctor appointed in Toronto is Dr. Samuel J. Forrest. . . . Successor to T. C. Clarke as president, Dominion Sound Equipment Limited, is B. M. Farish. Farish was succeeded as treasurer by S. B. Wickes, comptroller, Northern Electric, also elected to the board of directors. . . . Fred A. Cripps, Canadian manager, Ansco of Canada, announced plans for a new main warehouse in the Toronto suburban area. . . . During the engagement of "Road To Bali", Capitol, London, manager Bill Trudell trundled over to the Polack Circus, and had as guests at the theatre Bonzo and Cheeta, featured chimpanzees. . . . With the drive-ins in full swing, gimmicks are being used. At the Clappison, near Hamilton, the owners of the first 50 cars were presented with a free coupon for a car wash as well as one complimentary ticket for a show. The first 100 car owners at the re-opening of the Windsor Drive-In received a pass. . . . Visitor to his family's home was Private Stanley Lieberman, son of Mr. and Mrs. Joe Lieberman, St. John, N.B. . . . The Frontenac, owned by J. V. Robichaud and H. L. Haines, Shippegan, N.B., was gutted by fire. . . . Vancouver has again become the focal spot for an argument and discussion over Sunday shows, with the Canadian Legion sponsoring the shows and the Lord's Day Alliance bucking them. Theatres are steering clear. . . . Farley Granger visited Toronto to plug "Hans Christian Andersen", Imperial. . . . Alec Meyers, well-known industry figure, died. He was a brother of Bobbie Meyers, head booker, Famous Players, and Pete Meyers, Canadian general manager, 20th-Fox. . . . "Seven Deadly Sins", a Cardinal Films release from Franco-London Films, was given its North American premiere at the Savoy, Toronto. . . . Famous Players Victoria, Toronto, was lit for the first time since its shutdown at the beginning of the year with the two-day engagement of Jacob Ben Ami, booked in by a



Managers from some of Westrex Corporation's foreign subsidiaries recently attended a conference in New York. E. S. Gregg, vice-president and general manager, is seen seated, describing a Westrex 835D motion picture studio recording system to, left to right, D. E. Merfield, Pakistan; M. Person, Mexico; D. L. Smith, Puerto Rico; E. F. Vanderhoek, Singapore; J. J. de Boer, Colombia; Y. H. More, Hong Kong; H. V. Zeppelin, Argentina, and D. Pollock, hailing from South Africa.

charity organization. . . . Famous Players' Imperial, 1000-seat house in Sarnia, was on the block for a reported \$150,000. . . . Ken A. Jones has been made sales manager for the food, drink, and confection subsidiaries of the Ochs Management Company, drive-in operator, by Herb Ochs. Earl Taylor was transferred from the management of the drive-in, Lindsay, Ont., to the Star Top Drive-In, London, as Jones' successor. . . . Ralph Dale, National Theatre Services, heads the Variety Club Heart Award committee. . . . The Larry Graburns head for Europe come July. He's director of advertising and publicity, Odeon Theatres. . . . Canada's largest national magazine, MacLean's, gave the biggest boost to the business ever with profiles on Louis B. Mayer, Leonard Brockington, JARO president, and a story on 3-D in one issue.

Famous Players Canadian Corporation, operating 410 theatres in Canada, reported a net profit in 1952 of \$3,480,126 against \$3,032,018 in 1951. Operating profit before taxes and other deductions amounted to \$7,945,659, compared with \$7,304,278 in the previous year. Current assets on Jan. 3 were \$9,979,015, and current liabilities were \$1,783,920.

—HARRY ALLEN, JR.

Mexico

A Mexican law requiring theatres in that country to give 50 per cent of their playing time to native productions has been declared unconstitutional. Mexican exhibitors had opposed the law, and filed for an injunction. Dr. Ignacio Burgoa, Mexico City district judge, declared that the provision was contrary to Article 28 of the country's constitution, which reads: "In the United States of Mexico, there shall be no monopoly of any kind and no imposition of taxes or prohibiting on the grounds of protecting an industry." A 50 per cent screen quota would have cut

Starr Still Hopeful On Arbitration Future

WASHINGTON—Alfred E. Starr, TOA president, disclosed last week on his return from Europe that representatives of his organization would make another effort to win an industry arbitration system when they testified before the Senate Small Business Committee.

Starr emphasized that exhibitors "did not need government interference," nor is the solution in "government supervision." Starr said he felt the government favored exhibitors and distributors getting together, and expressed the view that the committee "must be looking for a solution to the complaints." He also said he had not given up hope of meeting with Allied President Wilbur Snaper in an attempt to break the arbitration deadlock.

The TOA president said he was delighted at the statement made by Spyros Skouras that the company intends to hold its library of old films back from television until CinemaScope and other new techniques have exhausted their use to the theatres. He also commented on theatre business in Europe, and said it was "surprisingly good."

European exhibitors, he added, are equally intrigued and confused by the recent developments in 3-D. However, they were more likely to be discriminating toward the new processes.

In England, he found the impact of television slight. However, with the coming of a commercially supported station depending on advertising and offering a more lively entertainment than the BBC, there is a possibility that British boxoffices would be affected.

Dubbing, Starr discovered, is greatly developed in Europe, especially in Turkey, where people can not read fast enough to comprehend titles.

Westrex Men On Coast

HOLLYWOOD—Westrex Corporation's subsidiary company branch managers from Hong Kong, Pakistan, and Malayan Union were in last week for one-week conference on new recording and reproing techniques and equipment. Those in attendance included Y. H. More, manager, Hong Kong branch, Westrex Company, Asia; D. E. Merfield, manager, Pakistan branch, Westrex Company, East; E. F. Vanderhoek, manager, Malayan Union branch, Westrex Company, Asia; R. E. Warn, Hollywood division manager; J. G. Frayne, engineering development manager, Hollywood; R. W. Wight, commercial manager, Hollywood, and Gordon R. Glennan, general manager, Sound Services, Inc., Hollywood.

Zanuck Sees President

WASHINGTON—Darryl F. Zanuck, 20th-Fox vice-president in charge of production, conferred last week with President Dwight D. Eisenhower.

deeply into the playing time of American pictures, with a resulting loss of revenue for American distributors. The judge, however, recommended that the article be revised, indicating that if it were, the screen quota might be approved.



Judith Rose Balaban, daughter of Mr. and Mrs. Barney Balaban, was married last week to Jay Ira Kanter, son of Mr. and Mrs. Sidney Genser, Beverly Hills, Cal., in New York City. The bride's father is the Paramount Pictures president.

Omaha Exhibitor Sues

OMAHA—A suit for triple damages of \$600,000 was filed last week by the Admiral Theatre Corporation against Paramount, Loew's, Warners, and 20th-Fox charging violation of the Sherman Anti-Trust Act, in U S District Court.

The Admiral organization claimed the four companies refused to negotiate to give the Admiral second-runs with clearance over the Military, Avenue, and Dundee, and that the same pictures were sold to competitive theatres of the Admiral for the same dates at lower prices. Paul Good, attorney, Admiral Theatre Corporation, filed the suit.

MacNealy Wins Shea Contest

NEW YORK—Winners in the Shea Circuit contest on U-I's "Ma And Pa Kettle On Vacation" were announced last week, with Ray MacNealy, Geneva, O., winning first prize, \$100; Dale McCoy, Cambridge, O., second, \$75, and Bob Limbaugh, Conneaut, O., third, \$50.

Others, in order, were Joe Scanlon, Zanesville, O.; Dale Tysinger, Ashtabula, O.; Bill Gillam, Newark, O.; Bernie Hickey, Greenfield, Mass.; Harold Snyder, New Philadelphia, O.; Jack Baumgardt, Lancaster, O.; Durward Duty, Marietta, O.; Fenton Scribner, Nashua, N. H., and Ed. Fahey, Manchester, N. H.

Allied Intervenes In Bidding Dispute

WASHINGTON—Allied States Association last week asked the U. S. Supreme Court to reverse the recent ruling of the Seventh District Court of Appeals in the Milwaukee Towne case, which stated that the Jackson Park and Towne must outbid competing theatres to get choice films.

The court held that the competitive bidding provisions of the Paramount case opinion outweighed the earlier relief granted the two theatres to get top films on payment of "a fair and reasonable rental."

Allied filed a "friend of the court" brief in support of the Milwaukee Towne appeal, stating that many Allied members are now suing distributors and whether or not they will be able to obtain and maintain effective injunctive relief will depend greatly upon the correction of the errors of the Circuit Court decision.

Gen. Van Fleet, Pickett, McCann, Chester, Jr., Are 20th-Fox Nominees

NEW YORK—Spyros P. Skouras, president, 20th Century-Fox, last week announced that the future board of directors would number 10, and nominated as new members are General James A. Van Fleet, B. Earl Puckett, chairman of the board, Allied Stores Corporation; Colby M. Chester, Jr., honorary chairman, General Foods Corporation, and Kevin C. McCann, president, Defiance College, Defiance, O.

He also announced the resignation from the board of Donald Henderson, company treasurer; W. J. Eadie, controller, and Murray Silverstone, president, international corporation. They are retiring from the board but are continuing in their other positions so that the board would be considered a compact, all-around unit with the personalities able to offer outside suggestions garnered by long years of experience in other fields.

All others on the board are up for reelection at the meeting on May 19.

The special meeting of stockholders takes place on May 5 in Wilmington, Del., to vote on ending the cumulative voting provision for the election of directors.

Skouras said he considered the proxy fight engineered by Charles Green as unfair and unjust, especially at a time when the company must devote all its energies and personnel into retooling for the changeover to CinemaScope, the medium he feels will successfully combat the effects of TV, and which will bring the public back to theatres.

Skouras denied all of Green's charges and particularly those of personal profiteering in any respect.

He also denounced the Green claim that

20 millions were spent on Eidiphor, naming the figure at closer to \$500,000, and, with regard to that, he announced that prototypes for practical use and manufacture will be ready in a few months.

Skouras reported that Green said that he controlled 600,000 shares, and possibly 900,000. If that were the case, Skouras said he admitted to him that he could name five directors to the board without a proxy fight, but that Green preferred the latter method.

He said that Green refused to wait a year to see how CinemaScope could pull the industry up into the black, instead announcing that he would like to close almost immediately part of the studio, sell films to TV, liquidate the company, and put in his own lawyers, accountants, etc.

Skouras felt that the board should represent all the stockholders, and not just a few, as in the case of Green, and that they should have a responsibility not only to the stockholders but also to the community at large.

As for selling the company backlog of some 900 films to TV, Skouras said that won't take place for another three or four years. He figured that it would take that long to equip the entire industry for CinemaScope, and since at that time there will be more stations in the market for the films, a higher price will be the result.

Skouras also said he did not quite believe in strict standardization, but rather that there should be available several systems of presentation in a theatre, including 3-D, and an all-purpose screen is the best answer.

This Was The Week When

Republic revealed that "Laughing Ann", first picture made jointly in England under the agreement with Herbert Wilcox, will have its world bow in London this summer. . . . Columbia set the first showing of "The Juggler" for the Victoria, New York, on May 5. . . . RKO decided to honor President James R. Grainger in the four weeks completing the "25th Anniversary Drive", May 29-June 25. . . . MGM revealed that the world bow of "Bright Road" would be held at the 55th Street Playhouse, New York, on April 28. . . . B. B. Kreisler, president, International Film Associates Corporation, announced that "Ring Around The Clock" would have its American premiere at the Sutton, New York City, on May 11. . . . RKO set the first showing of "Split Second" for May 6 at the Orpheum, Denver. . . . UA's Atlanta, Detroit, and Montreal branches moved into the lead in the "Bernie Kranze Drive."

Vincent Price, Frank Lovejoy, and Carolyn Jones made personals in several Texas cities on behalf of WB's "House Of Wax" while Gordon MacRae and Paul Picerni attended the midwest premiere in Milwaukee. . . . Motion picture tradepaper representatives were named to a committee to aid industry participation in the 1953 United Cerebral Palsy Campaign, of which Leonard H. Goldenson is president. . . . Frank Kassler announced that he had acquired "Mlle. Desiree", based on the life of Desiree Clary.

Paramount's "Shane" had its world premiere at Radio City Music Hall, New York, on a 50 by 30 foot screen. . . . Eighteen cities were lined up for the tour of the stars on behalf of Paramount's "The Girls Of Pleasure Island", including Don Taylor, Audrey Dalton, Joan Elan, Dorothy Bromiley, and writer-director F. Hugh Herbert. . . . Theodore R. Black, Republic counsel, returned to New York from a 10-day meeting and tour arranged by the Department of Defense on behalf of the Joint Civilian Defense Orientation Conference. . . . Ray Cocking, Australian lyric soprano, awarded a vocal scholarship by Metropolitan Opera star Patrice Munsel, arrived for a two-week stay, at the same time publicizing UA's forthcoming "Melba", in which Miss Munsel plays the leading role.

What's New In 3-D ...



A new process, Stereocolor, is being prepared for a showing to the industry, according to an announcement by Dr. B. J. Palmer, Davenport, Ia., president, Stereocolor and also the head of WOC, Davenport; WHO, Des Moines, and WOC-TV, Davenport. The new invention, according to Palmer, consists of a single projector 3-D system which produces a full range of color with a single black and white film, and it is claimed that the system does not create the problem of screen illumination faced by 3-D systems now in use. The new system requires one film with 20 colors, Palmer said, and was invented by R. E. Schensted, Marshalltown, Ia., and is being financed by Palmer. It is claimed the new system will greatly reduce the cost of producing both 3-D and color films, and cut the cost of installation in a theatre to a minimum.

In Hollywood, the Motion Picture Research Council, in recommendations set forth in an informational bulletin on laboratory and exchange procedures for 3-D prints, states that where a projection booth cannot possibly accommodate magazines for the 24-inch reel, a reel of 20 inches, holding approximately 3,500 feet of color positive, should be used. The latter size is not preferred, but reel diameter should never be less than 20 inches. It is also pointed out that since changeovers are no longer possible with two projectors running simultaneously unless the booth is equipped with four projectors, intermissions to change reels and retrim carbons are necessary. It is further claimed that in addition to these reel sizes, it will be necessary in many cases to use one of the two 3-D prints for regular projection on 2,000 foot reels. The bulletin also announced that previous recommendations that the picture action should start and finish on fades at the beginning and end of each reel for smooth changeover still hold, but in addition, particular attention should be paid to the intermission break which should finish and start on a fade. The MPRC also announced that the first reel should be as full as possible so that regular film short subject material can be put on the last part of the second reel, doing away with the necessity of an intermission between the feature and the shorts while the machines are taken out of interlock. 3-D shorts can be tacked on the beginning of the first reel and the end of the second, with the machines left interlocked. The Council later said the preferred system for showing 3-D films is electrical interlock, using two-pole, 1440 RMP, Selsyn motors having a peak torque rating of at least one pound-foot. The Selsyn motor is to be coupled to the projector motor, preferred coupling being timing belt and sprockets. The sprocket ratio exists between motor and shutter. For most machines, this ratio is 49 to 40. The coupling ratio is correct when one revolution of Selsyn produces exactly one revolution of the shutter.

Clark Offers Indemnity On Any Polaroid Suit

NEW YORK—James P. Clark, president, National Film Service, announced last week that his company is getting a certificate of indemnity in the event that there is any liability arising from any suit regarding use of polaroid glasses, and that his company will, in turn, pass this certificate on to any exhibitor who might request it.

Observers who have been studying the patent problem in regard to polaroid glasses are of the opinion that there is no clear answer as yet, and that with the conflicting claims, no matter where the exhibitor buys his glasses, he would probably end up in the same patent situation.

However, the opinion also is that no exhibitor ever can be involved.

The Society of Motion Picture and Television Engineers issued its second report on 3-D to exhibitors, covering magazines, reels, spindles, filters, viewers, screens, lenses for projection, projector alignment, arc lamps, synchronization, and film identification. Size of projection reels and magazines are called the initial standardization questions for theatre owners. The report asks all interested studios, exchanges, and theatres to be heard on the question of reel and magazine size before deciding on a standard, and asserts that, since the adoption of 2,000 foot reels, "chances are that some larger spindle size would be welcomed." Exhibitors are warned to use only filters made specifically for 3-D projection. One of the most needed developments, according to the report, is "a polarizing projection filter mounted in a B-glass, and supplied with a permanent holding fixture so that the filter can be easily slipped away when not needed, and so that it can be easily cleaned. Another problem cited is that of light. According to the report, producers and laboratories "will likely go as far as is safe in adjusting print density, color balance, or both to help relieve the situation." The report also emphasized the need for perfect synchronization of the two cameras to insure best quality of 3-D projection. A separate report on the proposal for a 24-inch reel and a 25-inch magazine "has been sent directly to all manufacturers of reels and magazines and also to the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Association, for distribution to their members."

Kanter-Balaban

NEW YORK—Miss Judith Rose Balaban, daughter of Mr. and Mrs. Barney Balaban, New York City, and Rye, N. Y., was married last week to Jay Ira Kanter, son of Mr. and Mrs. Sidney Genser, Beverly Hills, Cal., and the late Harry H. Kanter, in the Terrace Room of the Plaza Hotel. The ceremony was performed by the Reverend Dr. Norman Gerstenfeld, Washington Hebrew Congregation, Washington, D. C.

The bride attended Mount Vernon Seminary, Washington, and graduated from Rye Country Day School prior to her attendance at Bradford Junior College,

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(Continued from page 10)

and he will make it independently since his contract with Paramount has expired, and he expects not to renew, preferring to operate independently.

He thought that the industry has been held back by a lack of competition, and that it is preferable that a theatre have several different types of screen presentations. Also the future should see longer runs for the better features, and he felt that the important films shouldn't be grouped with the other releases just to make up a program, but instead should play individually until the potential is exhausted. Thus, a film company should make as many program pictures as are necessary, but, too, it should have a "Cadillac" division to turn out the finer films. These should be able to stand by themselves, and should get higher prices.

Screens and systems should not be standardized, which would deter widespread competition, but rather the field should be narrowed by the process of elimination. As for stereophonic sound, this will find itself when used in conjunction with the wide screen, he said. Three-dimension, too, should ultimately be coupled with wide-screen, and he reported being impressed with 3-D when he first saw it, although he did admit that viewers are uncomfortable as far as he is concerned.

TIE-UPS, DESIGNATIONS, ASSOCIATIONS AND ASSIGNATIONS: Columbia recently unveiled a very comprehensive, far-reaching merchandising promotion campaign set by Joyce Selznick, working under the supervision of Columbia advertising-publicity chief Howard LeSieur, in which more than a score of leading manufacturers and distributors play an important part. It all ties in with the forthcoming Stanley Kramer release, "The 5,000 Fingers Of Dr. T.", and the entire exhibit, together with Miss Selznick, will go on tour visiting exchange centers, and giving theatremen a chance to see the thing themselves. Featured are hats, musical instruments, phonographs, jewelry, clothing, roller skates, ties, belts, and suspenders, scarfs, puppets, balloons, etc. . . . Warners has come through with a nationwide promotion for the 3-D "House Of Wax" with the Fli-Back Sales Company, which make those paddles, with the rubber ball connected to it, used prominently in the film to show off 3-D to good advantage. It is turning out 10 million paddles which carry an imprinted plug for the film. The full ad and promotion campaign is backing it everywhere. . . . The Rivoli's Monty Salmon writes: "Although we are not advertising the fact, it might be of interest that Rita Hayworth as 'Salome' is the theatre's first 3-D attraction—Delightful, Delicious, and De-Lovely." . . . Some weather we've been having.


Haverhill, Mass. Her father is president, Paramount Pictures Corporation.


Kanter is a graduate of Fairfax High School, Los Angeles, and attended the University of Southern California. A veteran of the United States Naval Air Force, he is a member of MCA Artists, Limited.


The Tip-Off On Business

(The Tip-Off on business is a record of how pictures are grossing in various parts of the country. The rating given the pictures (see key) is a cross section of reports received from the field, and presents a summary of various types of runs. Inasmuch as the rating given cannot constitute the business of each individual engagement, an attempt is made to present a general average. By studying the ratings, which are constantly kept up-to-date, exhibitors may guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (APRIL 22, 1953)







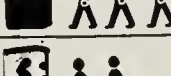
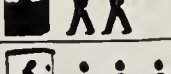
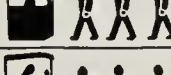
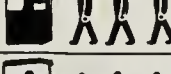
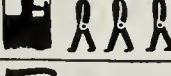





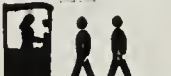
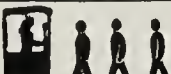

 Registering grosses in the highest brackets.

 Just fair, nothing out of the ordinary, average.



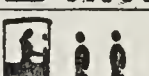
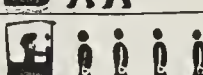
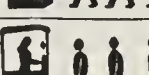
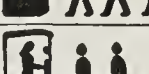

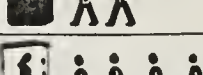
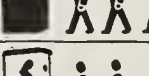
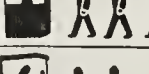
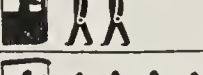

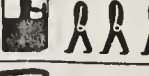






 Good, although not breaking down the walls.

 Disappointing, below what was expected.

The Week's Newcomers

ABBOTT AND COSTELLO GO TO MARS (76½m.) (U-I)	
BY THE LIGHT OF THE SILVERY MOON (102m.) (WB)	
DOWN AMONG THE SHELTERING PALMS (87m.) (20th-Fox)	
HOUSE OF WAX (88m.) (3-D) (WB)	
LAST OF THE COMANCHES (85m.) (Columbia)	
LILI (81m.) (MGM)	
I LOVE MELVIN (77m.) (MGM)	
MAN IN THE DARK (70m.) (3-D) (Columbia)	
OFF LIMITS (89m.) (Paramount)	
SALOME (103m.) (Columbia)	
SEMINOLE (87m.) (U-I)	
SOMBRERO (103m.) (MGM)	
THE BLUE GARDENIA (90m.) (WB)	
THE GIRL WHO HAD EVERYTHING (69m.) (MGM)	
THE GLASS WALL (80m.) (Columbia)	
THE LADY WANTS MINK (92m.) (Republic)	
THE PRESIDENT'S LADY (97m.) (20th-Fox)	
THE SYSTEM (87m.) (WB)	
TROUBLE ALONG THE WAY (110m.) (WB)	

Continuing

BATTLE CIRCUS (90m.) (MGM)	
CALL ME MADAM (114m.) (20th-Fox)	
CITY BENEATH THE SEA (87m.) (U-I)	
COME BACK, LITTLE SHEBA (99m.) (Paramount)	
DESERT LEGION (85m.) (U-I)	
DESTINATION GOBI (89m.) (20th-Fox)	
GUNSMOKE (79m.) (U-I)	
HANS CHRISTIAN ANDERSEN (111m.) (RKO)	
I CONFESS (95m.) (WB)	
JEOPARDY (69m.) (MGM)	
MOULIN ROUGE (121m.) (U-A)	
PETER PAN (76½m.) (RKO)	
SHE'S BACK ON BROADWAY (95m.) (WB)	
TAXI (77m.) (20th-Fox)	
THE BAD AND THE BEAUTIFUL (118m.) (MGM)	
THE SILVER WHIP (73m.) (20th-Fox)	
THE STARS ARE SINGING (98m.) (Paramount)	
THE STORY OF THREE LOVES (121m.) (MGM)	
TONIGHT WE SING (109m.) (20th-Fox)	

PEOPLE

NEW YORK—George Weltner, president, Paramount International Films, Inc., announced last week the resignation of Roger C. Clement as secretary and counsel. He will be succeeded as secretary by J. William Piper, presently assistant secretary. Weltner also announced that George G. Hoff has become associated with the organization as its counsel.

NEW YORK—Nat Liebeskind has been named general manager, it was announced by David H. Coplan, president, International United Film Corporation, last week. Liebeskind, also designated vice-president, takes over supervision of International's operations coincident with the removal of its headquarters to 1560 Broadway.

NEW YORK—Carroll Puciato, vice-president and general manager, Realart Pictures, Inc. and Jack Broder Productions, Inc., and various affiliated companies, resigned as an officer and director of all the corporations, effective on April 30. At the same time, he announced the formation of Carroll Pictures, Inc.

HOLLYWOOD—Carl W. Dudley, president, Dudley Pictures Corporation, announced last week that Richard Goldstone, veteran Hollywood producer, has been named vice-president in charge of production. Goldstone will also serve as head of production for Dudley Television Corporation and Vistarama Corporation.

NEW YORK—Henry Souvaine resigned last week as president and a director of Souvaine Selective Pictures, Inc. at a meeting of the board. He will continue as a general partner in the Souvaine Company.

HOLLYWOOD—Frank McCarthy, 20th-Fox producer for the past four years, last week became director of public relations for the studio, succeeding Jason Joy, recently retired.

Trans-Lux Profit Up

NEW YORK—Net earnings of \$311,002 were shown in the annual report of Trans-Lux Corporation for the year 1952, in a report issued last week. This compares with a loss of \$30,648 in 1951. The overall profit included a net capital gain of \$210,000 resulting from the sale of stock in the Trans-Lux Washington Corporation.

The profit includes \$65,034 credited to the theatre division. In 1951, the same division showed a loss of \$6,679.

The annual meeting of stockholders will be held in this city on April 30, and at that time the election of 14 directors will take place, along with other business. Nominees are Chester Bland, Harry Brandt, Robert Daine, EXHIBITOR publisher Jay Emanuel, Percival E. Furber, Percy N. Furber, Aquila C. Giles, Herbert E. Herrman, Edison Rice, Lee Shubert, Jacob Starr, Joseph Viertel, Ralph Wiener, and Milton C. Weisman.

THEATRE MANAGERS

Experienced. New England Area in Connecticut and Massachusetts.

Write J. TOTMAN

STANLEY WARNER MANAGEMENT CORP.
70 College Street, New Haven, Conn.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Korea: POW exchange signed.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 32) England: Nine dead in subway crash. Dahlgren, Va.: Navy tests guns. San Francisco: Japanese prince arrives. Washington: William H. Taft, III, new envoy to Eire. Washington: President Eisenhower sees Darryl F. Zanuck. Washington: President Eisenhower off for vacation (except Philadelphia and Pittsburgh). Philadelphia: La Salle alumni honor John Harris (only Philadelphia and Pittsburgh). New York City: Fashions in lace. Augusta, Ga.: Hogan wins Masters Tourney.

NEWS OF THE DAY (Vol. XXIV, No. 266) Luxembourg: Duchy's Prince Jean and Belgium's Princess Josephine Charlotte wed. Washington: Mrs. Oveta Culp Hobby sworn in. Washington: William H. Taft, III, new envoy to Eire. Washington: Japan sends gifts to President Eisenhower and wife. Dahlgren, Va.: Navy tests guns. San Francisco: Japanese prince arrives (San Francisco and Los Angeles only). Yugoslavia: Tito returns home (except San Francisco and Los Angeles). Annapolis, Md.: Junior boxing. Augusta, Ga.: Hogan wins Masters tourney.

PARAMOUNT NEWS (No. 69) Luxembourg: Duchy's Prince Jean and Belgium's Princess Josephine Charlotte wed. Washington: President Eisenhower opens "Pan-American Week." New York City: "Horatio Alger" awards. Central Africa: War on locusts. Augusta, Ga.: Hogan wins Masters Tourney.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 456) Luxembourg: Duchy's Prince Jean and Belgium's Princess Josephine Charlotte wed. New York City: Newsmen return from USSR. Rhode Island: Destroyer home from Korea tour. Dahlgren, Va.: Navy tests guns. Annapolis, Md.: Junior boxing. McKinney, Tex.: Jet ace, Colonel Royal Baker, honored (Dallas only).

WARNER PATHE NEWS (Vol. 24, No. 71) New York City: Hammarskjold takes over UN post. Yugoslavia: Tito returns home. Washington: Mrs. Oveta Culp Hobby sworn in. Washington: Hall welcomed to key GOP job by President Eisenhower. New York City: Newsmen return from USSR. Dahlgren, Va.: Navy tests guns. Joliet, Ill.: Two die in fire. Luxembourg: Duchy's Prince Jean and Belgium's Princess Josephine Charlotte wed. Augusta, Ga.: Hogan wins Masters Tourney. New York City: "House Of Wax" opening (New York City only).

TELENEWS DIGEST (Vol. 7, No. 16-A) Luxembourg: Duchy's Prince Jean and Belgium's Princess Josephine Charlotte wed. New York City: Newsmen return from USSR. Dahlgren, Va.: Navy tests guns. San Francisco: Japanese prince arrives. Augusta, Ga.: Hogan wins Masters Tourney.

IN ALL FIVE:

Cancer Drive trailer.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 31) Korea: UN camp for returning POW's readied. Washington: President Eisen-

Some Distributors Give Assurance On Continuance of 2-D Productions

CHICAGO—Some assurances regarding 2-D production have been given by some producers, it was made known last week by Jack Kirsch, president, Allied Theatres of Illinois, Inc., in response to his recent query.

Kirsch reported that Abe Montague, general sales manager, Columbia, stated: "We intend to continue to make 2-D pictures. In fact, all of our 3-D pictures will be available to be shown as 2-D pictures. I personally do not believe there will be any shortage from this company of 2-D pictures for those theatres that will not have equipment for 3-D, or for stereophonic sound, or for any type of wide screen. And it looks like we will have a program of approximately 40-odd pictures."

Arthur Krim, president, United Artists, called attention to his recent statement that his company will release some 65 pictures in the next 18 months and that each of these pictures will be delivered in 2-D,

whether or not produced for 3-D or wide-screen.

20th-Fox, through Al Lichtman, advised, "We have scheduled 37 pictures to be released this year, three of which are CinemaScope pictures and one possibly a 3-D, thus making 33 pictures for 1953 in 2-D. The CinemaScope pictures will not be available in 2-D as this would require double production cost. However, the one 3-D picture can be released in 2-D as well."

Charles Reagan, general sales manager, MGM, in a long distance phone conversation, assured Kirsch that his company has a sufficient backlog of completed 2-D pictures to supply exhibitors for at least a year, and that at the present time features produced in 3-D will also be filmed in 2-D.

Ben Kalmenson, Warners, virtually gave the same assurances expressed by Reagan, MGM.

Companies still to be heard from were Paramount, U-I, and RKO.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

UA

"The Man From Tangier"—For the lower half.

"Guerrilla Girl"—For the lower half.

U-I

"I Believe In You"—Art and class spots can use this best.

20TH-FOX

"Invaders From Mars"—Science fiction entry for the duallers.

PARAMOUNT

"Shane"—High rating.

"Scared Stiff"—Headed for the better money.

MGM

"Remains To Be Seen"—Pleasant comedy-mystery programmer.

reveals twin runways on flat top. Iran: Shah feted. Milwaukee: Gala welcome for new National League home team. Sports: "Catch-As-Catch-Can" wrestling. The Experimental Handicap.

TELENEWS DIGEST (Vol. 7, No. 15-B) Korea: UN camp for returning POW's readied. South Africa: Witch doctors. Yugoslavia: Tito returns. Sun Valley, Idaho: Acrobatic skier loops the loop. Milwaukee: Gala welcome for new National League home team. Louisville, Ky.: Yank sluggers watch as their bats are finished.

NATIONAL BOARD OF REVIEW

April 4, 1953

SELECTED FEATURES: "The Desert Rats" (20th-Fox); "Bright Road" (MGM).

April 11, 1953

SELECTED FEATURES: "I Believe In You" (U-I) (English-made); "Titanic" (20th-Fox).

April 22, 1953

NEWS OF THE

Territory

BRANCHES

Atlanta

Mrs. Anne Green was appointed manager, Bama, Hackleburg, Ala. . . . The Buchanan, Buchanan, Ga., destroyed by fire, will be rebuilt.

Jack Marshall, manager of the theatre in Dyersburg, Tenn., has been elected president, Rotary Club. . . . The 20th Century Drive-In, Tampa, Fla., is being enlarged to accommodate 783 cars, Charley Lambert, manager, announced.

Scott Lett, Howco Productions, Charlotte, was in for a visit with president John W. Mangham, Realart. . . . On the Row visiting were Phil Kaplan, Roxy, Macon, Ga.; R. D. Page, Mount Pleasant, Tenn.; Earnest Ingram, Ashland, Ashland, Ala., and William Greene, Glenn, Decatur, Ga.

In Mobile, Ala., the city commission turned down a proposal by Zimlich, The Florist, Inc., to build a drive-in. Commissioner E. M. Megginson said he firmly believes that all drive-ins should be outside the city limits.

Florida State Theatres, Tampa, Fla., made an extensive remodeling at the Hillsboro Drive-In. . . . S. E. Britton, Tampa, Fla., again lost out in an attempt to get permission for the completion of a drive-in started some months ago.

Charlotte

In Columbia, S. C., under a bill introduced in the General Assembly by Representative Bashman, Lexington, state license fees would be on a flat rate basis rather than so much per seat. The measure, backed by theatre-men, would levy \$25 annually on theatres with 250 or less seats, and up to \$300 a year for houses with 1,551 or more seats. Drive-ins would pay \$50 to \$350 annually, depending upon capacity. At present, seat taxes range from \$1 to \$2 annually, depending on population, with outdoor spots paying \$2.50 to \$3.00 per parking space, depending on whether it is located in a city or a county.

Memphis

Erika Nordin, last year's "Miss Germany," was in to call attention to "Abbott and Costello Go To Mars," Loew's Palace. . . . G. A. Addkison advised that his 45 Drive-In, Macon, Miss., will open on April 23. . . . K. W. Kinney, Hays, Hughes, Ark., is feeling better after a siege at a hospital.

Visitors at 20th-Fox were: from Mississippi, Mrs. J. C. Noble, Leland; Ben Jackson, Ruleville; Jack Watson, Tunica, and R. J. Osborne, Belzone, and from Tennessee, Steve Stein, manager, Met, Jackson; M. E. Rice, Jr., Browns-

ville, and Louise Mask, Bolivar, as well as Wyte Bedford, Hamilton, Ala., and Jep Singleton, Marked Tree, Ark.

Seen at Monogram were: H. E. Boyd, Tommies Drive-In, Kennett, Mo.; Valerie Gullett, Benoit, Miss.; Harry Shaw, booker for the Webb, Ripley, and Pix, Henning, Tenn., and John Hurd, Trunann; Mr. and Mrs. Johnny Keller, Joiner; Henry Pickens, Carlisle; Mrs. W. E. Smith, Langley, Newport, and J. T. James, Cotton Plant, all in Arkansas.

New Orleans

Burglars removed a safe from the Robbins Drive-In, near Ferriday, La., and made off with approximately \$100.

Charles V. Decker, Miracle Whirl Sales Company, Grinnell, Ia., was in. . . . Abe Berenson, president, and L. C. Montgomery, chairman of the board, Allied Theatre Owners of Gulf States, and Maurice Barr, Paramount-Gulf Theatres, Inc., were in Washington to testify before the House Ways and Means Committee on the bill to exempt motion picture theatres from the 20 percent federal admission tax. Berenson also requested that someone from the state volunteer to go to Washington to testify at the Senate Small Business Committee hearings.

Some of the first-runs shown brought forth declamations by theatre owners regarding the advanced admission prices.

Atlantans here on business were J. B. Dumestre, prexy, Southeastern Theatre Equipment Company; Hap Barnes, co-owner, Rebel Drive-In, Baton Rouge, La., and Ike Katz, head, Kay Film Exchanges.

New drive-in openings were William Cobb's and B. W. Stevens' Brad, Plaquemine, La., and the Open Air Theatres, Inc., New Moon, Lake Charles, La.

Mississippi exhibitors visiting were T. G. Solomon, McComb; Al Randall, Centerville-Woodville; William Butterfield, Pascagoula; Ed Jenner, Elliville; Ed Ortte, Cleremont Harbor, and L. D. "Jack" Downing, Brookhaven. . . . Thanks go to Paul Zaunbrecher on joining the large family of EXHIBITOR readers.

G. Y. Harrell, Jr., Manley, Inc., was among the first nighters at the New Moon Drive-In, Lake Charles, La. . . . J. C. Stout will shortly reopen the Livonian, Livonia, La.

John Kenlo's "Street Corner" hit the jackpot in a two-day showing at the Skyvue. The payoff can be attributed to bombastic outdoor, indoor, newspaper, and radio advertising which Kenlo personally attends to. He will soon trek to Alabama, where he has dated the Fred T. McLendon theatres.

George Stout, Bee Krotz Springs, La., and his brother, J. C., stopped for a brief visit after a round of calls, chiefly in the interest of the Livonian, Livonia, La., which the latter will soon reopen. . . . Lewis Cox, Pierre Part, La.; E. R. Sellers, Yam Drive-In, Opelousas, La.; Hector Naquin, Cecilia-Breau Bridge, La.; Jack O'Quinn, Kaplan, La.; Mayor Lew Langlois, New Roads, La., and Phillip Salles, Covington, La., were in.

Mrs. Victoria Delche Briant, mother of MGM's branch manager, C. J. "Jimmy" Briant, and grandmother of William A. Briant, branch manager, 20th-Fox, died in her 88th year.

Milton Dureau, general manager, Masterpiece, on his recent visit in New York City purchased a series of Bob Steele and Tim McCoy westerns along with a number of features starring Bela Lugosi and Allan Ladd from Madison.

Owners and managers of drive-ins calling were Mrs. William Castay, La-Place Drive-In; E. M. Jones, manager, St. Bernanrd; S. E. Mortimore and Lyle Shiell, Skyvue; Larry Woolner, Drive-In Movies and Airline; Ed Ortte, Hi-Way, Bay St. Louis, Miss.; J. P. Guitreau, Gonzales, Gonzales, La.; F. G. Prat, Jr., Colonial, Thibodaux-Schriever, La.; Al Randall, Fern, Woodville, Miss.; William Butterfield, Lake, Pascagoula, Miss.; M. J. Graham, King's, Shreveport, La.; Jack O'Quinn, Echo, New Iberia, La.; T. G. Solomon, Tiger and Airline, Baton Rouge, La., Bama, Mobile, Ala., 51 and Skyvue, Jackson, Miss., Twinair and Palafox, Pensacola, Fla., and 45, Prichard, Ala.; W. E. Limroth, Gibbens and Resters Air-Sho and Auto-Sho, Mobile; John Luster, W. W. Page's Pines, Leesville, La., and Lewis Cox, Bayouland, Donaldsonville, La.

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City and suburban exhibitors making the rounds were Jack Dicharry, Jr., Lincoln; J. P. Parker, Gem and Gordon, Westwego, La.; Dominick Ziblich, Dreamland; William Sendy, Patio; E. W. Ansardi, Buras, La.; S. J. Gulino, Kenner, Kenner, La.; Mr. and Mrs. Ed Thomasie, Royal, Marrero, La.; Mrs. Clarence Thomasie, Gay, Harvey, La.; Mike Picciotta, Peacock; Paul Brunet, Dixie, and Frank Ruffino, Gaiety.

O. O. Fontenot is rebuilding the Joy, Dubach, La., which was badly damaged by fire. . . . Jack Dicharry, Jr., manager, Lincoln was around as were E. W. Ansardi, Buras, La.; William Sendy, Patio, and S. J. Gulino, Kenner, Kenner, La.

Paul Shallcross, American Desk Manufacturing Company, Temple, Tex., was here. . . . M. J. Graham, Jr., co-owner, King's Drive-In, Sheveport, La., after checking bookings with buying and booking representative Waddy Jones, Booking Service Company, ambled over to the Row. . . . John Luster, W. W. Page Amusement Company's booker; T. G. "Teddy" Solomon, N. Solomon Theatres, McComb, Miss., and W. E. Limroth, Giddens and Rester Theatres, Mobile, Ala., were in.

The duo team of regulars were in, Ernest Delahaye, Maringuoin, La., and O. K. Gaudé, Port Allen, La., as were F. G. Prat, Jr., Vacherie, La., and Harold Dacey, Lockport-Raceland, La.

Florida Jacksonville

Tommy Harper, Metro exploiteer, returned from a promotion trip. He plans to attend a southern divisional meeting of Metro publicity men in Atlanta on April 23 at the Ansley Hotel, along with Emory Austin, New York office; Jack Weiner, New Orleans; Tom Baldrige, Washington, D. C., and Judson Moses, Atlanta. . . . RKO booker Rube Joiner reports RKO in fourth place nationally for the "25th Anniversary Drive." . . . Ed Bledsoe, RKO salesman, was in Atlanta. . . . Friends of Gene Hudgens, RKO office manager, were sorry to hear that his baby daughter was ill in a local hospital.



Marty Wucher and Tom Rayfield, Carib, Miami, Fla., recently ballyhooed the opening of Columbia's "Salome" with this float and model parading down the main streets.

Jack Hegarty resigned as manager, Gables, Coral Gables, Fla., and his place has been taken by Harry Margolesky, former New York exhibitor.

Bob Harris, manager, Ritz, Sanford, Fla., was here for a visit. He had a hill-billy band on stage for the first-run of "Tonight We Sing" to please rural patrons who don't care for classical music. . . . Thomas Sawyer, who managed the Empire, Daytona Beach, Fla., before his induction into the army, was in on furlough. . . . The Moncrief Drive-In, new Negro outdoor, opened. On hand for the opening, and distributing gifts to first-night patrons, were Arvin K. Rothschild, general manager, National Theatre Enterprises Circuit, and his assistant, Clint Ezell. . . . Negro school teachers of the city attended a private showing of "Come Back, Little Sheba," Strand. . . . Returning from a trip were Wil-Kin Theatre Supply men Walt Woodward and Maurice Shaaber. . . . A special panel discussion on 3-D will feature the general membership meeting of the Motion Picture Exhibitors of Florida at the Roosevelt Hotel on April 27.

Florida State Theatres news notes: President Leon T. Netter entrained for New York City. . . . Harry Botwick conferred with I. Hayne Houston, president, Spacarb, Inc., down here from New York City. . . . Louis J. Finske, FST vice-president, went south to the Miami, Fla., area, and Joe Deitch, booking department head, returned from there. . . . Attorney LaMar Sarra was in Tallahassee, an interested observer at the state legislative sessions.

Miami

Mrs. Edward N. Claughton, Claughton Theatres, was given a certificate as an outstanding citizen of Dade County, Florida, by Sholem Lodge 1024, B'nai B'rith. . . . Judson Moses, Southern representative, MGM, was down to confer with Claughton's George Bolden on "The Girl Who Had Everything." . . . Jack Miller, Regent, moved to the Shores. Ed Heller was promoted from Paramount assistant to be manager, Regent. New manager of the Gables is Harry Margolesky. . . . The Carib is still taking the lead in house management, campaigns, and benefits in the fifth week of Wometco's second annual showmanship contest. The Lincoln still leads in the quota phase with 488.66 points. . . . Mary Goldinger is new in the Wometco main office. . . . A tieup with Cushman Bakeries to find "Miss Cookie Cushman of 1953" has been made in 12 Wometco neighborhood theatres, including two local drive-ins and the Gateway, Fort Lauderdale, Fla. Purchasers of the Cushman products as well as theatre patrons will have a chance to vote.

Paul Baron has been transferred from manager, Strand, to be assistant to Keith Hendee, Gateway, Fort Lauderdale, Fla., pending the opening of the North Andrews Drive-In, when he will assume management. Harry Brady was promoted from assistant, Tower to be manager, Strand.

Georgia Savannah

M. H. Haymans opened the Candler Drive-In on the Metter-Statesboro Highway, a mile east of Metter, Ga. The spot has a 292-car capacity.

The public relations plan between theatres and merchants of a community which was originated and put into effect here by Lucas and Avon Theatres is gaining national recognition. Every Monday Lucas and Avon Theatres select a Savannah place of business, and all the employes and management are extended an invitation, through the medium of a special salute card, to be a guest of the theatres. Many places of business have already been saluted in this manner, and the reaction has been one of high praise. The plan is available to all wishing to try it, Earle M. Holden, city manager, Lucas and Avon Theatres, said.

North Carolina Durham

John Stringfellow, Chester, S. C., joined the staff of Stewart-Everette Enterprises to receive training in the company's operating procedures.

Raleigh

A bill was introduced in the House of Representatives which would provide that an earlier act passed by the 1953 legislature banning carnivals in Bladen County shall not apply to vaudeville shows or performances in licensed motion picture theatres.

The House of Representatives passed, and sent to the Senate, a bill banning Sunday movies in Davie County.

South Carolina Charleston

State license fees would be on a flat rate bases in South Carolina under a bill introduced in the General Assembly by Representative Bachman, Lexington. The measure, backed by theatremen, would levy \$25 annually on theatres with 250 seats up to 1,551 or more seats. Drive-ins would pay from \$50 to \$350 annually, depending on capacity. At present, taxes range from \$1 to \$2 annually, depending on population, with outdoor houses paying \$2.50 to \$3.00 per parking space, depending on whether the house is in a city or county.

Tennessee Nashville

A number of measures affecting theatres were introduced in the legislature. One would require that "theatres, motion pictures, and other shows subject to the state's gross receipts tax, file reports, and pay by the 20th of the month."

A bill ending two per cent sales tax on film rentals was approved by the legislature, and signed by the governor.

NEWS OF THE Territory

Chicago

Samuel Barliant bought the Adelphi. . . . Harry Goldberg, formerly with Capitol for 12 years, returned from California to join Dezel.

Sam Levin, veteran B and K manager, resigned from the Uptown. . . . Edwin Silverman, Essaness head, relaxed at Palm Springs, Cal. . . . Abe Teitel observed the 20th anniversary with his World Playhouse.

Ray and Jerry Marks are now operating their Times on a full-time basis. . . . Kenneth Dotterer, 20th-Fox salesman, escaped injury in an auto collision at Elizabethtown, Ind.

Joseph Stern, Joseph Stern Theatres, vacationed. . . . Henry Ehrenberg changed his Plaza from Mexican pictures to American.

B and K paid a \$1 quarterly dividend. . . . Al Borkenstein, Wells, Fort Wayne, Ind., returned from a vacation. . . . Mrs. Otto K. Eitel, wife of the Palace owner, is better after a visit to the hospital.

The French colony preceded the opening of "Moulin Rouge," State-Lake, with a visit to the Art Institute, guided by Francoise Briere, French consul general.

John Schmelzer, McVickers' auditor, was named manager, succeeding Les Stepner, resigned.

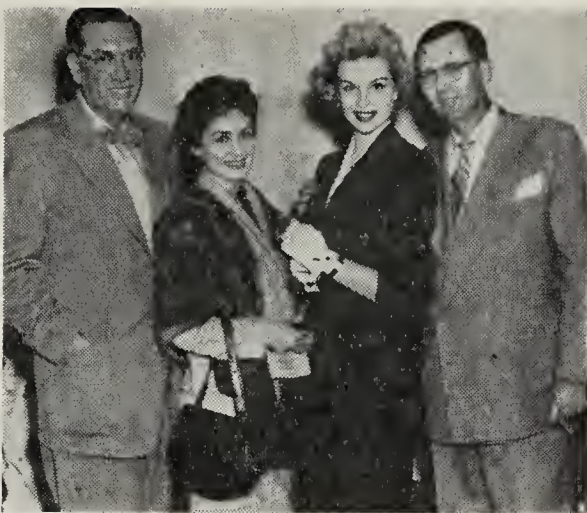
The censor board rejected but one picture, foreign, out of 111, totaling 596,000 feet, in March. . . . Kerasotes Theatres bought the New Garden, Canton, Ill., from Edward Phelps.

City theatre tax collections of \$90,575 in March were almost at par with those of the same month a year ago, \$93,900. Combined amusement taxes were \$136,495, against \$143,566 a year ago.

Richard Bregenza, youngest member, B and K publicity staff, is now in the army. . . . Balaban and Katz sold its half interest in McVickers to Jones, Linick, and Schaefer, now full owners. Great States Theatres, B and K subsidiary, is disposing of a theatre at South Bend, Ind., and one at Quincy, Ill., to complete divestiture.

Frank Riley, Tower manager, is better after hospitalization. . . . Kerasotes Theatres is preparing to build 400-car drive-ins, expandable to 600 cars, at Rantoul and Havana, Ill.

David P. O'Malley, prominent theatre publicist, became a grandpa for the fourth time. . . . Max Brodsky, U-I salesman, recovered from an eye operation.



Susan Cabot and Kathleen Hughes, touring Oklahoma and Texas in connection with U-I's "The Lone Hand," recently visited the company's Oklahoma City exchange, and met Paul Townsend, left, manager, Video Circuit, and Charles Hudgens, right, U-I Oklahoma City branch manager.

Dallas

U-I's starlets kept Dallas busy. First was Mari Blanchard, with Gail Clifford, in before leaving for a tour of Arkansas. Other U-I stars in were Susan Cabot and Kathleen Hughes, touring for "The Lone Hand," Palace.

T. W. "Ted" Lewis, buyer and booker, moved into new offices at 2011-1/2 Jackson Street. Lewis' new quarters, with Allied Theatre Owners, were recently vacated by William H. Mattingly, American Desk Manufacturing Company. Colonel H. A. Cole, chairman of the board, Allied Theatre Owners of Texas, and member of the board of Allied States Association, was associated with Lewis a number of years ago when they both were in Marshall, Tex.

Trans-Texas Theatres took over Interstate's Orpheum, Waco, Tex. Trans-Texas owns the Melba, Rialto, Capitol, and Varsity here. . . . Rowley United's Texas presented two stage shows by the touring company, which presented "Goldilocks" and "Three Little Pigs."

"Pappy" Dolsen, Chief Barker, Variety Club, Tent 17, pulled his April stunt at the Oak Cliff Lions Club with dinner guest "Miss" Jackie Maye, when he showed members that "Miss" Maye was really "Mister" Jackie Maye. Maye is a female impersonator.

Variety Club members at their general meeting witnessed an impressive induction ceremony. Before a large gathering, Wallace Walthall and Chief Barker Dolsen indoctrinated the following: Bob Bumpass, William F. Burrow, Howard H. Connors, Howard W. Greene, Oliver W. Howard, Charles R. Scott, Henry Sparks, George S. Wright, William R. Estes, and George Potts. Al Reynolds was called upon for a report of the ranch committee. Charles E. Darden, as chairman, "On To The Convention" committee, stated that all indications were that a large delegation would attend from Dallas. He emphasized the importance of the pre-convention party on May 15. Kendall Way gave a detailed report of the golf tournament committee, and John Rowley, Second

Assistant International Chief Barker, was called upon to speak in behalf of the coming 14th annual Turtle Derby. The climax of the evening came with the introduction of Murray Weiss, VCI officer from Boston. General William McCraw, executive director, Variety Clubs International, then spoke about the convention.

Altec's district manager Jack Zern was in MacGregor, Tex., and Austin, Tex. While in MacGregor, Zern attended a screening preview held the night before the actual opening of O. T. McGinley's new drive-in.

Texas COMPO's board met to discuss plans for the coming year. . . . Governor Allan Shivers signed the state theatre admission tax bill, completing that legislation for the state. . . . Neuman and Cecil Ramsay, Kansas City, were guests of Mr. and Mrs. Joe Noble on an inspection tour of new niece JoAnne. Joe Noble manages the Big "D" Drive-In for Phil Isley Theatres.

Republic district manager John J. "Jack" Houlihan was in Houston, Tex., to attend the dinner honoring Garland Roark, whose novel is the basis of Republic's "Fair Wind To Java." Houlihan went to Nacogdoches, Tex., where the picture had its southwestern premiere.

Lloyd Rust, office manager, United Artists, spent a few days in Oklahoma City in the company's booking office.

Theatre Enterprises, Inc., opened three new drive-ins. The Sky-Vue, managed by L. J. Piwetz, opened at Lockhart, Tex.; Guy Moses, manager, Trail Drive-In, had his opening at Stockton, Tex., and at Marfa, Tex., where TEI also has the Palace. Clifton Durham opened the Marfa Drive-In. Joe Caffo, TEI executive, reported all three openings successful, with the only unusual happening at Lockhart. The power went off, and the Sky-Vue Drive-In was without lights for one-and-a-half hours. Piwetz and TEI manager, Lynn Smith, Gonzales, Tex., were in to see "House Of Wax."

Al Mortensen, president, Southwestern Theatre Equipment Company, flew up from Houston, Tex. Also here were Dave Dewey, International Seating Company, Union City, Ind.; H. J. Benham, Detroit, from the RCA Brenkert plant; Ford Taylor, San Angelo, Tex.; Price Holland, Twin View Drive-In, Plainview, Tex.; Sonny Martini, Galveston, Tex., and Mitchell Lewis, Lewis Theatres, Houston.

PETTICOAT PRATTLE — Mabel Guinan, head booker, Tower, was in San Antonio, Tex., for the April 17-19 convention of the Pilot Club. She was a delegate at the District Eight convention. . . . Republic has three new employees, Wilma Kuykendall, receptionist, and Iris Williams and Juanita Darley, booking department. . . . Mumps came to Joyce Gleason, biller, National Screen Service. The day she returned to work, her co-biller, Jerry Crosson, stayed home, cause, mumps also. . . . Eve Tesney, MGM booker, is now Mrs. James Martin. They were married in Edinburgh, Tex. Martin attends A. and M. University. . . .

MGM's Leona Pringle, contract department expected relatives from Carlsbad, N. M. . . . A newcomer to Film Row is Jaunitta Lewis, assistant advertising special representative in Bob Bixler's office in Paramount's publicity department. She pronounces her name "Juanita." She recently transferred from the Paramount office, Oklahoma City, leaving the company only while attending college for one-and-a-half years to obtain her degree. Oklahoma City is Miss Lewis' home. . . . While Dana Andrews was in Ceylon with Vivien Leigh filming "Elephant Walk," he kept a day-by-day diary, which he will publish. It would be interesting to find out if he recorded the meeting he had with Sandy Wood, brother of Jean Wood, Phil Isley Theatres.

Colonel H. A. Cole, co-chairman of the campaign for the elimination of the 20 percent federal admission tax, was in Washington, D. C. in preparation for his appearance before the House Ways and Means Committee on HR Bill No. 157.

Denver

A new Spanish-American film house featuring first-runs direct from Mexico, the Cameron, opened with a stage show and feature film. Officials of International Amusements Company said the theatre will feature one first-run film from Mexico and a second picture on double bills from America. Stage shows will be held weekly. The company also plans to start similar type Spanish-language theatres in Pueblo, Colo., and Cheyenne, Wyo. The company also plans to have traveling projectionists with portable film equipment setting up one-night stands in auditoriums of towns throughout Colorado, Kansas, and Nebraska, and showing Spanish-language films.

Joe Forgeron, 20th-Fox booker, will return to Boston, his former home. Forgeron was recently given a degree in business administration, won after a course of study at the University of Denver. The booking job went to Bus Amato, shipper, and Paul Croyle has been made shipper.

Beverly Ilio, receptionist, 20th-Fox, and Elmer Sauer, of the army, were married. . . . Ida Barker Butler, formerly with Republic and Intermountain Theatres, Salt Lake City, joined the office force at U-I. . . . Gene Vitale, Paramount booker, and Dick Ivy, booker at Intermountain Film Exchange, formed a partnership, and bought Intermountain from Don Hammer.

William Jones and Don Borthwick will open their new 250-car drive-in in Wheatland, Wyo., soon. . . . Murray Lafayette, United Artists exploiter, was here setting up the campaign on "Moulin Rouge," Denver and Esquire. . . . George Smith, Paramount district manager, was in for conferences with Jim Ricketts, branch manager.

Larry Doyle has been named a salesman for Allied Artists, succeeding Howard Ross, salesman, promoted to

AA branch manager in Des Moines. Doyle has been branch manager for SRO in Portland.

Des Moines

Harold Wirthwein, Allied Artists western division sales manager, announced the appointment of Howard Ross as branch manager, succeeding William Johnson, resigned. Ross has been a salesman in Denver.

Stanley Moyle, Iron River, Mich., has been named manager, Logan, Logan, Ia. . . . The new Marcus, Marcus, Ia., a community project, held open house. . . . The new drive-in near Pocahontas, Ia., is to open later this month. . . . A new \$856,000 drive-in is being constructed by the Emmetsburg Amusement Company near Emmetsburg, Ia. . . . The Hubbard, Hubbard, Ia., closed for the last two months, has been reopened by Dick Justice. Nels Petersen purchased the theatre at Pierson, Ia., from Earl Wilson.

Kansas City

Farley Granger, in "Hans Christian Andersen," was in to attend the opening.

Clarence Schultz and L. F. Durland, Consolidated Agencies, returned from Des Moines, where they attended the opening of the Capitol Drive-In. . . . Mrs. Katherine Stegman's Majestic, Jetmore, Kans., was closed temporarily due to a fire. . . . Al Holitz, RKO district manager, was in from Denver.

Sam Abend and Earl Jameson, Sr., Central Shipping and Exhibitors Film Delivery, returned from Honolulu. . . . Gordon Harraren, branch manager, 20th-Fox, St. Louis, was a visitor. . . . M. A. Levy, 20th-Fox division manager, returned from Minneapolis. . . . B. C. Marcus, Columbia midwest division manager, returned from Minneapolis and took a plane to New York to view Columbia's 3-D "Man In The Dark."

Bernie Evans, MGM publicity representative, was in Wichita, Kans. . . . Mrs. T. H. Slothower, Slothower Circuit, Wichita, Kans., received an EXHIBITOR award for the best operated conventional houses and drive-ins. To celebrate, Wichita joined with her from April 6-10. The climax of the celebration was the banquet on April 10.

April Birthdays: J. H. States, former head booker, Paramount, (4); Frank Thomas, sales representative, Allied Artists, (5); Naomi Gillespie, steno, Metro, (6); Russell Borg, branch manager, Warners, (13); Lou Patz, district manager, National Screen Service, (13); Rose Marx, Rube Melcher's secretary, Poppers Supply, (14); Fred Harpst, general manager, Allied Theatre Owners of Kansas and Missouri, (28), and C. E. "Doc" Cook, Tivoli, Maryville, Mo., (29).

Mr. and Mrs. Cook returned from a vacation in Florida. . . . Louis Sutter, Castle, was shopping for 3-D equipment. . . . Elmer C. Rhoden, Sr., Leon Robertson, Fred Souttar, and Jim Long, Fox Midwest, returned from California.

Seen on Film Row were: J. Leo Hayob, Mary Lou, and North Street, Marshall, Mo.; Norris Cresswell, Aladdin; Bob Strowig, Plaza, Abilene, Kans.; Elmer E. Bills, Lyric, Salisbury, Mo.; Marcus B. Landau, Liberty, Horton, Kans.; Harold Lyon, Paramount; Herman Illmer and daughter Paula, Tivoli; Ralph Heft, Palace; F. G. Weary, III, Henrietta, Mo.; Herb Jeans, Mizzou Drive-In, Columbia, Mo.; Gene Michaels, Michlo, Braymer, Mo.; Charles Knickerbocker, Liberty, Columbia, Kans.; J. Ward Spielman, Gem, Baldwin, Kans.; A. C. Wooten, State, Kansas City, Kans.; Mrs. H. E. Porta, Community, Humansville, Mo.; E. Campbell, Norb, Norborne, Mo.; Cecil Mayhew and John Warsig, Bosin, Eureka Springs, Ark.; Bob Martin, Cozy, Chetopa, Kans.; Dewey Utterback, Lyric and Sunset Drive-In, Wellington, Kans.; F. L. Lowe, Civic, Brookfield, Mo.; Virgil Anderson, C-B, Bucklin, Mo.; Charles Payson, Jr., Carol Drive-In, Carrollton, Mo.; F. L. Norton, Ritz and B1 State Drive-In, Caldwell, Kans.; Charlie Potter and Harold Lux, Boulevard Drive-In, Rosedale, Kans.; Mr. and Mrs. LeRoy Hitchings, Drive-In, Osage City, Kans.; Mrs. Glen Moskau, Regal, St. Joseph, Mo.; W. C. Masher, Blue Moon, Blue Mound, Kans.; E. Harris, Orpheum, Neosho, Mo.; George Nescher, Rio, Valley Falls, Kans., and Mr. and Mrs. A. E. Jarboe, Ritz, Cameron, Mo.

Norma Murray, assistant cashier, Columbia, was in Marshall, Mo., visiting her parents. . . . Mr. and Mrs. Glen W. Dickinson, Jr., Dickinson Theatres, Inc., Mission, Kans., were vacationing in Florida. . . . Carrol Cook, Eddie Golden Booking Agency, resigned. . . . Lucille Phillips, contract department, 20th-Fox, resigned.

Mr. and Mrs. Darrel Davis purchased land east of Yates Center, Kans., for the Yates Center Drive-In. They also purchased the Temple, Yates Center, from Mr. and Mrs. J. C. Lower. . . . Al Kane, Paramount division manager, was a visitor. He returns to act as branch manager while Harry Hamburg undergoes an operation.

Charles Manley, president, Manley Popcorn Company, returned from the east. . . . Mr. and Mrs. J. A. Becker, Associated Theatres, Independence, Mo., are planning to sail for Europe, and intend to tour before attending the international Rotary convention in Paris. . . . Mr. and Mrs. Elmer E. Bills, Lyric, Salisbury, Mo., were in to attend a concert sponsored by the Ararat Shrine for members and their families. . . . L. E. Pope, purchasing agent, Fox Midwest, returned from California. . . . Dick Ovear, purchasing agent, Commonwealth Circuit, accompanied Pope.

Among those who attended the drive-in meeting in Milwaukee were Charlie Eubank, Charlie Potter, Harold Lux, Jay Wooten, Rube Melcher, and Harold Strum. . . . Farley Granger appeared at a luncheon given by the South Central Business Association.

Los Angeles

Columbia branch manager Wayne Ball and Mrs. Ball left for a European tour, which will include an audience with the Pope. Ball's trip is his prize for winning the "Round-The-World" sales drive.

Howard Stubbins, coowner, Allied Artists west coast franchise, was back from Phoenix, Ariz.

The fourth annual benefit show will be held on May 18 by the Los Angeles Motion Picture Salesmen's Association at the Wilshire-Ebell Theatre, with an all-star cast lined up by Mel Anderson, president. . . . Fox West Coast is planning a remodeling job on the Banning, Banning, Cal. . . . Booking and buying visitors included the Diamos brothers, Arizona; F. Shaw, Fair Oaks, Arroyo Grande, Cal., and G. F. Moody, Rubidoux Drive-In, Riverside, Cal. . . . A severe cut on his right hand was the result of an accident suffered by Harvey Lithgow, Warner office-manager. . . . Plans for a new drive-in in Bakersfield, Cal., have been set. The builders are Jeff Lewis, Mike Easley, James Banducci, William Gannon, Lloyd Miler, and Owen Clark. The ozoner will accomodate 1400 cars, and will be named the Bel-Air, with twin screens and a large concession booth featured. . . . Selig Pitt is in the hospital after having suffered a heart attack. . . . Harold Wirthwein, Allied Artists western sales chief, took off for Salt Lake City for huddles with Don V. Tibbs, exchange manager.

Milwaukee

Peter Statis and Ray Wincher, Sparta Theatres, Sparta, Wis., were in buying. . . . Danny Kelleher, Sprague, Elkhorn, Wis., was also on Film Row.

The Wisconsin had a benefit performance for the American Cancer Society. . . . Don Schwartz, Realart, contracted for the product of Filmmakers.

H. J. Fitzgerald, president, Fox-Wisconsin, stated that proceeds from the showing of "The President's Lady," Wisconsin, would go to the American Cancer Society.

"Limelight," scheduled for booking at the Park, Watkesha, Wis., was cancelled by house manager Merlin Hanson owing to protests from the Disabled American Veterans. . . . An outdoor theatre is being built by Eric Brown, Plymouth, Wis., for 400 cars. He expects an early opening during the spring.

Don Schwartz, Realart, was in. . . . Don Brown, Mars, La Farge, Wis., was in booking. . . . Robert Peck, assistant, Towne, Wis., resigned and returned to manage the Keno-Family Outdoor, Kenosha, Wis., and West Gate Outdoor, Racine, Wis., operated by Andrew Spheeris and Connie Papas.

Len Dorce, Crown, Racine, Wis., ran a double horror show, the biggest draw that his theatre had in seven years during a midweek.

George Harris, 71, who passed away, was one of the oldest projectionists in Milwaukee. He held various positions, and was last employed at the Wisconsin.

Minneapolis

Construction work has started on the new Carson, Carson, N. D. The house will have a seating capacity of 350, according to Robert Chase, owner. . . . John Clepleft will be new Welworth city manager at Bismarck, N. D. He formerly was manager for the circuit at Montevideo, Minn. . . . Henry Flieder, owner, Canby, Canby, Minn., purchased land near Canby for a drive-in and amusement center.

John Thompson, RKO press representative, was in working on "Hans Christian Andersen." . . . Edward L. Walton, executive assistant to James Grainger, RKO president, was in. . . . Wilbur Snaper and Abram Myers, president and general counsel, National Allied, accepted the invitation of North Central Allied to attend its annual convention at the Nicollet Hotel on May 4-5.

M. A. Levy, 20th-Fox midwest district manager, stopped at the Kansas City and Des Moines exchanges on the way back from a vacation. . . . Chick Evans, 20th-Fox midwest exploiteer, was in for "Invaders From Mars," Lyric. . . . Dave Friedman, Paramount exploiteer, was in for "The Girls of Pleasure Island," Radio City. Friedman also was working out details of the appearances of Don Taylor and the three English stars in the Twin Cities.

Ben Marcus, Columbia midwest district manager, was in. . . . Ida Shartin, Warner branch manager's secretary, is back from a vacation. . . . Leroy Miller, U-I branch manager, was calling on accounts in southern Minnesota. . . . William Sears, manager, Minnesota Entertainment Enterprises, operator of five Twin Cities drive-ins, is recovering from an operation.

In an economy move, RKO will close its exchange at Sioux Falls, S. D., on May 1. Accounts will be serviced by the Minneapolis and Omaha exchanges. The Sioux Falls exchange serves part of Iowa, southern Minnesota, and South Dakota, and employs eight persons. . . . Joan Mertes is the new RKO receptionist. . . . Joe Beehan, former booker, Columbia, is now a United Artists booker. . . . Manny Gottlieb, U-I district sales manager, was in.

Harold Kaplan, St. Louis Park, opened a liquor store. . . . Minnesota Amusement Company raised admission prices at loop houses in the Twin Cities from 76 to 85 cents. Berger Amusement Company also has hiked the admission at its loop Gopher to 85 cents.

Monograph and 20th-Fox will sponsor the "exchange night" at the Variety Club on April 24. . . . Frank J. Havlicek, former business manager of athletics, University of Iowa, has been named-assistant to the president, Reid H. Ray Industries, commercial film producer. . . . The Northwest Variety Club is now putting out a monthly bulletin for its members, The Variety Billboard.

Oklahoma City

A bill exempting films and trailers from the state sales tax was signed into law by Governor Johnston.

The Liberty, Lone Wolf, Okla., burned. C. E. Truitt was the operator.

Directors of Allied Theatre Owners of Oklahoma elected Harold Bowers chairman, replacing R. V. McGinnis, founder of the new Allied unit, who resigned. Other officers are Glen D. Thompson, president; Less Norden, vice-president; Earl Snyder, Treasurer, and Bernard McKenna, secretary.

Omaha

The Grand Island, Neb., Drive-In, opened for its fifth season. Wally Kemp, manager and part-owner, got going with free fireworks display, free roses to ladies, free candy to kiddies, free pony rides, free playground, and a free zoo. The event was heralded by over a page of co-op. ads in the The Daily Independent.

Mrs. Esther Green, FEPCO Theatre Advertising Company, gave two numbers at the annual Omaha Figure Skating Club ice show.

Joy Eakin has been named secretary to 20th-Fox branch manager Joe Scott following the resignation of Norma Parr, who was married. . . . The Variety Club held its "Spring Fun Fest" buffet dinner at the Paxton Hotel. . . . Reggie Gannon, Schuyler, Neb., exhibitor, expects to be called by the army. . . . Maxine Dick has replaced Emma Thomas at 20th-Fox as biller. . . . William Miskell, district manager, visited Tri-State Theatres in Sioux City, Ia.

Pete Eberle, Capitol, Sioux City, Ia., died suddenly. . . . Columbia branch manager Joe Jacobs made a trip into western Nebraska, South Dakota, and northern Iowa. . . . Phillip Jasen is doing advance work here for "Salome," RKO-Brandeis, and the "Member of the Wedding" and "Prince of Pirates," Admiral and Chief.

The state's drive-ins are getting into full swing. Early openers were Rich Johnson, Red Oak, Ia.; Bob Holdrege, Shenandoah; Phil March, Wayne, and Alfred Haals, Harlan. . . . Landscaping has started on the Golden Spike Drive-In west of Omaha, manager Ted Rice announced. . . . Harvey Heyer, George, Ia., exhibitor, is recuperating at his home from an operation at Rochester, Minn.

I. M. Weiner, U-I branch manager, reported exhibitors enthusiastic over the U-I wide screen adaptable to all theatre styles, and both 3-D and 3-D films. . . . Mrs. Evelyn Cannon, Metro office manager, and her husband attended the funeral of Mr. Cannon's mother, Mrs. E. B. Cannon, at Sidney, Ia. . . . MGM salesman Jack Jorgens' wife and son visited during the Easter holidays in Biloxi, Miss., where his mother has been ill.

Portland

Mrs. Claude Jensen and son will shortly complete plans for a second drive-in near Yakima, Wash.

St. Louis

In Bolden, Ill., the Gold reopened under the management of Fred Mauck, Quincy, Ill. It had been operated by Mr. and Mrs. James Hill.

In Oran, Mo., construction of a theatre building on the site of the old 250-seat Majestic, which was destroyed by a fire, is proceeding. Bernard Tenkhoff, projectionist for the old house, is hopeful of having it ready in the summer.

In Elsberry, Mo., the Senate, with approximately 300 seats, opened as the modernized version of the former Orpheum, which State Senator Ed V. Long, Bowling Green, Mo., purchased.

Plans for the joint regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois with the Kansas-Missouri Theatre Association, Inc., on May 5 and 6 at Kirkwood Lodge, Osage Beach, Mo., were discussed at a meeting of the officers and directors of the local MPTO. The session heard a letter read from the American Red Cross thanking exhibitors for their fine cooperation. There was also a session of the film industry grievance panel, presided over by Johnny Meinardi, district manager, Fox Midwest, in the absence of Lester R. Kropp.

Ray Parker, manager, Parker's Skyline Drive-In, St. Louis County, was re-elected mayor of Brentwood, Mo.

Exhibitors seen included: Tom Gates, Hull, Ill.; Forrest Pirtle, Jerseyville, Ill.; Eddie Clark, Metropolis, Ill.; Jimmy Frisina, Springfield, Ill.; Judge Frank X. Reller, Wentzville, Mo.; Bill Williams, Union, Mo.; Rani Pedrucci, Springfield, Ill.; Joe Goldfarb, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Izzy Wienshienk, district manager, Publix, Alton, Ill.; Loren Cluster, Salem, Ill.; Charles Weeks, Dexter, Mo.; Harry Blount, Potosi, Mo., and Howard Bates, Cape Drive-In, Cape Girardeau, Mo.

Les Grand has been upped to St. Louis and Chicago district manager by Confection Cabinet Company. . . . Hap Eaton, RKO publicist, came from Denver to make his headquarters here.

The wife of Walter Thimmig, veteran film exhibitor, was a patient at the Missouri Baptist Hospital. Thimmig owns the McNair, which he has leased to Dave Nelson. . . . The Family Drive-In, Dexter, Mo., installed a playground. Verna D. Lawrence is managing.

Salt Lake City

The following Montana showhouses installed 3-D equipment: Fox, Butte, Mont.; Fergus, Lewistown, Mont.; Havre, Harve, Mont., and Civic Center, Great Falls, Mont.

A surprise sale was that of the Broadway to United Intermountain Theatres. This takes a beloved showman out of the business. Dan Kostopulos came to this country from Greece, landing in Salt Lake City with only enough money for a few meals in his pockets. He will continue his charities which have endeared him to this city.

Mary Pickford will be in from May 3-6 in a bond selling tour. . . . When "Pony Express" will premiere on April 28, on a chartered plane will be Rhonda Fleming, Jan Sterling, Forrest Tucker, Charlton Heston, producer Nat Holt, and singer Tony Romero, together with James Fishground, president, American Airlines. . . . Clarence Golder, owner, Civic Center, Great Falls, Mont., purchased the Fox, Butte, Mont.

Dick Iba and Grant Susman, salesmen, Allied Artists, were in the Montana territory. . . . The Highland Drive-In, Woodland, and Auditorium ozoners opened. . . . Pete Tibbs, son of Don Tibbs, returned from Korea.

San Antonio

Bryan Foy, producer, "House Of Wax," was in to talk about the picture which opened at the Majestic. . . . "Crash Of Silence," a British film about a deaf mute, will be shown at the Josephine on May 14 under the sponsorship of the San Antonio Junior League. Pledges will be taken following the showing for the group's Sunshine Cottage, which aids the local deaf children.

A unique portable signal light controls traffic at the San Pedro Drive-In. The light, resembling an ordinary traffic light signal, eliminates the need for special officers to direct outgoing traffic with flashlights.

Statewide Drive-In Theatres is co-operating with the Provost Marshall at Kelly Air Force Base in awarding safe drivers on the post with a ticket good at the Rigsby, South Loop 13, Alamo, or Mission Drive-Ins. . . . Louis B. Hess, assistant manager, Clasa-Mohme, has been transferred to Chicago to take over duties as branch office manager. . . . A two acre parking lot has been acquired by Gidney Talley, owner, Hi-Ho, which he has opened for the use of patrons.

San Francisco

N. P. "Red" Jacobs, president, Favorite, appointed Ralph Carmichael, recently resigned sales manager of Paramount, Los Angeles, to branch manager at Favorite's Los Angeles office. . . . Robert L. Clark, Unicorn Theatres representative, was in Los Angeles for the opening of General Film Laboratories. . . . The Robert L. Clark Agency completed negotiations for handling the Western Releasing Corporation account in the San Francisco territory. Richard Barth, Los Angeles, is handling Western's Southern California territory.

At Variety Club initiation the following Northern Californians put on the high hat: Robert L. McKee, owner, Rio, Alameda; Gerald A. Stoff, owner, Mark

Morris Tire Company; Abe Leo Cohn, retired business man, and Allison Stanford, owner-manager, Oaks Drive-In, Paso Robles, Cal.

Local 162 completed election of officers by naming Norman Moynahan, Orpheum projectionist, president; Fred Butler, Orpheum, first vice-president; Paul Artigues, Portola, reelected second vice-president; Everett Holliday, Golden Gate, third vice-president; Robert M. Wilson, Warfield, fourth vice-president, and James Luther, United Artists, fifth vice-president. John Forde was reelected business manager, and Frank W. Costello was again chosen secretary-treasurer.

Frank Seaview, Local 162, was operated on for cataract of the eyes. . . . Tony Salemi, projectionist, Fox, is recuperating from surgery.

Negotiators for distributors were in to reopen negotiations with members of Locals F-17 and B-17.

Guy Meek's Studio Drive-In, San Mateo, Cal., is the first Northern California theatre to show 3-D. . . . Lloyd Solter, Oakland, Cal., conducting research and experiments in painting outdoor screens to substitute for the aluminum or silver screens used for 3-D in indoor theatres, painted the screens at El Rancho, San Pablo, Cal., and the Studio, San Mateo, Cal.

Mel Huling, west coast sales manager and franchise holder, Allied Artists, was back from a trip to the Portland and Seattle exchanges. . . . Mary Marquart, MGM, is being praised by members of the Film Bowling League for hitting a 225 score.

Joseph Cane, Republic salesman, is minus clothes and other articles as the result of his car being broken into. . . . Visitors were A. R. Bowen, Carson City, Nev.; Ernie Glascock, Woodlake, Cal., and Richard Barth, Los Angeles. . . . Hillard F. Decker, treasurer, Curran, for 20 years, died.

Seattle

Patricia Brooks, daughter of 20th-Fox office manager Jim Brooks, was a bridesmaid at the wedding of Carol Ann Johnson, 20th-Fox, who married Darrel Meyers. . . . Chris Polsen was down from Anchorage. . . . Don Glover, Audeon, Pullman, Wash., visited before leaving to join Mrs. Glover in Phoenix, Ariz., where she has spent the winter. . . . Dolores Sanderson, 20th-Fox, and Helen Reynolds, Saffle's Theatre Service, spent a weekend in Yakima, Wash. . . . Sammy Siegel, Columbia exploiteer, was working on "Salome."

Foster Blake, U-I western division sales manager, visited the Seattle exchange to confer with branch manager Arthur Greenfield.

State visitors included Jerry Davis, Brewster; Ron Gamble, Centralia and Chehalis; Frank Pratt, Bellingham, and Henry Mullendore, Auburn. . . . Allen Wieder, MGM exploiteer, was working on "Battle Circus" in Portland.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Doris Day, accompanied by her husband, Marty Melcher, was accorded an enthusiastic reception by press and radio representatives upon her first visit to her home town in six years. Miss Day met with film critics E. B. Radcliffe, The Enquirer; Groverman Blake, The Times-Star, and Eleanor Hill, The Post, at luncheon at the Terence Plaza Hotel. Miss Day was also guest of honor at a cocktail party hosted by Columbia Records.

Among those attending the annual meeting of the Ohio exhibitors in Columbus were Milton Gurian, Allied Artists branch manager; Philip Fox, Columbia branch manager; E. M. Booth, MGM branch manager; Herbert J. Gillis, Paramount branch manager, and Ralph Burling, exploitation department; Harris Dudelson, Lippert division manager; Jack Finberg, UA branch manager; James S. Abrose, Warner branch manager; Robert McNab, 20th-Fox branch manager, and Jack Kauffman, sales manager; William Blum, U-I branch manager; T. M. Fisher, Midwest Theatre Supply; James A. Conn, National Theatre Supply manager; R. A. Guettler, Manley, Inc., district manager, and Don Q. Roberts, concession supervisor; Henry Rolnick, drive-in department, Berlo Vending Company, and exhibitors Rube Shor, Herman Hunt, Willis Vance, F. W. Huss, Jr., and Louis Wiethe. Huss, president, Associated Theatres and Greater Cincinnati Independent Exhibitors, Inc., was elected vice-president of the state organization, and Wiethe, president, Wiethe Theatres, was reelected as director.

Pete Niland was installed as Colosseum president at the annual dinner. He succeeds Morton Perlman, Columbia. Other new officers are: vice-president, Sam Weiss, 20th-Fox; secretary, Richard



Robert Clark, left, managing director, Associated British Pictures Corporation, and Walter Mirisch, Allied Artists executive producer, recently conferred on preparations for the filming of "The Black Night," to be made in England by the two companies as a joint venture.

Breslin, 20th-Fox, and treasurer, Manny Nagel, Allied Artists. County Prosecutor Carson Hoy was the speaker for the occasion.

Efforts to end Ohio's movie censorship are meeting with stiff opposition in the state legislature from the public school lobby. The state takes in about \$300,000 annually in censor fees of \$3 per reel, and half of this, after expenses of the censor division, goes to the state education department for educational films shown in the state's schools. Two local newspapers have urged editorially that the 40-year-old censorship law be repealed.

More than 26,000 coupons were deposited in a "Flicker Queen" contest, staged in connection with a month-long "Hollywood in Cincinnati" display in the lobby of the Cincinnati Gas and Electric Company. J. Elwood Jones, manager, Grand, presented the housewife winner with a new washer, dryer, and ironer, gifts of the Cincinnati Electrical Association.

Business trips were made by George A. Kirby, Republic branch manager, to Charleston, W. Va.; William A. Meier, Paramount sales manager, to Dayton, O.; Vance Schwartz, Distinguished president, to Philadelphia and Pittsburgh; Allan Moritz, exhibitor, to Louisville, Ky., and Richard Rosenfeld, Standard

Plans Completed
For Michigan Meet

DETROIT — Plans were completed this week for the Allied Theatres of Michigan 34th annual convention on April 27, 28, and 29 in the Variety Club rooms in the Hotel Tuller.

The convention will be devoted mainly to 3-D, drive-ins, and the 20 percent repeal program, with prominent speakers on hand to bring to the exhibitors important developments.

Registration and an address by Wilbur Snaper will start on April 27. Snaper will speak on "Arbitration," "Unfair Pricing of Films," and "Increased Admissions." Exhibitors will see "This is Cinerama" at the Music Hall at the close of the day.

April 28 will be "Drive-In Day." Buses will pick up exhibitors at the Hotel Tuller, and take them on a tour of the Town Drive-In, Dearborn Drive-In, Grand River Drive-In, West Side Drive-In, and the Bel-Air Drive-In. Lunch will be served at the Dearborn Drive-In.

A banquet at the Hotel Tuller will be held in the evening with William Gehring, 20th-Fox, and Senator Homer Ferguson on hand as guest speakers. Samuel Pinanski, Boston, co-chairman, COMPO, will also be on hand for the banquet.

Third-dimension will be the topic of the last day of the convention.

A distributors and exhibitors luncheon will start at noon with Abram Myers speaking on the 20 per cent amusement tax amendment.

Speakers from National Theatre Supply, RCA, 20th-Fox, and others will lead a discussion.

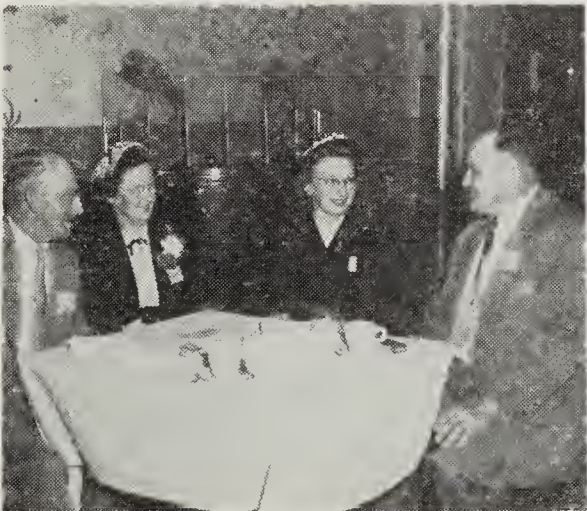
The convention will wind up with a dinner and evening of festivities at the swank Elmwood Casino, Windsor, Canada.

Concessions president, to New York and Chicago.

Exhibitors in were William Settos, Springfield, O.; Carl Pfister, Troy, O.; Joe Goldstein, Cleveland; Barton Cook, Chillicothe, O.; Hank Davidson, Lynchburg, O.; Jerry Jackson, Williamsburg, O.; George Turlukis, Hamilton, O.;



Dale Tysinger, manager, Shea's, Ash-tabula, O., developed an unusual and realistic street ballyhoo for the recent showing of U-I's "Ma and Pa Kettle On Vacation."



Among exhibitors attending the recent ITOO convention in Columbus, O., were, left, left to right, Falter A. Burget, Lincoln Drive-In, Van Wert, and Mrs. Burget; Mrs. Horace Shock and Mr. Shock, Lima Drive-In, Lima, and at right, left to right, Mrs. J. D. Herlihy, Chillicothe; Mrs. L. M. Black and husband, Skyview Drive-In, East Liverpool, and Mrs. John Kaiser, Royal, Chillicothe.



Harry Wheeler, Gallipolis, O.; John R. Poe, Aberdeen, O.; Fred Donahue, New Boston, O.; Harley E. Bennett, Circleville, O.; George Combs and Price Kimler, Harlan, Ky.; James B. Howe, Carrollton, Ky.; Ralph McClanahan, Irwin, Ky.; Don Reda, London, Ky.; J. Woodrow Thomas, Oak Hill, W. Va.; Don Keesling and Goode Homes, Bramwell, W. Va., and Sylvan Banks, Williamson, W. Va.

Harry Wayne McMahan, Hollywood, president, Five Star Productions, Inc., discussed film commercials in a talk before the Advertisers' Club. . . . Lucille Schmolt, office manager and chief accountant, Midwest Theatre Supply, is convalescing after surgery at Christ Hospital. . . . Gladys Hadley, head, U-I contract department, was ill. . . . Edna Hahn, MGM head inspectress, was at General Hospital for observation.

20th-Fox was happy over exhibitors cooperation in the recent Paul Terry "Terrytoons" promotion. . . . Realart is distributing "Salome, Where She Danced" and "Society." . . . The 3-D short, "A Day in the Country," combined with "The Tall Texan" and "I'll Get By," played the State, Dayton, O., and the Palace, Hamilton, O.

Mrs. Fred Hahn, wife of the head projectionist, Albee, and mother of Patricia Hugle, MGM contract department, died. . . . Jack Elliott, Columbia booker, resigned. . . . New employees are Cecila Husing, Paramount clerk and biller, and Joyce Herald, UA clerk. . . . Robert Doppes, former U-I booker and now in the navy, and Agnes Brown were married. . . . Richard M. Johnson is opening a new drive-in on May 15 in Lexington, Ky.

A city-wide search for "Miss 3-D" was instituted by the RKO Albee through The Times-Star in connection with "House Of Wax," Albee.

Cleveland

The Cleveland Council Knights of Columbus launched an intensive fight to defeat Senate Bill 159, aimed to repeal censorship in Ohio.

Fire of unknown origin in the building at 1711 East 27th Street, which houses the offices and warehouse of the Berlo Vending Company, damaged three trucks and merchandise.

The RKO Palace announced that 3-D equipment was being installed in preparation for a May 7 presentation of "Man in the Dark." This will be the Palace's first venture into the 3-D field.

The Cleveland Cinema Club, Mrs. Marjorie Lawrence, president, is celebrating its 32th birthday.

Clevelanders who attended the ITOO convention in Columbus, O., were Howard Reif, James Kalafat, Ted Vermes, James Shulman, I. J. Schmertz, 20th-Fox branch manager; Natt Barach, NSS branch manager; Frank Masek, NTS branch manager; Justin Spiegle and Jerry Lipow, distributors of exploitation

pictures; Ben L. Ogron, Ohio Theatre Supply; Leonard Greenberger, manager, Fairmount, and Horace Adams, drive-in circuit owner.

Leonard Schreiber, Gross Circuit, resigned to return to merchandising. . . . Libby Holman was in for two benefit performances at the Karamu with all receipts going to the Karamu maintenance fund.

The Motion Picture Council of Greater Cleveland unveiled the original Dean Cornwall painting for 20th-Fox's "The Robe," exhibition of which the Council is sponsoring. . . . S. P. Gorrell, who, with Leonard Mishkind, owns theatres in Cleveland and Orville, O., and Mrs. Mishkind are enjoying a vacation in Florida. . . . The Meyer Fine family returned from Florida.

"Forbidden Games," released through Imperial, goes into the Lower Mall. . . . Carole Koberna joined Imperial. . . . Another newcomer on Film Row is Jean Buer, appointed assistant to Florence Friedman office manager, IFE.

J. Stuart Cangney, manager and premium salesman, has become an exhibitor. He acquired a lease on the Jewel, a neighborhood house, and will manage it himself. . . . Nate Schultz, AA head, reminds exhibitors that his company has a new list of features, especially adapted for Saturday matinees.

Over in Zanesville, O., Harold and Erma Boedecker, owners, Maple Drive-In, sent personal letters to everyone on the mailing list thanking them for last year's patronage, and inviting them to attend the opening. Result was a big crowd in spite of rain and snow flurries. The Boedeckers make a point of stressing a personal relationship.

Weldon Waters, buyer-booker, Osborne-Dipson Circuit purchased a 100-acre farm in Tridelfia, a suburb of Wheeling, W. Va., where, in his spare moments, he plans to do some farming.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, turned over to the MOD committee a check in the amount of \$1,476.27. This represents a one-night collection in the

suburban independent theatres. . . . Kalmen Erdeky has been named manager, Homestead. Formerly with the Warner Circuit, for 12 years, he comes to Cleveland from Clarksburg, W. Va., where he managed the Ritz.

Berlo Vending Company will have to defend its contract as concessionaire at the Stadium against charges by Don Hornbeck, secretary, Cleveland Indians baseball club. Berlo, through its attorney, Fulton Parker, denies all charges.

David Cantor, home office exploitation director, RKO, was in on the first leg of a four-city tour to set up special campaigns for re-release openings of "Mighty Joe Young."

Detroit

Nat Levy, eastern division manager, RKO, was in on a week-long tour of exchanges in Cleveland, Cincinnati, Indianapolis, and here.

Patricia Berthiaume, MGM secretary, is to be married on April 25 to George Mirch.

Pincus Sober, MGM home office, was in to confer with branch manager Frank J. Downey. . . . John McMahon, former Paramount salesman in New York, joined RKO here to handle the Saginaw, Mich., area. He replaces Roy Carrow.

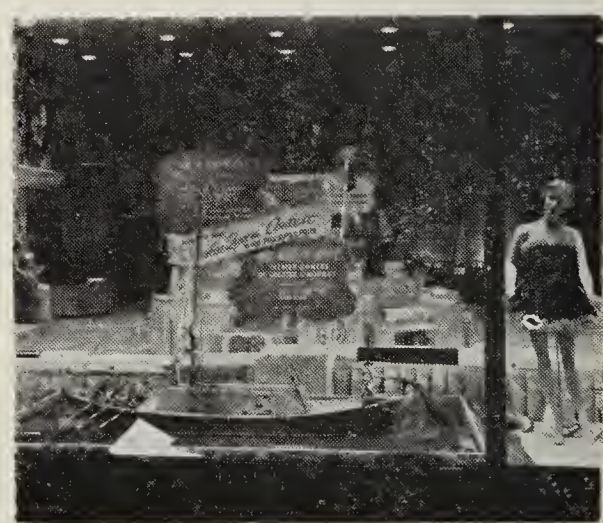
Eugene Duffield, salesman, National Theatre Supply, became the father of a girl, Collen Patricia. . . . Hal Sanderman, former MGM salesman, is in the car business now. . . . William Hurlbut, AA, goes to Hollywood, Fla., for a convention. . . . Joseph Kaufman, Cinerama, was leaving for the coast.

Local drive-ins reopened for the season. From reports, business has been good.

Television has not made theatres obsolescent, E. Richard Roltz, manager, Century, told the broker's division of the Detroit Real Estate Board. "It has given us trouble, but it also has given trouble to night clubs," he said. "I do not like the term 'obsolescent.' Some theatres are marginal. Some were not built right in the first place. Which will



Francis Guehl, U-I Pittsburgh branch manager, is seen leading a motorcade of cars which toured Pittsburgh and suburbs as part of a tieup arranged recently for the promotion of U-I's "Abbott and Costello Go To Mars."



This industry display appeared in the window of the Cincinnati Gas and Electric Company during a recent tieup among exhibitors, the utility company, and electric dealers, well publicized by The Cincinnati Post.

survive is problematical." Higher labor costs and what Holtz said was an unfair tax burden have hit Detroit theatres, he said. The total assessment on the Riviera was \$434,000, which meant a \$17,000 tax load, and, in turn, this meant 34,000 tickets had to be sold to pay the taxes, he said. He sold the theatre recently for \$350,000.

Projection and sound equipment and a large concave screen to handle all 3-D processes will be installed at the Fox. David M. Idzal, managing director, said that it would cost in the neighborhood of \$75,000 to rewire, equip projection booths, and install the large screen needed. As many as 20 speakers will be installed.

Harold Brown, president, United Detroit Theatres, returned from New York. Brown said the Michigan, managed by Gil Green, will soon be ready for "House Of Wax." He's discovered, though, that the original estimate of 10 additional speakers will have to be upped to 23 speakers.

Indianapolis

Nat Levy, eastern division manager, RKO, was in on his current tour of exchanges in connection with the "25th Anniversary Drive."

"Reaching From Heaven," distributed by United Film Booking Office, is doing better in the south than above the Mason and Dixon line. Ted Mendelssohn, distributor left for Atlanta. . . . L. E. Goldhamer, division manager, Allied Artists, arrived to set the world premiere on "Roar of the Crowd."

Trueman Rembusch, prexy, Allied Theatre Owners of Indiana, William Carroll, executive secretary, and Al Blocher, Y. and W. Management Corporation, attended the Kentucky Theatre Owners convention in Louisville. . . . Virginia Harris is the new addition to the AA staff.

The West Side Drive-In, Louisville, Ky., now has but one screen. The name has been changed to the Twilight Drive-In. . . . The Star, Geneva, Ind., closed. . . . S. Rees, who operated the Reese, Plymouth, Ind., passed away. . . . New employees at 20th-Fox are Irene Beller, bookers' clerk; Shirley A. Kardahzke, booking, and Fredericka Cook, inspection.

Mrs. Thelma Nickleson is new at Safer Film Distributors. . . . Mrs. Daisy Dean Niesse, 77, mother of Carl Niesse, died. He operates the Vogue.

Visiting were Tom Goodman, Goodman Circuit, Corydon, Ind.; John Austin, Austin, Versailles, Ind.; Joe Finneran, Rembusch Circuit, Franklin, Ind.; Nick Paikos, Diana, Tipton, Ind.; William Passen, Amuse-u, Jasonville, Ind.; J. F. Griffis, Boswell, Boswell, Ind.; T. J. Arrington, Arrington, New Haven, Ind.; George Helitos, Rialto, Fort Wayne, Ind.; Bruce Kixmiller, Colonial, Bicknell, Ind., and Vic Sicilia, Rivoli, Muncie, Ind.

Rex Carr acquired the lease on the Zaring and Ritz from Marcus Enterprises, according to Mannie Marcus. Carr, associated with the Marcus theatre group in Indianapolis 19 years until he became general manager, Cincinnati Theatre Owners Corporation, about six years ago, returns at once to assume active control of the north side houses. Marcus will continue to operate the Alamo and Ambassador, as well as his own houses in Fort Wayne, Ind., and Dayton, O., besides drive-in interests at Plymouth, Ind.; Terre Haute, Ind., and New Castle, Ind. He also is a partner in the new children's playground to be opened at Little America.

Pittsburgh

License fees for projectionists would be increased under the provisions of Senate Bill 422, introduced in the state legislature. The fee for a certificate of competency and a license would be increased from \$5 to \$7.50 for projectionists of theatrical or commercial motion pictures, and from \$3 to \$4.50 for apprentice projectionists.

The LaSalle College Alumni Association awarded its highest honor, the Signum Fidei medal, to John H. Harris, one of the founders of Variety Clubs International, at the association's 15th annual communion breakfast in Philadelphia. The award cited the work of the Varitey Clubs International has done to aid underprivileged and handicapped children. The medal is given annually to the LaSalle alumnus who has done the most to advance Christian principles, and it is named from the motto of the Christian Brothers, the teaching order at LaSalle.

Constantin Bakaleinikoff, head, RKO music department, Hollywood, conducted the Pittsburgh Symphony concert in place of his ailing brother, Vladimar.

Friends of Byron "Buck" Stoner, former MGM manager here, and now with 20th-Fox in California, were sorry to learn he is a heart patient at the Desert Hospital, Palm Springs, Cal. . . . Adam Goelz has been named manager, Warner, Amridge, Pa. He succeeds George Josack, transferred to the Harris, Tarentum, Pa., and also will do some relief managing later on. Both houses are in the Stanley Warner Circuit.

Al Hill, who used to be assistant for Loew's Penn and Ritz, is learning all about the army in the Medical Corps in Virginia. . . . Stanley Warner is spending about \$12,000 improving the Squirrel Hill so that it will be among the finest art houses.

William Finkel, owner, Arcade, and wife, Esther, celebrated their 37th wedding anniversary. . . . The crew, better known as the board, was host at the usual Variety Club regular "Family usual Variety Club regular "Family Night." . . . M. Goldman, district manager, IFE, set "Anna" in the downtown Warner.

BOXOFFICE STATEMENTS

—a Daily memoranda of the complete THEATRE CASH CONTROL SYSTEM

The form is titled "DAILY BOXOFFICE STATEMENT No. 1". It is divided into two main sections: "MATINEE" and "EVENING". Each section contains a table for recording ticket numbers (Total, Sold, Free, Refund, etc.) and a section for recording cash totals (Gross, Net, etc.). There are also sections for recording tax totals and program details. The form is designed to be printed on both sides and used as a daily memorandum for theatre cash control.

Printed on both sides so that complete factual totals for one day can be kept on one 8½ x 5½ inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS
4. TAX TOTALS
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U-I has long range plans to open James Stewart in "The Glenn Miller Story" in Indiana, Pa., about 60 miles from Pittsburgh, with the usual lavish trimmings.

Pittsburgh has been flooded with personalities sent in to exploit. The latest was Anika Van Koy, on "Desert Legion."

Roseanna Feinberg, secretary to the Sterns at Associated Drive-In Theatres, announced her engagement to Herbert M. Solomon, eastern district representative, Sportservice Company, a concession outfit. . . . Ben Steerman's former secretary at the Stanley Warner zone office, Mrs. James Malone, became the mother of a boy in the Allegheny General Hospital. . . . Harry Bender, head, People's Cab Company, cooperated with Henry Burger and the Warner by furnishing 12 cabs to transport civilian defense and military personnel to the theatre for the opening ceremonies to exploit "Breaking The Sound Barrier."

Bob McKee, radio writer and announcer, joined Filmack, Chicago, to produce television commercials.

Bert Stearn, Cooperative Theatre Service, and Judge Walter Smart were "Kings of the Month" at the monthly Variety Club dinner. Over 40 barkers attended.

Ohio

Columbus

Safety Director Donald Cook has asked City Attorney Richard Gordon for an

opinion on the legality of charity "Bingo" games here. . . . Howard Pearl, United Artists' exploitation representative, has been here in advance of "Moulin Rouge," Loew's Ohio.

Findlay

W. V. Dworski, Harris, promoted a full page ad on "Peter Pan" with co-operating merchants and also a third-page ad with Cooper Service, which gave the theatre a nice plug at no cost.

Mt. Vernon

George Cameron, Schine's Vernon, worked out a contest with his local radio station on "Peter Pan" whereby passes were issued to children writing in the names of "mystery" records played on the program.

Piqua

Lee Willis, manager, Schine's Piqua, for "Thunderbirds," tied up with the National Guard, and got it to swear in new recruits on the theatre stage on opening night.

Waverly

The new Atomic Drive-In was to be opened. It is the first new drive-in to be opened since the selection of Pike County for the new atomic energy plant.

Pennsylvania

Clarksburg

Snyder's Drive-In is planning to show "Bwana Devil," which will give the outdoor theatre the distinction of being the first drive-in in West Virginia to show a 3-D film.

Clearfield

Anthony J. Colose leased the Roxy to Howard Thompson, president, Mid-State Theatres, which has two other houses here and which has its headquarters in this city. The new owners will take possession on May 1 with the future policy of the house undecided. Colose had been bidding for first-run against Thompson's two houses.

Coudersport

Johnny Ragus, owner of the only house in town, is planning on air-conditioning.

Dubois

Son of A. P. Way, veteran theatre owner, Avenue, Carleton, and the drive-in near here, has been brought back to town after five years in a Pittsburgh hospital.

Galeton

Al Nordquist, Main Street owner, is contemplating a drive-in in the vicinity of this city.

Greensburg

Bernard Buchheit, former general manager, Manos Circuit, is planning a drive-in about four miles from here on the road to Mount Pleasant, Pa., making the third outdoor house in this vicinity.

Ted Manos is coming along fine after a thyroid operation in Presbyterian Hospital, Pittsburgh.

Kane

Clyde Piccarelli, Ideal Drive-In, turned over the outdoor house to churches for sunrise services. He opened the concession stand, and served free coffee.

West Virginia

Wheeling

The Elm Grove Drive-In held a needle-in-the-haystack contest with a woman finding the ribbon-trimmed needle in 45 minutes. She won an Easter outfit plus cash.



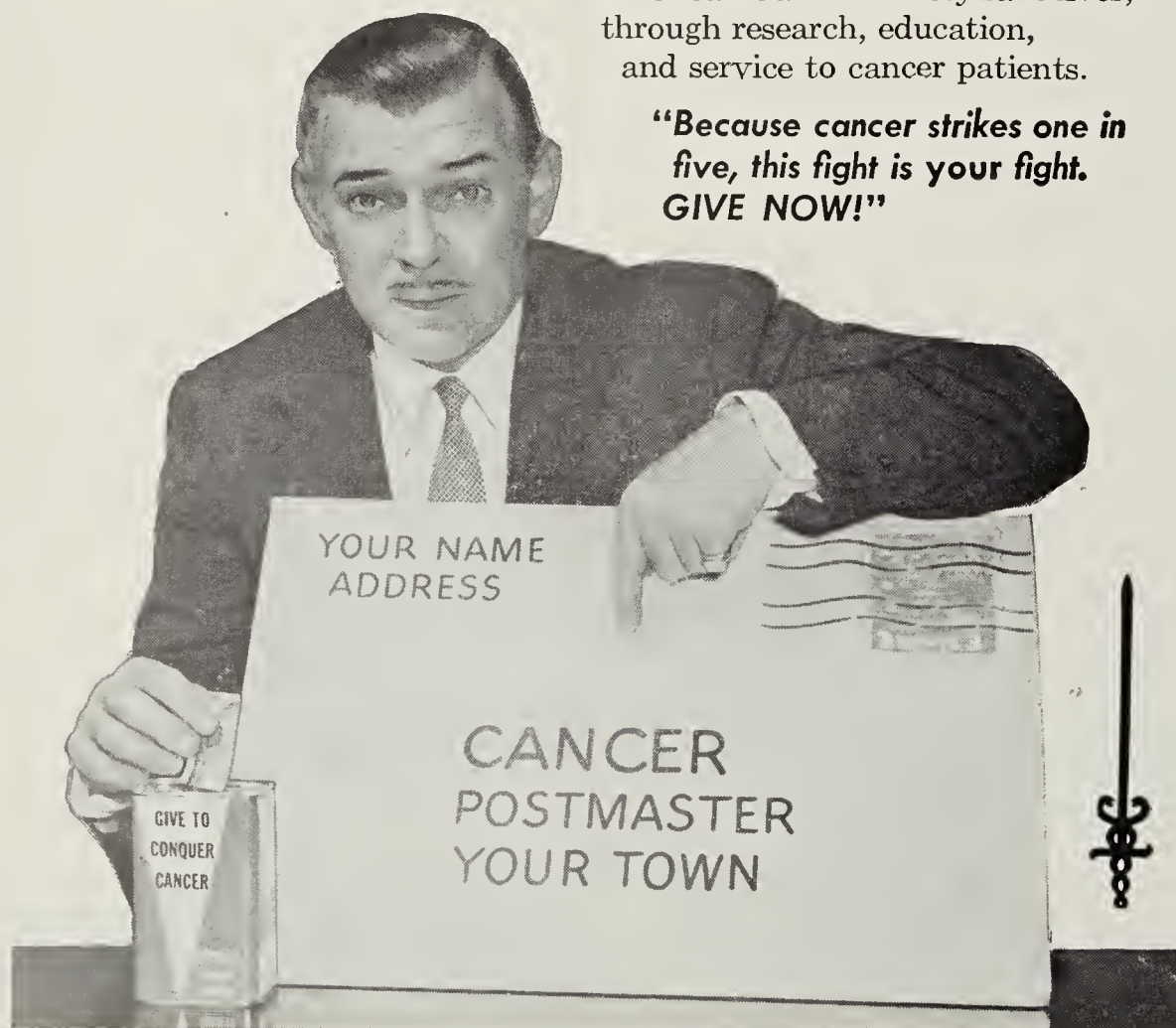
Carl Ferrazza, with dark glasses, manager, Keith's, Cincinnati, looks on while Bill Dawes, FCPO, recently interviewed Margie Broering, "Miss Ohio" in the 1952 "Miss Universe" contest. Miss Broering appeared in town in connection with the U-I short, "The World's Most Beautiful Girls."

CLARK GABLE says—"I gave, and you should, too.

"It's easy to do it this way, by mail, in an envelope addressed to 'Cancer,' care of the postmaster in your town.

"Every dollar will help the American Cancer Society save lives, through research, education, and service to cancer patients.

"Because cancer strikes one in five, this fight is your fight. GIVE NOW!"





Paul Levi, manager, Pilgrim, Boston, used an attractive model dressed as an Indian who distributed special cards containing lucky pennies to publicize the recent showing of U-I's "Seminole."

NEWS OF THE

Territory

Boston Crosstown

The Boston Red Sox Baseball Club officially announced that it has accepted the invitation of Variety Club Chief Barker Walter A. Brown to join with the industry as co-sponsors of the "Jimmy Fund" drive. In making the announcement, Tom Yawkey revealed that the Red Sox organization and their sponsors have been interested in this great charity ever since the founders of the fund, the Variety Club, first sought the aid of the general public. Joe Cronin is also pleased that the Red Sox have now become co-sponsors with the Variety Club and industry in spearheading the work of the "Jimmy Fund," and play on the same team with the New England governors, Registrar of Motor Vehicles, Rudy King, the "Little Leaguers," theatres, the Chiefs of Police, the school children, and the public. The executive director of the "Jimmy Fund," William S. Koster, announced that Red Sox general manager Cronin will serve as general co-chairman, representing baseball, and Martin J. Mullin, president, New England Theatre Corporation and Children's Cancer Research Foundation, will be general co-chairman for the industry.

Herbert Copellman, general manager, Ralph E. Snider Enterprises, booked Columbia's 3-D "Man In The Dark" for the New England premiere at the Empire, Portland, Me., followed by an engagement at the Metropolitan, Providence, R. I. He has also revealed that the 20th-Fox CinemaScope equipment has been ordered for all 15 houses of the circuit.

When the Strand, Portland, Me., was held-up, and \$3930 of the theatre's "Bank Night" funds were stolen, the criminals were apprehended a week later, and all the money was restored. Manager Nat Silver is loud in his praise of the excellent work of the Police Department, especially of Captian Mc-

Guire, who was instrumental in catching the thieves.

The Cinema, Portland, Me., is being repainted and refreshed with the seats reconditioned, supervised by Jane Durst, manager. . . . A new candy stand has been installed at the Winthrop, Winthrop, Mass., designed and installed by Hartstone Woodworking Company, Roxbury, Mass. . . . As the Elmwood, Providence, R. I., and the Park, Cranston, R. I., play day-and-date, there is a friendly race between the two managers, Bernard Stevens and Charles Nelson, for promotional competition, with the results tied. . . . When the Metropolitan, Providence, R. I., played an egagement of the stage presentation, "Maid In The Ozarks," Mrs. Ida Goldsmith received high praise from the show's producer, John Kenley, for the speed and accuracy

with which she handled the sale of reserved seats. She is the theatres' treasurer.

The parking space belonging to the Park, Cranston, R. I., is being enlarged from 150 cars to 400 cars, with manager Matt Reilly supervising the contractors in the regrading and resurfacing.

Many in this area have ordered the 20th-Fox CinemaScope equipment for October or November installations.

One of the first things that Maurice Sidman did when he was given the management of the Weymouth, Weymouth Landing, Mass., was to install a new candy stand, and to place it in a more strategic position in the lobby. He also has ordered the seats to be repaired, and has had the restrooms and lobby repainted and refreshed.

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Boston Area Honors Gardiner

BOSTON — It wasn't enough to have Ned E. Depinet come on from New York to make the feature address at the "Larry Gardiner Day," when the retiring sales manager at RKO was feted at a luncheon at the Hotel Bradford Roof Garden, sponsored by the Variety Club of New England.

More than that, Arthur Lockwood was the toastmaster, and it is always a safe bet that whenever Lockwood consents to head a speaking affair, the tenor of the occasion is tops in every form. Befitting the occasion, he spoke sometimes in humor and also in seriousness, and in his own dignified style.

What is more, Hy Fine was asked to sit at the head table, which meant one thing to everyone in the room, he was going to be asked to tell stories. It is the general opinion in this area that

On his retirement from active operation of the Memorial, Barton, and the Auditorium, Orleans, both in Vermont, owner Ora Caron turned both theatres over to the Memorial projectionist and his wife to run. Caron's wife is in the Orleans County Hospital, recovering from a broken hip.

Robert Kurson, Graphic Theaters, visited Newport, Vt., to supervise the re-opening of the circuit's ice cream stand situated across the street from the theatre.

Carroll Rowell, Idle Hour, Hardwick, Vt., is back from a Bermuda vacation.

Governor Herter signed an act outlawing "Skilo" and similar games, and also signed an emergency preamble to the bill which made it effective immediately. Operators of other games did a land-office business pending a clarification of the emergency preamble signed by the governor. If games such as "Fascination" survive, it was predicted that "Skilo" operators would change their games to escape qualifying as gambling games under the new law. Police at the various resort places closed down all "Skilo" and similar games, although "Fascination" and such games were allowed to operate until police received clarification of the law.

William Howard, RKO Theatres vice-president in charge of operations, was in from New York.

Eliminations ordered by the Bureau of Sunday Censorship included the following: "Blood Brothers," parts 1 to 8. (Deletions: Eliminate scene showing Russian soldiers bathing in the nude, in part 4). Classic.

Film District

Edward Michaelove, New York, has been assigned to the Boston branch of 20th-Fox as an apprentice to learn the
(Continued on next page)

none in New England can tell stories like Fine, and he came through with three amusing anecdotes which made the rafters ring.

What is more, Ted Fleisher was asked to present a scroll to Gardiner, which had on it the names of all present.

Still more, Nathan Yamins, a friend of Gardiner for 40 years, made the presentation speech when he gave Gardiner a Johnson out-board motor, a welcome gift, from all his friends.

Still more, nearly 200 friends and well-wishers of the genial and popular sales manager turned out to say a fond farewell.

Still more, Walter Brown, Chief Barker, Variety Club of New England, a very busy man with his many activities, took the time off to appear to open the festivities.

And last, but by no means least, Nat Levy, eastern division salesmanager for RKO, also came in from New York and spoke briefly on his years of association with Gardiner.

Depinet, who humorously referred to himself as being "between pictures," stated that he was grateful to be asked to attend the festive occasion, and paid tribute to New England for its war bond drives and civil defense efforts in the past and to the fact that New Englanders seem so quick to respond to fellow associates in paying public tribute.

He said, "It is apparent by the turnout today that Larry Gardiner has a host of friends among exhibitors and distributors alike. In fact, I understand that it was a group of exhibitors that brought about this luncheon. Larry has always been a credit to his profession, dealing fairly and considerately with his customers. It is gratifying to see a man able to retire, hale and hearty, and to realize that he has many years ahead of him to enjoy and relax."

Speaking on the industry today, Depinet said, "These are exciting times, and we are on the threshold of a new era of prosperity. We are entering a cycle of motion picture popularity never before attained. This is not a false move, whatever the outcome of the different wide-screen and 3-D systems now being perfected. This is the real thing, and we

are definitely on the move." Turning directly to Gardiner, he said, "Larry, you are going to miss the many thrills which are in store for those still in the business."

When it was Gardiner's turn to speak, he said in a choked voice, "I am indeed a fortunate man with all my friends and my family around me today. I've attended many of these functions when they have honored some important person, whose names should be in electric lights. I have never considered myself an important man until today."

He spoke of his intentions of spending some of his retirement time in fishing, and devoting the rest of his time to his family.

Mrs. Gardiner, his charming wife, was seated at the head table, while at a table on the floor was his son, Bill Gardiner, and his daughter and son-in-law, Mr. and Mrs. David Brown. They have four children.

A touching gesture was made at the end of Gardiner's address when he asked all present to rise for a moment to offer a silent prayer to the industry friends who have passed away.

Seated at the head table were Depinet, Lockwood, Levy, Father Doyle, Mrs. Gardiner, Barney Pitkin, New Haven branch manager for RKO, Yamins, John Downing, Hatton Taylor, Ted Fleisher, Fine, and Max Levenson.

The luncheon brought out several industryites no longer active in the industry, among them Alden Peterson, former general manager, Giles Circuit, before it was sold to Smith Management Company. He retired last June to spend his summers in Cape Cod and his winters in Florida. Also on hand were Edward X. Callahan, popular former district manager, 20th-Fox, now living in Newton Center, Mass., and Sam Horenstein, semi-retired district manager, Manley, Inc., who brought with him the new New England district manager, Lyman O. Seley, from Seattle, and was busily introducing him to the circuit heads and independents.

Also present was Joe Longo, recently appointed publicist for RKO, a native New Englander, who returns after eight years spent in other cities.



William H. Gardiner, retiring as RKO Boston sales manager, was recently honored at a luncheon sponsored by the Variety Club of New England. Seen, at left, are: rear row, Arthur Lockwood; Ted Fleisher, president, Interstate Theatres; Dick Rubin and Hy Fine, New England Theatres, Inc., and, front row, Gardiner; Nathan Yamins, Yamins Theatres, and Max Levenson, Levenson Circuit. At the right are RKO exchange personnel, including David Grover, John Downing, and Hatton F. Taylor, district manager, standing, and, seated, Bill Jacobs, Cyril McGerigle, Harry Smith, Harry Goldstein, Stan Davis, George Moffett, Gardiner, Jim O'Hara, Mel Ames, and Joe Longo.

Film District

(Continued from preceding page)

business under branch manager James M. Connolly and his staff. Michaelove's late father operated theatres in the west.

Phil Engel, 20th-Fox publicist, was off to Hartford, Conn., and New Haven on the campaigns on "The President's Lady" and "Destination Gobi." . . . John Feloney, 20th-Fox sales manager, spent two days in Maine with salesmen John Peckos and Stanley Young.

A son, first child, named David Alan, was born to Mrs. Louis Sternburg, wife of Louis Sternburg, Motion Picture Advertising Service, at Beth Israel Hospital. Grandfather honors go to Robert Sternburg, district manager, New England Theatres, Inc. . . . "Mickey" Daytz, Daytz Theatre Enterprises, is on crutches due to the removal of a cartilage on his knee, necessitating the use of the crutches for several more weeks.

Sam Richmond, former exhibitor and theatre owner, joined Concession Enterprises as sales manager for the New England territory. Louis Shapiro, head, Concession Enterprises, said, "Due to Sam's vast theatre experience, he is offering many fine suggestions to managers and theatre owners of drive-ins and conventional theatres for the improvement of their concession business."

Harry Goldstein, Allied Artists eastern publicity representative, set up an advertising and exploitation campaign for "Torpedo Alley," which had a saturation booking.

Joe Longo, absent from his native city for eight years doing publicity in other cities, returned as RKO publicist for New England, New Haven, and Montreal. One of his first assignments is the campaign on "Never Wave At A Wac," Keith Memorial Theatre. His second picture will be "Split Second."

Irving Mendelson returned, joining the sales staff at United Artists. Well-known to New England exhibitors, he is a former member of the sales force at UA, resigning over a year ago to assume the managerial duties of Lippert. When that office was dissolved, he transferred to Warners as salesman in Syracuse, N. Y., and then joined United Artists in the Albany area, from which he resigned to return to his native city.

The Manley Company is planning to have a two-day "open house" when the company moves from its present quarters at 45 Church Street across the street to 40 Church. The affair will be hosted by retiring district manager Sam Horenstein and the newly-appointed manager, Lyman O. Seley, and will be in the form of a display of the new office and sales room. The Manley Company announces the following installations of Manley machines in the area: Aristocrat models at the Playhouse, Manchester, Vt., and the Colonial, Manchester Depot, Vt., both operated by Mrs. Helen Hadley, and at the Somerville, Mass., owned by the Viano Circuit; Stadium models at the Airline Drive-In,



Seen at the recent luncheon honoring William H. "Larry" Gardiner, retiring as Boston RKO sales manager, are, left, at head table, Nathan Yamins, Walter Brown, Ned Depinet, Gardiner, and Arthur Lockwood, and, right, left to right, shaking Gardiner's hand, Nat Ross, Ralston, Inc.; Hy Young, independent booker; Charles Repec, MGM salesman; Al Swerdlove, branch manager, Screen Guild and Lippert, and Jack Myers, Hub.

Chicopee Falls, Mass., operated by Thomas Wales; at the Milford, Conn., Drive-In for E. M. Loew, and at the new drive-in in Cornish, Me., for Russell Martin, which he is building to be ready for a spring opening.

Ralph Banghart, former RKO publicist, who resigned to join Walt Disney Productions, has returned to the RKO ranks as publicist in the Chicago territory.

Publicist Phil Engel, 20th-Fox, was trying to locate survivors of the Titanic, which struck an iceberg on its maiden voyage in 1912. "Titanic" has been screened for the trade, but Engel is anxious to contact any survivors or relatives of passengers who were aboard during the tragic voyage for a private screening. Newspaper feature writers will be invited to interview the guests.

When UA salesman Al Fecke visited Donald McNally at his Derby, Vt., home, he was shown the new son, Timothy, two weeks old.

Irving Isaacs, president, Independent Exhibitors, Inc., called the April membership meeting with a luncheon at the Town House. A board meeting was held at the Independent headquarters.

New Haven Crosstown

James J. Totman, assistant zone manager, Stanley Warner Theatres, and Mrs.



Lauro Venturi, right, co-director of "Leonardo DaVinci," Kenmore, Boston, recently visited, and met Dr. Filliam Van Lennep, curator, Harvard Theatre Collection, Houghton Library, Harvard College.

Totman returned from a Florida vacation.

Irving Hillman, Roger Sherman manager, for "Trouble Along The Way," had a full page of co-op. ads in The Journal Courier, tying in 11 merchants. . . . The Whalley had a successful benefit for a church.

H. Cohn had the Hamden Junior Police Band on stage. . . . In connection with "Battle Circus," College manager Sid Kleper arranged to have messages sent by parents, wives, and relatives to boys serving in the armed forces in Korea. The Fort Hale Amateur Radio Club set up the necessary equipment, with messages sent from the lobby without cost. All of the short wave radio sending and receiving equipment was loaned as a public service by Dale Electronic Distributors.

Franklin Ferguson, Whalley, took his two sons, Dick, seven, and Don, five, on their trip to Radio City Music Hall, New York City. When the house lights were turned on, Dick, loyal to his father's theatre, remarked, "It's not much bigger than the Whalley, Dad!" The Whalley holds 845.

Meadow Street

Irving C. Jacocks, Jr., known as "Ted," and in the business over 37 years, was given a dinner by friends at the Racebrook Country Club, Orange, on his 61st birthday. He is president, Branford Theatre, Inc., which operated the Branford prior to its destruction by fire. Co-chairmen were Herman M. Levy and Judge Harold Alprovis. State Finance Commissioner Frank Lynch was toastmaster, and U. S. Senator Prescott Bush, the principal speaker, made the presentation of a gift to Jacocks. The list of guests included many prominent people.

The Pine Drive-In, Waterbury, had free rides on a fire engine.

Patrick O'Connor, Strand, Bridgeport, was presented with a birthday cake by the staff in celebration of his 80th birthday. Also present were Morris Jacobson, general manager, Strand Amusement Company; Joseph Thompson, house manager; Roland McLeod, Walter Nitsche, Anthony Larriecia, Helen Freudenheim, Ruth Schiller, Freida Mendelsohn,

Walter Nichole, and John Caputi. . . . United Artists was in third place in the "Bernie Kranz Drive." . . . Charlotte Etkind, U-I, is to be married on May 3.

Nicholas Lonetti, manager, Commodore Hull, Derby, arranged to give out comic books to the first 500 youngsters attending a matinee. . . . Co-chairmen Al Pickus and George Wilkinson were making plans, with the assistance of Herman M. Levy, for the annual MPTO golf tournament in August.

Circuits

Loew Poli

Division manager Harry F. Shaw returned from a Caribbean trip. . . . Publicity director Lou Brown was in Norwich, Hartford, and Meriden. . . . Floyd Fitzsimmons, MGM publicity representative, was in on "Trader Horn." . . . Tony Masella, Palace, Meriden, received nice space for "Bwana Devil." . . . Bill Shirley, UA exploitation, was in Bridgeport to assist with "Moulin Rouge," Poli.

Variety Club

New Haven, Tent 31

An enthusiastic meeting of the tent was held. . . . Reports from the various committees will be given at the meeting on May 4.

Connecticut

Hartford

Fred R. Greenway, manager of Loew-Poli Palace, and Albert R. Lessow, his assistant, had 50 cards distributed through taxicab firms on 20th-Fox's "Taxi." . . . Jim McCarthy, Strand, promoted flower shop tie-ups on "The Blue Gardenia." . . . Construction continues on the Manchester Drive-In Theatre Corporation's 700-car capacity project at Bolton.

Hugh J. Campbell, Central, West Hartford, is participating in a West Hartford junior high school collection of reading matter for army troops in Korea. Students of the home room bringing in the most books and magazines get passes to the theatre.

The Blue Hills Drive-In, Bloomfield, postponed its scheduled reopening to April 9. . . . The Elm and Eastwood distributed free jet plane models to youngsters attending the holiday kiddie show. . . . Erwin Neumann, Interstate Circuit, was named co-chairman, Woodstock Fair.

Jerry Alonzy is back as manager, State, Springdale. . . . Paul Purdy is again booking and serving as advertising and publicity manager, East Windsor Drive-In.



Harry Rice, Columbia exploiter, covered Hartford, Springfield, Mass., and Waterbury on "Salome." . . . Lou Cohen and Norm Levinson, Loew-Poli, screened "Call Me Madam" for the press and disc jockeys. . . . Wendell Prouty has been named manager, Victory, New London, succeeding George E. Sawyer, who left the Victory Operating Company to join the Schine Circuit. . . . Sam Harris, State, and Mrs. Harris leave on May 15 for a European vacation.

Portland

The State Traffic Commission is making a traffic survey in connection with the proposed location of a drive-in on the Glastonbury Road at Four Corners. The town zoning and planning commission issued a building permit to T. and F. Markoff, Colchester, to build the drive-in to accommodate 500 to 600 cars.

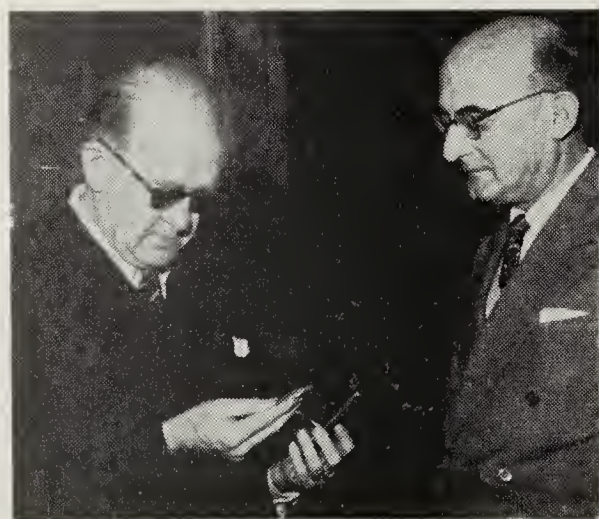
Massachusetts

Greenfield

Frank Kuzmeskus, Park Villa Outdoor Theatre, clashed again with Turners Falls Selectmen. The board ordered him to close the present entrance entirely, and to use the present exit as both an entrance and exit. They said this will permit at least 24 cars to get off the highway while waiting for tickets, and will relieve a hazardous condition. Kuzmeskus was charged, also, with failing to erect a fence and make other suggested improvements asked by the board previously. In turn, Kuzmeskus denied there was any traffic problem, said it will do no good to move the entrance, and asked that if the changes were made, "who will pay the bills?" The Selectmen countered that they could see no expense involved in making the suggested changes.

Western Massachusetts Theatres, Inc., will renovate its Garden.

Edward Pekalski requested permission for the construction and operation of a drive-in across Woodard Road from the WHAI radio tower. Capacity would be



A testimonial gold medal, in recognition of his directorial art, was recently presented in Italy to John Ford on behalf of the Italian government by Nicola de Pirro, general manager, Department of the Interior, covering all phases of Italian entertainment. Ford was in Italy for the world premiere of his latest Republic production, "The Sun Shines Bright."



Foreign journalists recently honored Warner stars at a world film festival sponsored by the Foreign Press Association of Hollywood at the Del Mar Club, Santa Monica, Cal. Seen here are Dick Wesson, Vincent Price, starring in "House Of Wax," and Gene Nelson, starring in "She's Back on Broadway."

400 to 500 cars on a 12-acre tract. A public hearing will be held on April 24. . . . Local managers and police continued the encouragement of safety practice among elementary school children with the monthly award of passes.

Holyoke

Western Massachusetts Theatres, Inc., will renovate its Victory.

Northampton

Western Massachusetts Theatres, Inc., will renovate its Calvin.

Pittsfield

The Palace will close to get a thorough modernization, which will make it the showplace of the Western Massachusetts Circuit, headed by Samuel Goldstein.

Springfield

A rumor to the effect that the owners of the Court Square would tear the building town brought a prompt denial. A spokesman for Gilmore Associates, which owns the theatre, said, "We won't tear down the theatre as long as there is a demand for it."

A note at the foot of the Bing ad for "The Stooge" said: "This terrific show is playing at our regular prices. We will not play pictures that producers demand we increase prices on. Because we would not more than double our children's prices, two pictures were cancelled on us. We will not charge our patrons extreme prices for second-run showings."

Elihu Glass, owner-operator, Majestic, West Springfield, Mass., inaugurated three-night stands of foreign films, Tuesday through Thursday, for evening performances only.

George E. Freeman, Loew's Poli manager, was working out plans with the Red Cross to hike blood donor interest in connection with "Battle Circus." . . . Louis Levine, manager Rivoli, Chicopee, Mass., for almost a quarter of a century, now heads the Falls, Chicopee Falls, Mass. Both houses are the property of the Western Massachusetts Circuit.

NEWS OF THE

Territory

New York City
Crosstown

Harold Brown, Detroit general manager, United Paramount Theatres, was in. . . . Embassy Theatres' Norman Elson left for Europe. . . . The Normandie booked a first-run Italian film, "The Forbidden Christ." . . . Ed Harrison has come out with a new slogan, "Movies Are Wider Than Ever." . . . One of the features of the National Federation of Music Clubs convention at the Hotel Roosevelt will be a radio, television, and film panel discussion with Arthur de Bra, MPAA community relations department, as one of the speakers.

The Square, Bronx; Parkway, Mount Vernon, and Pix, Jersey City, N. J., now have their buying and booking done by Liggett-Florin Booking Service. . . . The Venice is being refurbished, and will be opened soon under the management of the Ding Nagai Corporation. . . . The Grande, 86th Street, will also have its booking done by Liggett-Florin Booking Service.

William Mueller, Warner studio sound department head, arrived from Hollywood to observe the introduction to the public of WarnerPhonic sound at the world premiere of "House Of Wax" at the Paramount.

Paul Graetz, European producer, arrived for a two-week visit. . . . The American premiere showing of "The Young Caruso" was held in the Museum of Modern Art auditorium for the delegates to the National Federation of Music Clubs convention.

George Stevens, producer-director of "Shane," Paramount Technicolor western, arrived to observe the installation of the new Paramount wide screen at Radio City Music Hall. . . . Arlene Dahl and Fernando Lamas, stars of "Sangaree," were guests of honor at a press cocktail reception at the Sherry Netherlands Hotel.



Adolph Zukor, Paramount board chairman, and other American industrial leaders recently received the Seventh Annual Horatio Alger Awards from Dr. Milton S. Eisenhower, president, Pennsylvania State University, in ceremonies in New York. Seen, left to right, are Eisenhower; Paul G. Hoffman, Studebaker Corporation; John J. Hopkins, General Dynamics Corporation; Thomas J. Watson, Sr., International Business Machine Corporation; Zukor; Walter D. Fuller, Curtis Publishing Company, and James C. Penney, J. C. Penney Company, while in the background are, left to right, Byron A. Gray, International Shoe Company; Colonel Henry Crown, board chairman, Empire State Building; General Sandy Beaver, president, Riverside Military Academy, Augusta, Ga., and Harold Shafer, Gold Seal Company.

F. Hugh Herbert was in for a one-month stay to confer with executives of United Artists on preparations for the release of "The Moon Is Blue."

Eddie Susse, salesman, MGM, was in New York for a vacation with his family.

Hans Barnstyn, manager, Trans-Lux Colony, recently made a contact with a neighboring super market on "Androcles and The Lion" in a deal with Wonder Bread to pass out a sample loaf of bread to each customer, in the tradition of the Roman days depicted in the film, where each person attending the activities in the Roman arenas received a loaf of bread as gift of the entrepreneur.

The Gramercy showed a half-hour pilot film for a proposed series of TV programs as a sneak preview. The film was produced in France by Sheldon Reynolds, and starred Claude Dauphin. Reynolds is planning a new series,

"Theatre," of which the film shown at the Gramercy will be a part. The Gramercy audience did not know that it was seeing what was planned as a future TV program. The TV film was booked into the theatre through the William Morris Agency, which represents Reynolds. Clem Perry representing Rugoff and Becker, owners, Gramercy, said he had accepted the film "just as an accommodation."

Announcement was made by Joseph M. Schenck that the 2,094-seat Rivoli will be equipped to present pictures produced with the Todd-AO 65mm. process. The Rivoli will close in December for the necessary changeover.

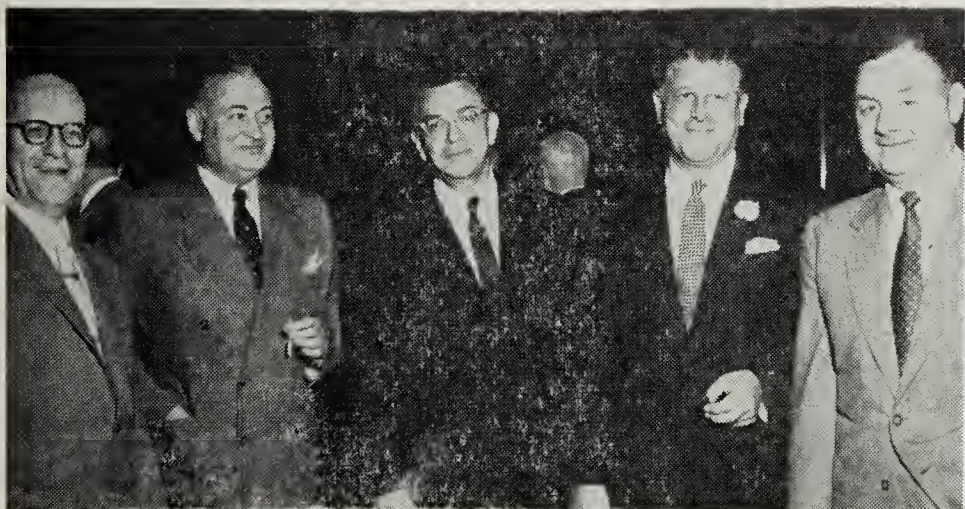
The annual golf tournament of the Cinema Lodge, B'nai B'rith, will be held on June 11 at Vernon Hills. . . . Al Fisher, head, tax department, Loew's International Corporation, left for the Far East to represent MPA member companies in negotiations on tax problems.

Arthur B. Krim, president, United Artists, sailed off for Cannes, France, to attend the International Film Festival. . . . William Meyer, assistant to the foreign publicity manager, RKO, resigned. . . . Alfred H. Tamarin, assistant national director of advertising, publicity, and exploitation for United Artists, and Mort Nathanson, publicity manager, returned from vacations.

Following the launching of Warners' "House Of Wax" at the Paramount, Mort Blumenstock, vice-president in charge of advertising and publicity, left for his headquarters at the Burbank, Cal., studio. . . . Rosalind Russell, and her husband, producer Frederick Brisson, hosted a luncheon for the New York film critics and amusement page editors.

Doris Day arrived in New York accompanied by her husband, Marty Melcher, following a stopover in Cincinnati.

Two Warner productions, "The Blue Gardenia," and later "The System," will inaugurate a change of entertainment policy at the Palace. Marking the first time since Jan. 15 that the Broadway house has shown motion pictures, "The Blue Gardenia" will open at the Palace on April 27.



U-I's "Thunder Bay," starring James Stewart, was recently screened in the company's home office in New York for circuit heads and exhibitors. Present at the screening were, left, William Goetz, in charge of production for U-I; Charles J.



Feldman, general sales manager; Oscar Doob, Loew's; Milton Rackmil, U-I president, and John Murphy, Loew's, and right, Wilbur Snaper, Harry Brandt, Goetz, U-I executive vice-president; Alfred E. Daff, Harry Kalmine, and Rackmil.

New Jersey Newark

William Clark, with Warner Theatres for the past 35 years in the advertising department, resigned. Edgar Goth, New York, and Robert Deitch, formerly with Warners as a manager, and later with John Turtletaub Theatres, will head the advertising department for the local SW zone.

Arnold Jordan, for many years with WB Theatres in the capacity of film buyer and booker is no longer associated with SW. Lou Bernhard, until recently with United Artists exchange, took over as booker in the SW Newark zone.

Frank Holler, manager, Roosevelt, Union City, N. J., resigned, and the theatre closed. . . . J. Mikus, manager, Oxford, Little Falls, N. J., resigned. . . . Pete Cimbalic, manager, Central, Jersey City, N. J., left Stanley Warner.

New York State Albany

Herb Schwartz, Columbia salesman, distributed the traditional cigars after the birth of Alan Robert to Mrs. Schwartz in Schenectady. It is the couple's first child. . . . Bernie Brooks, chief buyer-booker, Fabian Theatres, huddled with Saul J. Ullman, division manager, and Joe Saperstein, division booker.

A familiar face which reappeared on the local scene with the appointment of Irving Mendelson as sales manager in charge of the local United Artists office, disappeared when Mendelson was transferred to Boston, where he had been salesman for the company once before. He worked here during the latter part of World War II as a Paramount booker, and then joined UA as salesman in New Haven.

Muriel Lanahan, Ted Baldwin Associates, New York City, and Leo Greenfield, U-I manager, will be married in the Big Town the latter part of May. A honeymoon to Florida or a cruise to South America will follow the ceremony.

Variety Club members are swinging their clubs and measuring their putts in tuneups for the annual golf tourna-



Arlene Dahl, starring in U-I's "Desert Legion," recently arrived in New York to aid in the promotion of the film. Seen with Miss Dahl is Fernando Lamas.



Burton E. Robbins, right, was recently installed as president of New York's Cinema Lodge, B'nai B'rith, at a luncheon attended by more than 400 industry leaders honoring him and Martin Levine, retiring president. Robbins is seen being congratulated by Judge Meier Steinbrink, who installed him, as Harry Brandt, toastmaster, applauds.

ment to be held on June 12 at Shaker Ridge Club, Colonie. A dinner will follow the 18-holer. Players and diners are to share in the many prizes offered. Chief Barker Jules Perlmutter appointed Nate Winig, an old pro at arranging Tent 9 tournaments, chairman.

James P. Faughnan is now doing night duty with the Fabian Palace management staff. He holds a daytime post with a cotracting firm.

A decision by the Court of Appeals on "La Ronde," French picture banned by the Regents as "immoral and tending to corrupt morals," was not announced on the first decision day of the April term. Chief Judge John T. Loughran, who presided at the hearing of arguments in the case, died suddenly at his Kingston home. Judge Loughran's death meant that six judges would decide the "La Ronde" and other pending appeals.

Collections in the exchange territory for the Will Rogers Memorial Hospital were expected to total \$1700 for the Christmas drive. This represented an increase of \$150 from last year's figure. Saul J. Ullman was exhibitor chairman, and Leo Greenfield was distributor chairman. . . . The Carman Drive-In, Guilderland, was the scene of Easter sunrise services, arranged by 11 Lutheran churches. . . . Work on a drive-in beyond



Frank Lovejoy recently arrived in New York to join the other stars of Warners' 3-D "House Of Wax," which premiered at the Paramount.

Corinth, started two years ago and abandoned, was resumed, and again discontinued, salesmen reported. The ground has been leveled. . . . Sartos Smalldone has laid a gravel top at Malta Drive-In, eight miles below Saratoga.

Alcide O. La Flamme, Strand manager, was presented with a trophy, via WRGB-TV Schenectady, by the army and air forces recruiting forces of Albany, for the theatre's courtesy in giving passes to them over a period of years. Sergeant William L. Fowler, Recruiting and Induction Main Station's public information office, did the honors on Bob Stone's "Rolling with Stone" show. . . . The Strand and Ritz showed "Opportunity Unlimited," short made by Warners for State Commission Against Discrimination.

Feature Pictures International Corporation has been authorized to conduct a motion picture business in New York. . . . Yates Pictures, Inc., has been empowered to carry on a motion picture business in New York. . . . Exhibitors making the trek to Film Row for booking included: Clarence Dopp, Phil Baroudi, Walter Wertime, Sidney Dwore, Sarto Smalldone, Sylvan Leff, and Sam Davis.

Auburn

Jack Mitchell, Schine's Auburn, held a kiddie talent show sponsored by a local furniture store. The sponsor paid for a pianist, and furnished prizes.

Buffalo

George H. Fackenna, general manager, Basil's Lafayette, was named general chairman of the annual \$25-a-plate Grover Cleveland dinner of the Erie County Democratic committee.

John McMahon resigned as city salesman for Paramount, and went to Detroit to join the RKO sales force. McMahon has been succeeded by Mike Juski, formerly with Republic.

The United Artists Theatre Corporation, which owns 40 per cent interest in the Fagna Corporation, leased the Regent for experimentation of the new 65mm. wide-screen process. The Regent was selected because it is close to the plant of the American Optical Company, which has contracted to manufacture Magna equipment. The period of the lease is from four to six months. Wadsworth Konczakowski, Jr., Regent manager, said a special giant screen would be installed. William Peck, president, American Optical Instrument division, said the tests will be limited to camera projection with the new lens system. Dr. Brian O'Brien, vice-president in charge of research, American Optical, will direct the experiment.

Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, was in.

Sam Slotnick took over the 1000-car North Drive-In, Cicero, formerly owned and operated by McConnell Read Corpor-

ation. . . . Hornell Drive-In Theatre Corporation reopened the Starlite Drive-In, Hornell. . . . Elmira Drive-In Corporation reopened its 500-car Big Flats Drive-In, Big Flats. The address had previously been in Elmira, however, the correct location is Big Flats. . . . Dryden Drive-In Corporation reopened the 600-car Dryden Drive-In, Dryden. . . . Skyway Drive-In Theatre of New York, Inc., reopened the Skyway Lakeshore Drive-In, Athol Springs. . . . Blatt Brothers' Mercer County Theatre Corporation reopened the Star Drive-In, Blasdell. Booking and buying is being handled by Co-operative Theatres of Buffalo.

National Drive-In Theatres reopened the Buffalo Drive-In, Cheektowaga. . . . Aero Drive-In, Inc., reopened the Aero Drive-In, Cheektowaga. . . . Buffalo Drive-In Theatre Corporation reopened the Broadway Drive-In, Cheektowaga.

Park Drive-In Theatre, Inc., reopened the Park Drive-In, Ebenezer. . . . The Skyway Niagara Drive-In, Tonawanda, was reopened by Skyway Drive-In Theatre Corporation. . . . Delaware Drive-In Theatre Corporation reopened the Delaware Drive-In, Tonawanda.

Irving Cohen, Sheridan Drive-In Corporation, reopened his Sheridan Drive-In, Tonawanda. . . . Herbert Nitke, Front Drive-In Theatre, Inc., reopened his Front Drive-In, Nimmonsburg. Booking and buying were taken over by Co-operative Theatres of Buffalo.

Central Drive-In, Inc., reopened the Central Drive-In, Greece. Booking and buying are by Co-operative Theatres of Buffalo. . . . Don Stevenson reopened his Starlite Drive-In, West Henrietta. Booking and buying has been taken over by Co-operative Theatres of Buffalo. . . . Lakeshore Drive-In, Inc., reopened the Lakeshore Drive-In, Greece.

Empire State Drive-In Theatre, Inc., reopened the Allegany Drive-In, Allegany. Booking and buying are by Co-operative Theatres of Buffalo. . . . J. T. Catania reopened the Westfield Drive-In, Westfield. . . . Bradford Drive-In Corporation reopened the Limestone Drive-In, Limestone.

Babcock Motor Sales, Inc., reopened the Genesee Drive-In, Batavia. . . . Batavia Drive-In Corporation reopened the Batavia Drive-In, Stafford. . . . Marvin Atlas closed his Capitol, Niagara Falls. . . . O. S. Phillips, Park, Orchard Park, had his booking and buying taken over by Theatre Service Corporation. . . . Midway Enterprises, Inc., reopened the Midway Drive-In, Minetto. . . . Donald Hines closed his Park, Marathon.

Messrs G. F. Tartar and Falk reopened the Lockport Drive-In, Gasport. Falk is now in partnership with Tartar, instead of A. Ragusa. . . . Genesee Drive-In Theatres, Inc., reopened the Seneci Drive-In, Geneva. . . . Parkway Drive-In Theatres, Inc., reopened the Parkway Drive-In, Canandaigua. . . . Medd Enterprises closed the Star, Batavia.



"House Of Wax" stars arrive in New York for the recent premiere of the Warner 3-D film at the Paramount. Seen, left to right, are Mr. and Mrs. Vincent Price, Phyllis Kirk, and Paul Picerni.

Steuben Drive-In Theatres, Inc., reopened the Bath Drive-In, Bath. . . . Alex Stornelli reopened his Sunset Drive-In, Middleport. Booking and buying are by Co-operative Theatres of Buffalo. . . . F. and H. Theatre Corporation closed the Strand, Rochester. . . . Rochester Drive-In Theatre Corporation reopened his Rochester Drive-In, Rochester. . . . Kallet Theatres, Inc., reopened the Kallet Drive-In, Syracuse. . . . Empire Drive-In Theatres, Inc., reopened the Empire Drive-In, West Webster. Booking and buying are by Co-operative Theatres of Buffalo.

—M. G.

Cooperstown

George H. Carley, 80, former operator of the first theatre here and a former editor, died.

Herkimer

Jake Weber, Schine's Liberty, recently tied-up with the Kleen-Maid Bread Company, Utica, on its sales promotion to sell more bread. The idea is that kids can get an album at their grocery store, and then on each loaf of bread there is an animal stamp. The stamps are put in the album, and the first 10 children having the most completely filled albums are given an all-expense trip to New York City to see the circus. The Kleen-Maid people have a clown who



Sir Michael Balcon, production head, J. Arthur Rank Studios, England, is met upon his recent arrival in New York by Alfred E. Daff, U-I executive vice-president, and Robert Benjamin, head of the Rank organization in America. Balcon is in America to help promote "The Cruel Sea," which U-I is releasing.

goes around and puts on a 15-minute act. Weber and Nick Kauffman, Rialto, Little Falls, went to Utica, and made a deal to have the clown appear on the stages of the Herkimer, Ilion, and Little Falls theatres on Saturday afternoons. Each child was given an album and one stamp to get started. In addition, the Kleen-Maid Company publicized the stunt in newspaper ads and on a radio program. Special newspaper ads also ran.

Lake George

Jules Perlmutter, Albany, reopened the Lake, Lake George, closed since last fall. For the first few weeks he will adhere to a weekend schedule. Perlmutter also unlocked the gates of the Fort George Drive-In, for Thursday-through-Monday operation.

Long Island

Many Nassau County theatres are helping the civilian defense efforts during April by playing host to the Air Force Caravan, a flat-top truck, complete with air force observatory equipment. Theatres participating include Moss' Central, Cedarhurst; Skouras' Calderone, Hempstead, and Playhouse, Great Neck; Prudential's Hicksville Playhouse; Lyric, Oyster Bay; Century's Grove, Freeport; Floral, Floral Park, and Alan, New Hyde Park. The theatres show a 17-minute short, "One Plane, One Bomb, One City." No collections are made in the theatres, but recruiting booths are set up. High point of the tour was the Hempstead Turnpike Drive-In, Bethpage, where Mickey Fischman, manager, permitted the CD officials to give a complete demonstration at the concession stand.

Ted Allen, manager, Skouras' Rivoli, Hempstead, is planning a wedding right in the theatre during June. The wedding couple will receive many gifts from nearby merchants. The prospective bride is a Rivoli employee, and the husband-to-be is a G. I. . . . For "Ivanhoe" a restaurant called King Arthurs Round Table splashed the invitation of "Spend a Night with the Knights of Olde" in newspaper advertising. All those who came to dinner to the restaurant received free passes.

Tom Finicune, manager, Arcade, Lynbrook, is lining up merchants to support an "Auction Night" giveaway. The patrons will receive auction-money whenever they enter the theatre. Mid-week nights they will receive more auction money than on weekends. They will then bid for the articles put on auction using the stage money.

MANAGER WANTED

For Children's Playland in Buffalo. Must have knowledge of exploitation and publicity tieups. Good opportunity for aggressive man. In writing include background and salary requirements.

PLAYLAND CENTERS

60 STATE STREET, BOSTON, MASS.



Sam Gilman, Loew's State, Syracuse, placed these movable kiosks on various street corners to advertise the recent opening of UA's "Moulin Rouge."

John Endres, manager, Skouras' Calderone, Hempstead, lined up the nearby Mitchell Air Force Band to play at the premiere of "Above and Beyond."

—R. E. D.

Malone

Alton B. Anderson, manager, Schine's Pontiac, Saranac Lake, and James LaFarr, manager, Schine's Malone, were indicted on lottery charges. Their houses operated a Bingo-type game called "Lucky," and the two men were accused of "offering property for disposal dependent upon drawing of a lottery."

Mechanicville

Local 318, American federation of Musicians, will sponsor Ray Heindorf Day on May 9 as a community celebration to mark the union's golden jubilee. A former resident of Mechanicville and a member of the local, Heindorf is now director of music for Warners studio, Hollywood. Mayor Thomas E. Ryan will present him with a key to the city. Other events include a parade, dinner, and a grand ball. Highlight of the ball will be the presentation of a book containing a history of Heindorf, a sketch of the musicians local committees, and names of friends.

Oneonta

Spike Cary, Schine's Palace, invites individual groups of State Teachers College students to visit the theatre as part of visual education training.

Oswego

Harry Wiener, Schine's Oswego, recently celebrated its 12th anniversary, and the occasion was featured by a special newspaper edition. The newspaper composed an ad that was not only a tribute to the theatre but to the film industry as a whole: The ad, illustrated with the familiar genie and Aladdin's wonderful lamp, read: "Schine's Oswego brings the world of entertainment magic to us all. Have you ever stopped to think of the fabulous talent and creative genius that goes into the making of motion picture? Or, of the staggering amounts of money spent in movie production? And, it's all ours to enjoy right here in Oswego for the modest price of a ticket which admits us into the breath-taking

EYEING THE

Exchanges

NEW YORK — As a result of the breakdown in negotiations between distributors and representatives of Local H-63, front office employees of the exchanges were to be called out on strike but the move was postponed.

MGM — Birthday greetings go to typist Marie Alfano and Norman Starr, former assistant cashier, now serving with the army. . . . Biller Betty Bailey was out with the measles. Rhoda Lulla was subbing. . . . Typist Marie Alfano slipped while carving a turkey, cutting a vein. . . . Booker's assistant Dick Feinstein was ill.

U-I — Booker's secretary Gertrude Medola came in sporting a sparkler after her engagement. . . . Terry Schwartz, bookers' secretary, was still ill.

world of entertainment. Movies are Adventure . . . Romance . . . Escape. Movies bring the far corners of the world to our doorstep. Movies are educational . . . inspirational. Through movies we witness the kaleidoscopic changes of current events . . . wars . . . the rise and fall of governments . . . prophecies of the future. The anniversary of Schine's fine Oswego Theatre gives us this occasion to reflect on the magic of motion pictures which is ours to enjoy. Of course, people turn to the newspaper to see 'What's Playing.' Since it was established, Schine's Oswego has been a daily advertiser in The Palladium-Times. The theatre attracts people every day through their ads every day in The Palladium-Times."

Port Chester

Ray Hetherton, "The Merry Mailman," made a personal appearance at the Skouras Capitol. Accompanying Hetherton was the entire cast of his radio and television shows.

Rochester

The 400-seat Remy Art opened. Policy will be first-run art and foreign product and the showing of outstanding films on a repeat-run basis. The new owner is Remy Art Theatre, Inc., James J. Hayes, manager-booker.

Utica

The Stanley presented Horace Heidt's troupe of youngsters for a single performance. . . . Eric Williams reopened the WGAT Drive-In, while the Kallet Circuit relighted the Kallet Drive-In, both on the outskirts of Utica. John Donohue manages.

Watertown

Lou Hart, manager, Schine's Avon, reports that souvenir hunters depleted his stock of Marilyn Monroe photos on "Niagara." This got a story in the newspaper.

COLUMBIA — Switchboard operator Barbara Granton got her picture on the front page of The Baltimore, Md., Sun when she went to meet an incoming troop ship from Korea. She's awaiting her army husband's return. . . . Mae Maloney, film room, was saddened by the death of her brother. . . . Cashier Cliff Pierce enjoyed a weekend in Atlantic City. . . . Boxoffice clerk Norman Rubin was celebrating at the Rustic Cabin.

RKO — Everyone was awaiting the results of boxoffice clerk Phil Heydeck's army physical. . . . District manager Len Gruenberg spent a few days in Atlantic City. . . . Long Island booker Dorothy Post was vacationing.

WARNERS — May Tallman, inspectress, received birthday cards. . . . Shipper and part-time song writer Oscar Rudderman has written the lyrics for a number of songs. He is now looking for a collaborator to set his words to music. . . . The parents of contract clerk Arlene Moffa announced her engagement at a party.

20TH-FOX — Frances Singer, secretary to the division manager, was home nursing a cold. . . . Abe Blumstein returned after an attack of pneumonia. . . . Ann Bones, secretary to the branch manager, was spending the weekend at the Berkshires in Massachusetts.

BONDED — Harry Newman, supervisor, film room, had two birthdays in one week on his hands when his son, Herbert, turned 22, and son, Irwin, became 15. . . . Shipper Lou Notis also had a party to mark the passing of another year.

UNITED ARTISTS — Clerk Edith Bartlett was sick. . . . A trio of birthday congrats go to boxoffice clerk Sophie Bochiloo, typist June Hill, and accounting clerk Mina Weiser. The three birthday girls planned to fete each other. Mrs. Weiser also had nice things to say about the institution of marriage after celebrating her first anniversary.

PARAMOUNT — Switchboard operator Pearl Affissio got into the movies via her brother's 8mm. camera. . . . Ledger clerk Nancy Olivero resigned. . . . The office gave ledger clerk Bill Monahan a bachelor's luncheon where he was presented with a decanter and percolator. He and his Mrs. were spending their honeymoon in Florida.

RAMBLIN' 'ROUND — Jerry Tomasetti, business agent, Local B-51, Film Exchange Employees Union, was elected delegate to represent the union at the IA 10th district convention at Buffalo's Statler Hotel on July 26. . . . Republic biller Maria Lopez was back from her honeymoon. . . . Republic booker Dave Bass spent the weekend at the summer home of salesman Tony Ricci at Port Jervis. . . . Andrea Judith is the name for IFE salesman Philip Levine's new daughter. . . . Realart booker Ben Levine attended the Cinema Lodge, B'nai B'rith, luncheon at the Hotel Astor.

—J. A. D.

NEWS OF THE

Territory

Philadelphia
Crosstown

The LaSalle College Alumni Association awarded its highest honor, the Signum Fidei medal, to John H. Harris, one of the founders of the Variety Clubs International, at the association's 15th annual communion breakfast. The award cited the work Variety Clubs International has done to aid underprivileged and handicapped children. The medal is given annually to the LaSalle alumnus who has done the most to advance Christian principles, and it is named from the motto of the Christian Brothers, the teaching order at LaSalle.

Danny Kaye was to have been a highlight at the testimonial dinner honoring Variety Clubs International Chief Barker Jack Beresin at the Bellevue-Stratford on April 20.

When the local Fox is equipped for CinemaScope, demonstrations will be held for area exhibitors.

William I. Greenfield plans reopening the Riviera. His Ambassador is a week-end operation. . . . Bob Hanover, who plans to reopen the Byrd shortly, will feature his patented Hanover-Vision, a large screen process. . . . Sam Stiefel is reported ready to put Negro name bands and vaudeville into the Uptown.

Stanley Warner is moving from the Earle building to 13th and Arch Streets on May 8. It is understood that the new projection booth will be equipped for 3-D.

Here's what A. R. Boyd, president, A. R. Boyd Enterprises, has to say about 20th-Fox's CinemaScope: "As a showman who has sponsored and lived through many of the historical changes in our industry, and as one who has made an effort through his entire lifetime to make a progressive contribution to the improvement of exhibition and exploitation, I am happy to tell you that I have ordered six CinemaScope installations for my theatres. I believe CinemaScope will give me the opportunity to make a revolutionary comeback. I feel the response will be overwhelming, and I further believe it will solve all problems."

Vine Street

Herman Hirshhorn, 20th-Fox salesman, was in Frankford Hospital this week for a checkup. . . . Herman Rubin, Paramount salesman, entered Einstein's Medical Center, Northern Division, for an operation, and requests went out for blood donors.

Meyer Adelman, head, New Jersey Messenger Service, was back in his office, and expects to be seeing the boys regularly soon. He says it strikes him funny how the "big iron men" can't take it anymore. . . . Harry Brillman announced that Screen Guild is handling



E. G. Hemenway, Washington, D. C., recently retired after 16 years as service inspector with the Altec Service Corporation, was awarded a wrist watch at a dinner in his honor by L. J. Patton, left, eastern division manager.

"Justice Is Done" and the short, "A Visit With Picasso." He also says SG is getting new 3-D light blue glasses for use in drive-ins.

His industry friends were glad to see Herman Margles up and around once again, even though he is encased in a heavy cast due to the fall he suffered. He's cheerful even though he still has seven weeks to go in the cast.

Rose Gold, Republic, whose mother died recently, thanks all industry friends for their kind expressions of condolence.

Condolences are extended to UA booker Elizabeth V. Ziegler, whose mother passed away a fortnight ago.

John Golder, popular Jam Handy representative, had an accident to his foot in Florida, and was laid up several weeks. He is better now.

Glenn Norris, 20th-Fox district manager, was in. . . . Richard Yates, Jr., assistant to the president, and James J. O'Gara, division manager, Republic, were in visiting manager Norman Silverman. . . . Milt Young, Columbia exploiter, announced that the finals in the WFIL "Salome" doubles contest will be in Lousol's, with Mort Levine, Stanley Warner Stanley manager, working hard on the event.



This unusual effect was recently created for advance use on Paramount's "The Stooge" at the Ontario, Washington, D. C. Featured were heads of Martin and Lewis placed in each corner of the box-office. George Hanko was creator of the idea.



Pete Wambach, left, WCMB, Harrisburg, Pa., and Dick Wolfe, The Harrisburg Evening News, recently spoke direct to Barry Sullivan, Hollywood, by phone from the Senate, on behalf of MGM's "Jeopardy."

Benny Harris, American, has available a short subject, "50 Years — Kings And Queens." . . . Condolences are extended to Bob Warner, for many years with National Theatre Supply and now with Berlo Vending Company, upon the death of his mother.

Jack Harris reports that his "Chained For Life," with the Siamese twins, the Hilton Sisters, in person, had a nice engagement at several area drive-ins.

Circuits
Stanley-Warner

Dan Triester, booking department, out ill with the virus, is back. . . . Daniel and Paul Kaplowitz, young sons of out-of-town booker "Kappy" Kaplowitz, have a miniature zoo in their basement at home. Among their treasures are garter snakes, hampsters, lizards, and toads. . . . Mary Egan, sound and engineering department, was ill again. . . . Razz Goldstein, general sales manager, AA, and James O'Gara and Herbert Yates, Jr., Republic, who were in for the Motion Picture Associates dinner, stopped in to say "hello" to the boys in the booking department.

Bob Anderson, Mastbaum Sign Shop foreman, took a short vacation in Kentucky. He needed a rest after completing the beautiful 3-D "House Of Wax" displays for the Mastbaum. . . . After 25 years, WALnut 2-5000 will not be identified with Stanley Warner Theatres. The new telephone number, when the offices are moved to 13th and Arch, will be LOcust 4-1200.

District of Columbia
Washington

Joe Argenzio is handling the Mount Vernon Drive-In while Don King has taken over at the Branch Avenue Drive-In.

Robert Denton, Paramount News representative, and Mrs. Denton were in New York to attend the Judith Rose Balaban-Jay Ira Kanter wedding.

Cecil B. DeMille will receive still another important honor for his Academy Award-winning "The Greatest Show on



The recent American premiere of Stratford's English-made film, "Angels One Five," MacArthur, Washington, D. C., saw the Washington Scottish Bagpipers Band out in force in front of the theatre, and, center, Marvin Goldman, coowner of the theatre, greeting five distinguished aces of the Royal Air Force, who came to the United States for the event. They are, left to right, Group Captain Donald Kingsby, Arthur

Donaldson, Squadron Leader John Kent, Group Captain Robert Stanford-Tuck, and Wing Commander Michael Crossley. At right, eight of the world's greatest aces are honor guests at the premiere, and seen are Colonel Glenn Duncan, Colonel Hubert Zemke, Colonel Frank Schilling, Former Under Secretary of the Department of Air, Harold Stuart, and the five Royal Air Force aces.

Earth" this week when the Daughters of the American Revolution will present the producer-director a plaque naming "The Greatest Show on Earth" the "best film of the year for children." DeMille will be present in person to accept the award at the elaborate ceremonies in Constitution Hall from Mrs. James B. Patton, president, DAR, and Mrs. F. Allen Burt, vice-chairman, motion picture committee.

E. E. Linder, manager, K-B Apex, received another front page break in The Uptown Connecticut Avenue Shopper with a photo showing assistant manager Earl Hargette presenting awards to winners of a write-a-letter contest on "Why I Like Rosemary Clooney" in connection with "The Stars Are Singing."

Sidney B. Lust, head, Sidney Lust Theatres, continuing his campaign against juvenile vandalism in theatres, addressed the Bible class of Grade Methodist Church, Takoma Park, Md. He said, in part, "I propose that we demonstrate our civic-mindedness, that we shoulder our responsibilities as citizens and parents by mapping out a program not only of correction but

of prevention as well. Why don't we encourage the youngsters themselves to curb vandalism? Could we not inspire some of the natural leaders among our youngsters to take command of the campaign? Boy Scouts, church youth groups, high school student councils, the YMCA, YWCA, and other clean-cut organizations could furnish the leadership . . . Let's give the culprits a chance to realize the error of their ways through discussion rather than threat . . . If you look at the campaign in this light, namely, one of positive and constructive approach rather than one that is punitive and threatening, then we can say of present-day vandalism that it is an ill-wind that has blown some good."

The Capitol will stop its regular film showings long enough for the Metropolitan Opera to present four operas. The opera organization will have the theatre from April 27-29. . . . Farley Granger had to miss the last show at the Metropolitan while making personal appearances in order to catch a train.

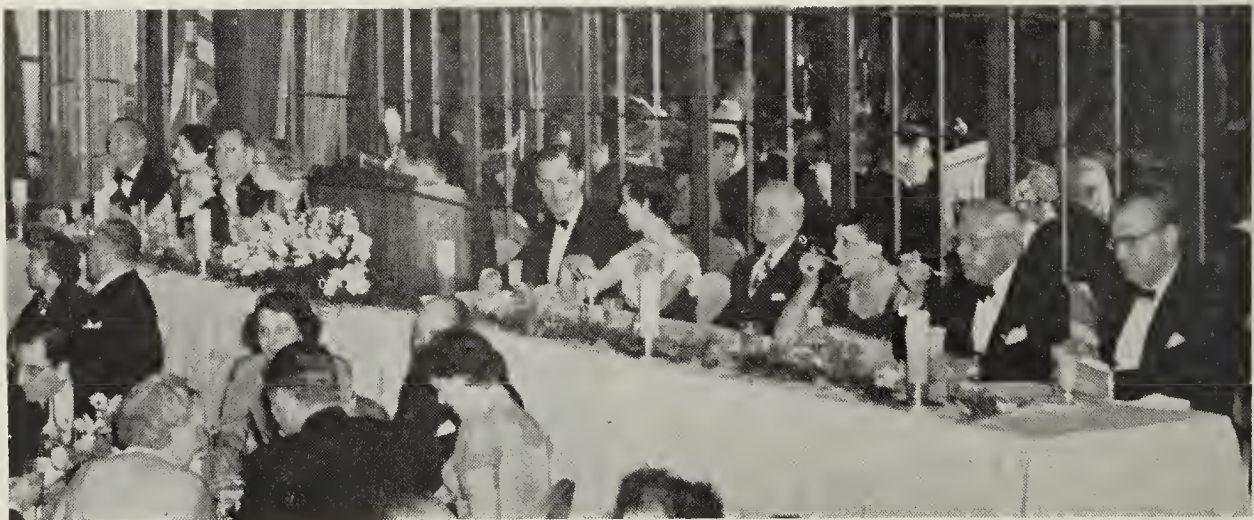
Sidney Lust, speaking on vandalism, told a steering committee in Montgomery-Prince Georges, Maryland, that the community's job should be to "arouse the community to the real dangers of vandalism. The real danger

is not to the property owners, but to the youngsters themselves. This thing can ruin lives, and blacken reputations." Lust said that in his theatres, as well as in others, children smear lipstick on the walls, scratch the walls with nails, pull towel dispensers off lavatory walls, and mutilate public telephones. Dave Ginsberg, Lust Circuit, told the committee that seven and eight-year-old children are as guilty as older children. The committee heard suggestions from its members on how to combat vandalism. Among suggestions were educational pamphlets, films, posters, talks in school assemblies, and the organization of a permanent committee.

The Variety Club welfare committee held a meeting in the executive room of the Willard Hotel. Present were: Morton Gerber, chairman; George A. Crouch and Nathan D. Golden, vice-chairmen; A. J. Brylawski, I. S. Burka, Dr. E. A. Cafritz, Ben Caplon, Dr. Sylvan Danzansky, J. E. Fontaine, John S. Hayes, and Lloyd Wineland, Sr. . . . Some Variety barkers celebrating birthdays in April include: Gregson Bautzer, (3); Gerald Wagner, (4); Jesse Jones, (5); Mannie Lipskey, (6); Francis Storty, Arnold Fine, and David Bornet, (7); Ralph Binns and Harry Shull, (8); Samuel Cohen, (9); Louis Rosenthal and

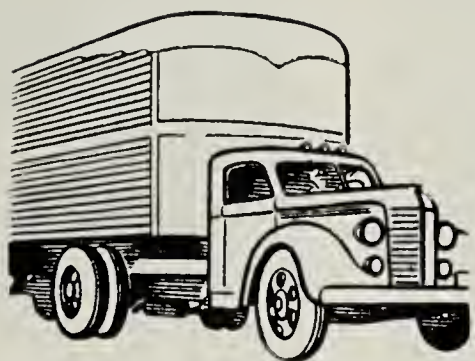
Philly Mercantile Tax Clarified For Theatres

PHILADELPHIA — The mercantile license tax, recently enacted by City Council, specifies that persons operating theatres or motion picture houses must pay a tax of three mills on every dollar of gross receipts, whether he owns or leases the theatre. Gross receipts are defined in the tax law as "the entire boxoffice receipts, less admission taxes collected as agent for the United States government or the city of Philadelphia. No deductions may be taken for commissions, house or film rentals, or any other expenses paid or incurred in connection with exhibitions. Receipts from other sources, such as revenue from the sale of candies, drinks, cigarettes, etc., and commission received on public telephone booths and vending machines must also be included in the tax base."



More than 100 trade and civic friends of Jerry Adams, MGM Washington branch manager, bade him and his wife goodbye at a party in the Hotel Mayflower. Pictured at the head table are Joe Ginns, U-I branch manager; Mrs. Ginns; Nate Golden, Department of Commerce; Mrs. Golden; Phil Isaacs, Paramount branch manager; Mr. and Mrs. Adams; Phillip Adams, father of the guest of honor; Mrs. Julian Brylawski, Julian Brylawski, SW Theatres, and Vic Orsinger, Chief Barker, Washington Variety Club.

A Letter from Jim Clark



***HIGHWAY EXPRESS
LINES INC.***

EXECUTIVE OFFICES • 236 NORTH 23rd STREET • PHILADELPHIA 3, PA. • LOcust 4-0100

TO ALL MY EXHIBITOR FRIENDS:

No doubt you have read our announcement about the 3-D eyeglasses which we are distributing in the Philadelphia and Washington exchange territories. These all-plastic form fitting frame glasses are being sold at the *same price charged for cardboard frames*. I can assure you that our glasses are vastly superior, because the frames are adjustable and can be comfortably worn over a patron's personal eyeglasses.

Rumors have reached me that some distributor representatives claim that exhibitors must buy 3-D glasses from the film company in order to book 3-D pictures released by that particular film company. You know, of course, that tying the sale of 3-D eyeglasses to the picture is against the law. You cannot be forced to buy the glasses from any particular supplier whether it be a film exchange or other. Those exhibitors who have had the opportunity to compare our 3-D glasses with other 3-D glasses, acknowledge that our glasses are vastly superior and are pleased that we are selling ours at exactly the same price.

To protect our exhibitor customers, we will warehouse an adequate supply of glasses in Philadelphia and Washington. As has been our invariable practice, this stockpiling will be done at our own expense to meet all emergencies.

You will get the same outstanding service from us on 3-D glasses as we have rendered to you on your film delivery during the last thirty-five years—a record of which we have reason to be very proud.

Looking forward to serving you on 3-D glasses, and with all best wishes, I remain,

Sincerely yours,

Jim Clark

William Dolph, (11); Jerome Sandy, (12); Philip Peyser, (14); Dan Weinberg, (14); Millard Sutton and Ben Lust, (15), and Jay Carmody, (16).

Loew's arranged a neat two-page co-op. ad spread in The Evening Star on an Easter dress sale and the Decca record album with The Hecht Company.

"Salome's" opening day at Vince Iorio's Trans-Lux topped everything at the house. . . . "Peter Pan" is the all-time, long-run champion at Jerry Baker's RKO Keith.

Frank Boucher, former general manager, K-B Theatres, has become the Washington-Baltimore, Md., manager of TV Guide. Since his leaving K-B, he has been affiliated with the Cohen-Miller Advertising Agency as a vice-president.

A number of local showmen were called to help on the Cherry Blossom Festival. Among them were Orville Crouch, George Crouch, Frank La Falce, Jack Foxe, Bill Hoyle, Allan Zee, Rick La Falce, Cody Pfanstiehl, and David Polland. Zee was in charge of producing the stage attractions.

—RICK LA FALCE

Delaware Laurel

Herman Kopf, manager, Schine's Waller, tied up with the radio station at Georgetown, Del., through a half-hour program, "Listen, Laurel," sponsored by several Laurel merchants who award prizes to persons called to the telephone at random. To win, they must answer a question, and, when they do not, they get a consolation prize, a pass. So, for a few passes each week, he gets some plugs.

Newark

The Kiwanis Club, backing a four-team Little League, hoped the circuit would take definite shape with a combination get-together and baseball clinic scheduled for that date in the State.

Wilmington

The Hotel Du Pont will be the scene of a stockholders' meeting of 20th Century-Fox Film Corporation on May 5. . . . Mel Geller and Sam Taustin, Brandywine Drive-In, opened their Wilmington Speedway for a second season of stock



Stanley Warner Theatres in the Philadelphia area recently prepared special two-color silk screen 40 x 60's in connection with the "Bugs Bunny Kiddie Easter Matinees." Extra cartoons and free chocolate Easter eggs were given to children, and the admission price was raised from 16 cents to 25 cents.

car racing. A zoo will be added to their Kiddie Towne children's amusement park. . . . Robert P. Maclary's Pleasant Hill Drive-In reopened. As a member of the House of Representatives at Dover, Representative Maclary, Republican, Newport Pike, refrained from voting when the House recently passed and sent to the State Senate a bill to permit Sunday movies in unincorporated areas of Delaware between 12 noon and 6 p.m., and after 8 p.m. The measure has not been acted upon in the State Senate. The Pleasant Hill Drive-In is located in an unincorporated area.

Managers cooperating with Miss Wilma Schnetter and the state cancer campaign committee in permitting persons collecting for the cancer drive to be stationed in theatres included Elizabeth G. Sholly, Rialto; Lewis S. Black, SW Warner; Edgar J. Doob, Loew's Aldine, and G. Earl Smith, Arcadia and Queen. . . . Howard T. Atkinson, former manager, S-W Towne, has been appointed chief deputy in the office of the Register in Chancery and Clerk of Orphans Court. . . . Harvey O. Wilson, 79, a Wilmington newspaperman for many years, died following an illness of two months. He was an advertising solicitor with The Evening Journal from

Bookers Honored By Philly Film Folk

PHILADELPHIA — Nearly 300 traders and guests paid their respects to bookers of exchanges at the annual dinner of the Motion Picture Associates at the Bellevue Stratford. The affair also marked the start of the annual welfare drive of the organization.

With Albert Cohen as toastmaster, the principal address was given by William F. Rodgers, MGM vice-president, who predicted a bright future for the industry after the current changes reach the standardization phase. In nostalgic fashion, he also touched on his start in the business in this city more than four decades ago.

The evening's most hilarious remarks came from Robert Lynch, MGM division manager, who regaled the assemblage in his usual fashion.

On the dais were officers of the MPA, other industry executives, exhibitor leaders, and invited guests from most of the home offices in New York City.

Lou Formato, MGM branch head, opened the proceedings, turning things over to John Turner, MPA president.

The turnout was the biggest in years, a tribute not only to the MPA but to the bookers, who were lauded for their contributions to the industry.

Gifts were distributed to the honored guests, and Dave Titleman, in responding for the bookers, made an effective talk.

Most of the dais members took bows or responded briefly after introductions. William F. Gehring, 20th-Fox, however, took a few moments to review the CinemaScope situation.

Before the windup, several of the larger contributions toward the welfare drive were announced. From now on, industryites will be contacted by MPA members for support.

1921 until 1929, when he resigned and organized The Brandywine News, now The Wilmington Suburban News. In late years before his illness, he was associated with The Labor Herald, and handled theatre ad copy.

Norman Rossiter, manager, Bob Carpenter's Kerry Drive-In, announced a twin contest and the presentation of Siamese twins in person, along with "Chained for Life."

Larry Perron, a Wilmington Manor, Del., resident with a varied background of Broadway theatre and television experience, hopes to open the Strand as a legitimate playhouse. Perron's project is contingent on approval of his theatre remodeling plays by municipal authorities. A hearing was scheduled to determine whether or not an asbestos curtain and a fire wall must be erected at the theatre, which heretofore has been operated as a motion picture house. The theatre has been closed since the summer of 1951, and was leased by Perron from the Topkis family through real estate dealer William V. Montgomery. Perron, associated with the theatre since 1946,



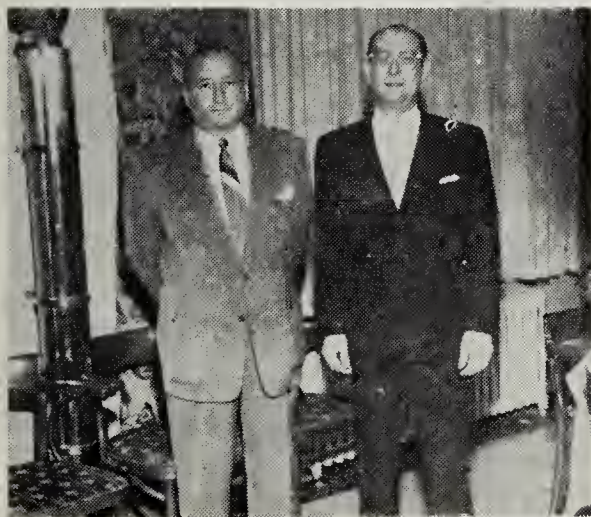
Herbert J. Bennin, cutting cake, formerly the St. Louis branch manager, was recently welcomed as MGM's Washington branch manager by members of the MGM Pep Club.



MGM Washington officials were among those receiving special cooperation citations recently at the annual meeting of the Front Royal, Va., Chamber of Commerce. Pictured at the ceremony are James Payne, C of C secretary, who made the presentation; Scott Reid, manager, Pitt's Park, and Tom Cosgrove, MGM sales representative, who received the citation for making the "Plymouth Adventure" float available for the Front Royal Christmas parade.

contemplates opening the theatre on June 8 if his plans receive approval. Tentative plans call for each show to run for one week, with six evening performances of each and no matinees. A special Monday "Bargain Night" performance of each play is being considered. All seats would be sold at \$1.20 each, and no seats would be reserved on "Bargain Nights."

Operators of six lower Delaware theatres and a small group of merchants were reported by The Sunday Star to have combined in an attempt to defeat a bill now in the State Senate which would permit drive-ins and other theatres outside corporate town or city limits to show movies on Sunday. The present law permits movies to be shown on Sunday in incorporated areas only. According to The Sunday Star's story, Alvin Campbell, part-owner, Clayton, Dagsboro, and Walter Betts, owner, Millsboro, stated that allowing drive-ins to operate Sundays "would take money out of the towns." For this reason, the Star said, they have rallied some merchant support. Referring to the bill, Campbell was quoted as saying, "we'll fight this thing through." Another objection to Sunday movies along the



Syd Gates, left, and Leonard Gordon, right, are co-chairmen of the Virginia MPTA convention to be held on May 5, 6, and 7 at the Hotel Chamberlin, Old Point Comfort, Va.

Plans Outlined For Virginia Meeting

RICHMOND, VA. — Complete plans were announced for the annual convention of the Virginia MPTA by Syd Gates and Leonard Gordon, co-chairmen. The three-day affair will be held at the Hotel Chamberlin, Old Point Comfort, Va., on May 5, 6, and 7.

The registration booth and exhibits will open at noon on May 6, followed by a board meeting, with the president's reception that evening.

The May 6 agenda opens with a brunch, and the first business session will begin with reports by President Sidney L. Bowden and by committee chairmen. Speaking later will be Wilbur Snaper, Allied president; Ralph Pries, Berlo Vending Company, and Jack Braunagel, general manager of drive-ins for Commonwealth Theatres. Election of the board will take place after the talks, followed by closed film clinics. An outdoor barbeque and special games are planned later.

The last day opens with brunch, followed by Alfred Starr, TOA president,

highways which The Sunday Star said the opponents feared was "a traffic hazard" with which the state police with its present force could not cope. Supporting Campbell and Betts, according to The Sunday Star story, is Layton Ayres, operator of theatres in Bridgeville,

and E. O. Wilschke, Altec, who will speak on 3-D. An open forum and closed drive-in clinic, followed by a board meeting and election of officers, will end the business sessions. The Frank Wolf, Jr.,-Alexander Film Company's "Oasis of Good Cheer" will precede the dinner-dance which closes the convention.

A deluxe clock, donated by Filmack Trailers, will be the door prize at the meeting.

Committee chairmen are: Amplification, John Bateman; banquet, Gates; Distinguished guests, Sy Hoffman and Jeff Hofheimer; drive-ins, Oliver P. Chandler, Jr., and Eli Dreylinger; exhibits, James Booth; film clinics, Robert Levine; ladies, Mrs. Constance Crosby and Mrs. Helen Smith; president's cocktail party, Hal J. Lyon; publicity, George E. Ward, Jr.; refreshments, Jerome Gordon; registration, William E. Jasper, H. C. Copeland, and J. K. Crockett; speakers, Leonard Gordon; sports, Dave Garvin, Jr.; transportation, Earle Westbrooke, and Wednesday evening games, Julian Gordon.

Exhibitors from Maryland, the District of Columbia, and the Carolinas have been invited to attend along with exhibitors from Virginia.

Virginia Motion Picture Theatre Assoc. IN CONVENTION

MAY 5 - 6 - 7

HOTEL CHAMBERLIN, Old Point Comfort, Va.

BUSINESS BUILDERS TO HELP YOU

WILBUR SNAPER

Pres., Allied



ALFRED STARR

Pres., TOA

and

SPECIAL FOR DRIVE-INS

JACK BRAUNAGEL

Gen. Mgr. of Drive-In Theatres, Commonwealth Theatres Inc., Kansas City

Plus

SPECIAL SESSION

on

3D

and

Exhibits — Theatre Operation and Film Clinics

OUTDOOR BAR-B-QUE — BRUNCHES

DINNER DANCE

GOLF — INDOOR SWIMMING POOL

TENNIS

BRIDGE — SPECIAL GAME NIGHT

FISHING — BOAT RIDES OF
HAMPTONS ROADS AFTER MEETINGS
VALUABLE DOOR PRIZES

NOTE: Exhibitors from all Washington, D. C. and Charlotte exchange areas especially invited to join us. Special meeting rooms for other state groups can be provided.

REGISTRATION: \$15.00 per person includes 2 mid-day brunches, 2 cocktail parties, Bar-B-Que and Dinner Dance. It's cheaper than staying at home.

Reservations: Write direct to hotel and we urge you do it today.

Information: Va. M. P. T. A., 202 East Cary Street, Richmond 19, Va.

This space contributed by EXHIBITOR

late father of Miss Schwartz, is building a drive-in south of Dover. Mrs. Albert Steele, who runs the Diamond State Drive-In, two miles north of Felton, was quoted as thinking it was unfair to have Sunday movies in towns but not for drive-ins. She said she had been running hillbilly shows on Sundays, and would continue those along with the movies if the bill passes.

Earle G. Finney, manager, SW Ritz, made a tieup with the Wilmington Council of Churches, which endorsed "Navajo."

Dick Evans is now handling theatre advertising copy for The Wilmington Sunday Star in place of Stanley A. Damiecki, resigned. . . . The Queen, Arcadia, and Playhouse are carrying ad copy in The Wilmington Record.

(The records recently sold in the Warner lobby were on "Peter Pan," and not on "Call Me Madam" as previously reported in this column.—Ed.)

Wilmington's theatres were visited by Simon H. Fabian, Samuel Rosen, and Harry M. Kalmine, Stanley Warner Corporation, accompanied by Ted Schlanger, SW Philadelphia zone man-



John Roach, manager, Boyd, Philadelphia, stands beside the "Peter Pan" lobby bazaar erected recently to sell records, books, hats, etc., pertaining to the RKO-Walt Disney production.

ager, and A. J. Vanni, SW assistant zone manager in charge of out-of-town theatres in the Philadelphia territory.

—H. L. S.

Maryland Baltimore

Judson Moses, MGM's new press representative, was visiting from Atlanta. . . . Tom Baldrige was in town in advance of "Battle Circus," Century. . . . Max Miller, United Artists representative, was working on "Moulin Rouge," Town. . . . Shirley Kruze, assistant to Century manager Jack Sidney, will be married on May 2 to Francis Hans.

William G. Myers, owner, Deluxe, was on a business trip. . . . Morris Mechanic, New and Centre owner, will be honored at a party on April 23 on the stage at Ford's after the evening's performance. The occasion is a tribute as "doing the most for the living theatre."

Variety Club delegates to the Mexico City convention will include Oscar Coblenz, Jr., Lauritz Garman, Bob Rappaport, Earle Lewis, Milton Schwaber, Aaron Seidler, Jack Pollack, and Chauncey Wolf.

The annual luncheon and fashion show sponsored by the Variety Guild, ladies auxiliary, Variety Club, was held



A "Jazz Singer" contest was recently tied in with the Fred Astaire dance studios' new vocal department, WMAR, and the SW Stanley, Baltimore, Md. The Astaire full-hour TV shows were given to Warners' "The Jazz Singer" on three consecutive Saturdays through the efforts of manager Rodney Collier.



When United Artists' "Bwana Devil" recently opened at the SW Maryland, Hagerstown, Md., it was ballyhooed by the above front, arranged by George N. Payette, Jr.

at the club rooms. Many of the women appeared as models. Mrs. Lou Becker is president.

Maryland's Governor McKeldin accepted an invitation to attend the Variety Club's 15th anniversary dinner on May 5. . . . C. Elmer Nolte, Jr., general manager, Durkee Enterprises, left to attend the Shriners' convention in Honolulu.

—G. B.

Cambridge

A batch of prizes were rounded up from cooperating merchants by Sam Newman, Schine's Arcade, for his "Ma and Pa Kettle" contest used in connection with "Ma and Pa Kettle On Vacation." He used a street bally of a haywagon with a hillbilly band.

Easton

Ray La Bounty, manager, Schine's Avalon, promoted a full page ad in a newspaper with cooperating merchants who also donated 37 prizes awarded to winners in his "Ma and Pa Kettle" contest in conjunction with his showing of "Ma and Pa Kettle On Vacation."

Federalburg

Pearl Bryant, manager, Schine's Federal, had teachers cooperating 100 percent on her "Ma and Pa Kettle"



Jack Foxe, Palace, Washington, D. C., who recently arranged with a gallery to display original lithograph posters, and color reproductions of paintings by Henri de Toulouse-Lautrec in the theatre mezzanine during UA's "Moulin Rouge," is seen admiring one of the posters with a friend.



Buy With Confidence BUY RCA

QUALITY 3-D EQUIPMENT with practical recommendations on your particular needs. Service backed by the full resources of RCA.

RCA Replacement Speakers. Over a MILLION in Use. The Choice of the Majority.

BRITE-ARC LAMPS with the trouble proof water-cooled improvements. MORE LIGHT at LESS. The Choice for 3-D and A MUST—for DRIVE-INS. If you expect to cash in on 3-D Profits.

ELMER H. BRIENT & SONS
925 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

INTERESTED IN 3-D, CINERAMA or CINEMASCOPE?

For expert installation or information
contact

PROGRESSIVE ELECTRIC CONSTRUCTION CO., Inc.
240 N. 13th Street Philadelphia 7, Pa.

FOR SALE

50 TON AIR CONDITIONING UNIT NOW
IN OPERATING CONDITION. WRITE TO

BOX 128
EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

contest on "Ma and Pa Kettle On Vacation." She also promoted all kinds of prizes for the winners, including dinners, flowers, haircut, and shave for Pa, permanent for Ma, gasoline, and other items. For Easter, manageress Bryant staged her annual spring and Easter fashion show.

Leonardtown

Gus Amonet is at the New. . . . Jack Fruchtmann attended the reopening of the 235 Drive-In, California, Md. Pony rides for kiddies are a new feature. Manager is N. A. Hodgdon. . . . Billy Anonson is new at the Plaza, Lexington Park, Md. . . . T. L. Harrison, Jr., manager, Plaza, Lexington Park, Md., had no difficulty at all in selling "Off Limits" to the naval personnel from the Patuxent River Naval Air Station.

New Jersey Trenton

New Jersey's 21 county prosecutors scheduled a crackdown on all gambling, including "Bingo." Operators of "Bingo" games are to be given official notice that the game is illegal, and they must close down. "Bingo" is already illegal in the state, but police in many communities have not bothered games operated by churches, charitable, and fraternal organizations.

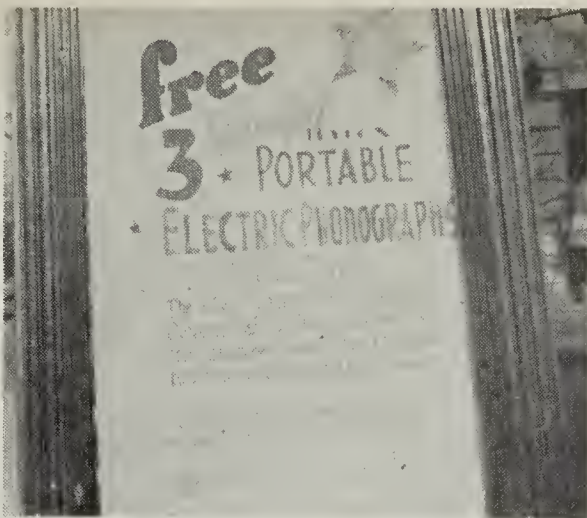
Pennsylvania Allentown

Abram Samuels, head, Automatic Devices Company, Allentown, Pa., manufacturer of stage curtain tracks and controls, is the father of a son born on April 4 at Sacred Heart Hospital, the Samuels family also has three daughters, Margaret, Catharine, and Sally.

J. Ray Hudson, Lyric stage manager for many years, was walking around with his head swathed in bandages. He received lacerations and a deep shoulder gash when a large truck struck the flower bowl of a street light in front of the theatre as the operator attempted to park the vehicle. The jar toppled the heavy glass bowl from the top of the light standard, it apparently struck the edge of the projecting flower bowl on its descent, and then hit Hudson as he was passing the spot.

Allentown's 19th Street, closed for many months, was sold for \$90,000 by the 19th Street Theatre, Inc., to Albert A. and Jeanette Moffa. The place will be reopened as a neighborhood theatre, Moffa, who operates the Sauconia, Hellertown, Pa., states. Moffa, represented in the transaction by Lehigh County's only woman lawyer, Madaline Palladino, announced that his modernization plans for the theatre include air-conditioning, reseating, and new projection equipment, and installation of a new screen. Moffa also operates Theatre Sound Service. Moffa said that the 19th Street Bible Class, which has convened every Sunday for years on the premises, will continue to do so, paying no revenue.

The Transit building has been leased by Fred Krash, who operates the Krash



The above display was arranged recently by Ed Linder, manager, Ontario, Washington, through the courtesy of Columbia Records and in cooperation with a newspaper in connection with Paramount's "The Stars Are Singing." Three Trylon portable electric phonographs were awarded for the three best letters on "Why I Like Rosemary Clooney."

Piano and Music Company, Easton, Pa., and will be converted into a music store and studio. The former lobby will become the sales display floor, while part of the large auditorium will be converted into studios. Most of the auditorium will be maintained as a recital hall.

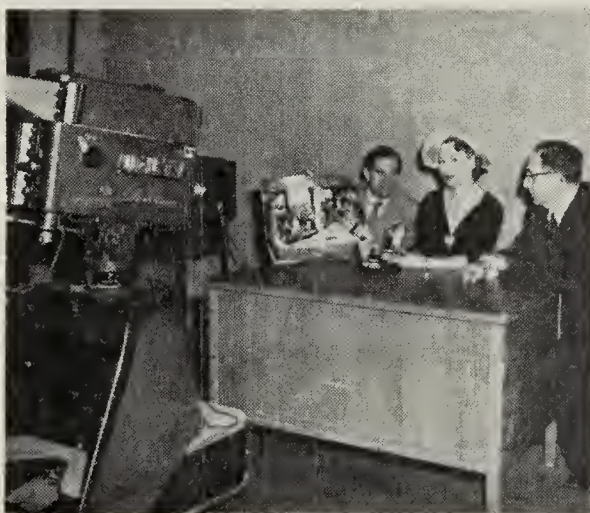
—M. S.

Conshohocken

The Recorder, in an editorial, urged the Borough Council to rescind the 10 percent admission tax, collected by the borough in addition to the federal levy of 20 per cent. The editorial quoted John Hopkin, manager, Riant, as saying the theatre might be forced to close if some tax relief was not forthcoming this year. The Riant paid approximately \$5,000 to the borough in 1952, ending the year with a \$6,000 deficit.

Harrisburg

License fees for projectionists would be increased under the provisions of Senate Bill 422 introduced in the legislature. The fee for a certificate of competency and a license would be increased from \$5 to \$7.50 for projectionists of theatrical or commercial motion pictures, and from \$3 to \$4.50 for apprentice projectionists.



As a kickoff for the WFIL-TV Rita Hayworth "Salome" beauty contest, Morty Levine, manager, Stanley, Philadelphia, and Milt Young, Columbia, recently appeared on a women's program on WFIL-TV with Violet Hale. The shoes being shown are part of the prize for the winner.

Lancaster

A plan of cooperation between city and county managers and operators and the Lancaster County Union of Holy Name Societies to prevent the showing of "objectionable" and "immoral" films was worked out. The exhibitors said they will gladly cooperate to prevent the showing of "objectionable" films. If they are forced to show such a film because of "booking methods," they will notify the Catholic Action Committee, and, in return, the Union of Holy Name Societies will provide the exhibitors with every assistance in helping to promote attendance, and point out to the public the presentation in the theatres of good films. Owner representatives or managers of the following theatres attended the

Mr. Longchampion says:

"Grabbing quick lunches can be as bad for the health as grabbing live wires."



A LEISURELY LUNCHEON AT LONGCHAMPS

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Above is a panoramic view of the recent Motion Picture Associates dinner at the Bellevue-Stratford Hotel, Philadelphia, in honor of local bookers. William F. Rodgers, vice-president,

MGM, made the principal address, and Lou Formato, MGM branch manager, was dinner chairman. Nearly 300 were present at the affair.

conference: Fulton, Colonial, Hamilton, Capitol, Grand, King, Strand, and Sky-Vue Drive-In, and Moose, Elizabethtown, Pa.; Joy, Mount Joy, Pa., and Lititz, Lititz, Pa.

Lebanon

The will of former Mayor George T. Spang, owner, Academy of Music and of the billboard corporation known as the Lebanon Outdoor Advertising Company, gives his estate to his wife, Mrs. Mamie Z. Spang, and, after her death, to his daughter and two grandsons.

Milton

The Legionnaire closed.

Reading

An inventory filed in the estate of Amos P. Breneiser in the Berks County Orphans Court lists property exceeding \$80,000 in value. The deceased was one of the owners of a fractional interest in the Seventh Street property on which Loew's Colonial is located.

No decision has been announced thus far by Mayor James B. Bamford and other councilmen on a request by various church and charity organizations for exemption from the city amusements tax in the case of hospital, church, and fraternal charity events.

Amusements tax income for 1953, estimated in the West Reading School Board budget for the year beginning on July 1, will be \$4,000. Most of this will come from the one theatre in the borough.

Amusement tax receipts at City Hall for the first quarter of 1953, City Treasurer John L. Hoch, announced, were \$33,530, compared with \$35,363 in the same 1952 period.

Plans were underway to reopen the Mount Penn Drive-In, east of Reading. . . . Schad Theatres, Inc., owner, Astor, J. Lester Stallman, manager, took out a permit at City Hall for front repairs at the Astor.

Virginia

Newport News

A special 3-D engineer supervised the installation of 3-D equipment in the Paramount, according to Dave Garvin, Jr., manager. One feature is the screen, which almost covers the entire proscenium of the Paramount stage.

Richmond

Syd Zins was here for the advance publicity and exploitation on Columbia's "Salome," State and Byrd. . . . Bill Flannagan, manager, Glebe, Arlington, was a visitor. . . . Jack Stone, manager, WRVA Theatre, and his wife leave for England and the continent on May 10. . . . Deepest sympathy is extended to George Stitzer, assistant manager, Byrd, who lost his father on Easter Sunday.

The Richmond Film Society presented Anna Magnani in "Revenge" at the John Marshall High School. . . . Al Castagnoni, district sales manager, Mission Dry Corporation, was in, and said that he would attend the convention at Old Point Comfort. . . . Richard Kilgore, acting manager, Brookland, fractured his thumb while making a night deposit at Central National Bank. . . . Violet Gray, Grand, has been out from work on account of an injured back. Rebecca Foster substituted. . . . Joe Brecheen, RKO Washington branch manager, was here for conferences with Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc.

Earl Clator, Leslie Banks, Herbert Layne, and Vernon Thacker have installed new Walker screens in the Byrd, State, and Capitol. . . . Mrs. Gertrude

TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) April 27, 2, "Young Bess" (Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton) (Technicolor); 28, 2, "Scandal At Scourie" (Greer Garson, Walter Pidgeon) (Technicolor); 30, 2, "A Slight Case Of Larceny" (Mickey Rooney, Marilyn Erskine, Eddie Bracken).

Peace, assistant manager, Venus, returned after sick leave. . . . Geneva Jones is new at the Grand. . . . Herman Nowitsky was here from Norfolk.

Morton G. Thalhimer, Jr., and David Kamsky attended the drive-in meeting in Milwaukee. . . . The Richmond Film Society presented "Men Are Not Gods" in the John Marshall High School.

Loew's was added to the locations where blood donors were registered for visits of the Red Cross bloodmobile during the showing of "Battle Circus." . . . Joe Gins, U-I branch manager, was a visitor. . . . Pete Stainback, manager, Ben Somma's Henrico, says that his daughter, Gail, had her tonsils taken out at Medical College Hospital. . . . The State Corporation Commission issued a charter to Show of the Month Club, Inc., Norfolk, a membership club. Charles Kanfer, Charles Cohen, Kope-land Orloff, and Philip Bress are the applicants. . . . Mrs. Ruth Saindow succeeded Mrs. Julia Elliott at the State. . . . "King of Kings" made the rounds of the churches. . . . Arlie Brooks supervised the installation of a new screen in the Century, Petersburg, in preparation for "Bwana Devil."

—S. T.

Variety Club

Tent 13, Philadelphia

"The Magnetic Monster" was screened through courtesy of UA, and "The Girls Of Pleasure Island" was screened through the courtesy of Paramount. Both programs were enhanced through short subjects through the courtesy of Capital.

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ALLIED ARTISTS

The Homesteaders (5323)

WESTERN
62M.

(Sepia)

ESTIMATE: Okeh western.

CAST: Wild Bill Elliott, Robert Lowry, Emmett Lynn, George Wallace, Buzz Henry, Stanley Price, Rick Vallin, William Fawcett, James Seay, Tom Monroe, Barbara Allen, Ray Walker. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: Oregon homesteaders Wild Bill Elliott and Robert Lowry, the latter in debt to James Seay, go to a fort to take delivery of four wagonloads of rejected dynamite with which to clear rock lands. Lowry makes a secret deal with Seay to help him and his men hijack the explosives when it arrives. At the fort, Elliott hires a trail crew for the return home. Among them are Emmett Lynn, service veteran and a true soldier, and George Wallace, renegade. Some of the men mutiny, and Elliott is forced to kill Wallace to restore order. During an Indian raid, the latter set fire to a dynamite-laden wagon, and they scatter. Near their destination, Elliott, admiring how Lowry has functioned, proposes they become partners in the cattle business, and Lowry confesses his deal with Seay. This enables Elliott to be prepared when Seay, Tom Monroe, and hired gunmen attack the wagon train. Lowry kills Seay, Monroe is killed by Lynn, and Seay's other men surrender. Elliott forgives Lowry.

X-RAY: Filmed in sepia, this western has action and excitement, and is smoothly paced under the direction of Lewis Collins from a screen play by Milton M. Raison and Sid Theil.

AD LINES: "Smoking Guns Guarded The Oregon Doorway . . . Dynamite Blew It Wide Open"; "Tall, Tough . . . And Headed West"; "Boldest Of The West's Adventure-Blazing Breed!"

ASTOR

Thief In Silk

MELODRAMA
88M.

(Cuban-made)

ESTIMATE: Import will fit into the lower half.

CAST: Philip Reed, Jean Bradley, Eduardo Casado, Ernesto Monato, Enrique Alzugaray, G. Alvarez Guedes, Nelly Liong Pagens, G. M. Richards, Jr., Jose Suarez Suarez, Reyes Gavilan Hevias. Produced by Jorge Caputo; directed by Sol Planells.

STORY: Crime expert Philip Reed, arriving in Havana, Cuba, learns that an underworld chief has an emerald, which Reed steals, and hides in his room. He then offers to find the emerald for a price. When he finds the jewel missing, he sus-

pects gun moll Jean Bradley. Investigation shows that the mobster has the emerald. Reed collects his price for the detective work, and purposely puts the blame for the theft on Bradley that she may be safe from the mobster in jail. She steals the gem again, but is seen by a Chinese maid. Bradley escapes the police, and, having fallen in love with Reed, plans an escape with the aid of a ship's captain. Returning to the hotel, the emerald is stolen from Bradley again, and a dead body is found with Bradley's gun nearby. The dead man, Reed discovers, was one of the mobster's gunmen hired to kill the Chinese maid, but was killed by her instead. The maid turns out to be a Chinese Red agent, and Reed discovers evidence of trade in human contraband. Reed and Bradley escape to the boat, but the captain turns out to be the mobster's contraband runner. There is a fight, but the police arrive. Bradley and Reed go off together.

X-RAY: This Cuban-made thriller has such a confused, complicated plot that it is usually difficult to know what is going on. The acting generally is second rate, and the direction is inept. Lawrence Hazard is responsible for the screen play. The recording job is also poor.

AD LINES: "Larceny, Intrigue, And Murder"; "A Story Of Violence And Greed"; "Havana . . . Bounding With Murder, Violence, And Beautiful Women!"

COLUMBIA

Man In The Dark



MELODRAMA
70M.

(3-D)

(Sepia)

ESTIMATE: 3-D angles should react well boxoffice wise.

EXHIBITOR SERVICE SECTION

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The original *Pink Section* evaluation of features, short subjects.

SECTION TWO
Vol. 49, No. 25

APRIL 22, 1953

CAST: Edmond O'Brien, Audrey Totter, Ted de Corsia, Horace McMahon, Nick Dennis, Dayton Lummis, Dan Riss, Shepard Menken, John Harmon, Ruth Warren. Produced by Wallace MacDonald; directed by Lew Landers.

STORY: Convict Edmond O'Brien, in jail for a \$130,000 payroll holdup, after several years submits to an operation calculated to cut him free from his criminal tendencies, after which he is to be paroled. It works, and he loses his memory. While recuperating, he is abducted by his ex-confederates, Nick Dennis, Horace McMahon, and Ted de Corsia, who try to force the hiding place of the loot from him. His girl friend, Audrey Totter, stands by him. Some glimmer of his past returns, and O'Brien associates an amusement park with the money, after which he and Totter go there, followed by the three. He discovers the loot, and eludes his followers on a roller coaster until the police and insurance company investigators arrive, and shoot or capture the crooks. O'Brien turns over the money to the police.

X-RAY: This ordinary melodrama has been glamorized with the addition of 3-D, which makes for an effective screen presentation. There are also several gimmicks in the development which come off especially well in 3-D. The plot is standard as are the performances, direction, and production, while a chase scene adds an effective climax to the film. The use of sepia when coupled with the polaroid viewers, plus the necessary polaroid filters in the booth tends to present a somewhat darkened image on the screen, but this never gets annoying. Audience reaction in a theatre when seen was good, and business was brisk. The screen play is by George Bricker and Jack Leonard, based on a story by Tom Van Dyke and Henry

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Altimus. This is available in 17-inch, approximately 3000-foot, reels or 23-inch, approximately 5000-foot, reels, which will affect the length of the show.

TIP ON BIDDING: Higher bracket because of 3-D.

AD LINES: "An Adventure In Third Dimension"; "Thrills That Live From The Screen"; "A New, 3-D Experience In Filmgoing . . . Real 3-D Action And Adventure On The Screen."

Serpent Of The Nile

(The Loves Of Cleopatra)

**COSTUME
MELODRAMA
81M.**

(Color by Technicolor)

ESTIMATE: Costume action show will fit into the duallers.

CAST: Rhonda Fleming, William Lundigan, Raymond Burr, Jean Bryon, Michael Ansara, Michael Fox, Conrad Wolfe, John Crawford, Jane Easton, Robert Griffin, Frederic Berest, Julie Newmeyer. Produced by Sam Katzman; directed by William Castle.

STORY: After the assassination of Julius Caesar, Raymond "Marc Anthony" Burr and Michael "Octavius" Fox take over. Although William Lundigan, an officer, has been faithful to the opposition, Burr spares his life, and offers him a post as his aide. Burr receives Rhonda "Cleopatra" Fleming at Tarsus, and is infatuated by her although Lundigan knows her as a scheming woman in love with him. Although Burr believes Egypt is a land of plenty, Lundigan finds otherwise, and learns that Fleming wants to become Burr's wife for power. Eventually, Lundigan brings back the true state of things to Fox, who heads the attack against Burr in Alexandria. Burr kills himself when he sees defeat, and Fleming, knowing her empire is crumbling, grabs an asp, which stings her, and she dies.

X-RAY: Out of the story of Anthony and Cleopatra, Sam Katzman has made an action film that will please the chase followers more than students of the classics; but, nevertheless, with the names to help, the color, production numbers, and plenty of movement, this should account for itself in the same manner as have similar Katzman efforts. There is a certain fascination, one way or another, watching this unfold. Fleming is alluring, and the men are properly masculine. One production number, a dance by a "golden girl", is extremely exploitable. The story was written by Robert E. Kent. Legion of Decency: "B."

TIP ON BIDDING: Fair program price.

AD LINES: "Now See Them In The Year's Biggest Thrill . . . Anthony And Cleopatra"; "Home Was Never Like This"; "You Won't Believe It Until You See It . . . The Year's Big Spectacle."

LIPPERT

Bad Blonde (5211)

**MELODRAMA
81M.**

(English-made)

ESTIMATE: Interesting English melodrama will fit neatly into the duallers.

CAST: Barbara Payton, Tony Wright, Frederick Valk, John Slater, Sidney James, Marie Burke, Selma Vas Dias, Enzo Coticchia, George Woodbridge, Bettina Dickson, John Brooking. Produced by Anthony Hinds; directed by Reginald LeBorg.

STORY: Bigshot prizefight manager Frederick Valk takes over fighter Tony Wright, a young contender from the London carnival circuit, and Wright goes into training at Valk's country estate. Valk's beautiful blonde wife, Barbara Payton,

leads Wright on, but he shuns her. Finally, however, his hatred turns to love. Pretending she is carrying his child, Payton suggests that Wright murder Valk. He loses his first big fight because of the emotional strain, and tries to break away from Payton, but cannot. He finally drowns Valk, making it look like an accident. Valk's aged mother, Marie Burke, however suspects foul play, and travels to England from Italy for the inquest. Wright's manager and trainer, Sidney James and John Slater, discover that Wright murdered Valk, but cover up for him, knowing Payton is really responsible. Burke forces Payton to admit she is not really pregnant, and Wright decides to tell all to the police. Payton poisons him, making it look like suicide, fooling even James and Slater. They frame her by hiding the poison she used in her room, and later the police arrest Payton while she frantically searches for the poison.

X-RAY: This sordid tale of lust and violence is well done, with Payton, Wright, and the English cast all turning in okeh performances. Payton is sufficiently sexy, and the fight scenes, while incidental to the plot, are realistic. The sordidness of the material, however, makes this for adults only. There is a twist at the end that builds up considerable suspense, and the film will round out the double bills. The screen play is by Guy Elmes and Richard Landau, from a novel by Max Catto.

AD LINES: "She's Not A Pickup Or A Pushover, She's More Dangerous Than Either"; "They Called This Blonde Bad, Spelled M-E-N"; "Barbara Payton, Made Of Fire And Ice And Everything Dangerous."

The Tall Texan (5207)

**OUTDOOR DRAMA
82M.**

ESTIMATE: Above average western.

CAST: Lloyd Bridges, Lee J. Cobb, Marie Windsor, Luther Adler, Syd Saylor, Samuel Herrick, George Steele, Dean Train. Produced by T. F. Woods and Robert L. Lippert, Jr.; directed by Elmo Williams.

STORY: Lloyd Bridges, suspected murderer being taken to jail by sheriff Lee J. Cobb, and others, including gold-hungry Marie Windsor, are traveling through Indian country down New Mexico way in an improvised stage coach when they are attacked by Comanches. The survivors, stranded without food or water, make their way to El Paso, Tex., where they learn of a gold strike from an Indian, and decide to take a hand at mining. They are joined by crooked traveling merchandiser Luther Adler. The strike is near an Indian burial ground, and the Indians give permission for digging if the party stays off the sacred land. Since the richest deposits lie in this area, Adler crosses the line. The Indians attack, and the gold-seekers are picked off one by one until only Bridges and Windsor are left. She rides ahead into town, and he follows, presumably to make his peace with the law.

X-RAY: This starts off with a gallop and the action is kept up pretty much of the way. The screen story by Samuel Rocca is basically an okeh western character study, but the characters are only half-way believable, and the film is too dragged out. Performances are adequate. It should do okeh in all western spots and on the duallers.

AD LINES: "From The Panhandle To The Rio Grande, He Was Known As All Man . . . And Hard To Handle"; "You'll Find 'The Tall Texan' Wherever There's Gold And A Woman"; "Guns Made Him Free; Gold Kept Him Free . . . Until He Met The Woman."

MGM

Bright Road (326)

**DRAMA
67M.**

ESTIMATE: Racial film may find attention in art and Negro spots.

CAST: Dorothy Dandridge, Philip Hepburn, Harry Belafonte, Barbara Ann Sanders, Robert Horton, Madie Norman, Renee Beard, Howard McNeely, Robert McNeely, Patti Marie Ellis, Joy Jackson, Fred Moultrie, James Moultrie, Carolyn Ann Jackson. Produced by Sol Baer Fielding; directed by Gerald Mayer.

STORY: New Negro fourth-grade teacher Dorothy Dandridge finds it difficult to develop the interest of 11-year-old Philip Hepburn, who is antagonistic to everything except when it comes to nature. He also likes Barbara Ann Sanders. Dandridge keeps working on Hepburn, with principal Harry Belafonte giving his assent. When Sanders dies of pneumonia, grief stricken, Hepburn fights with the other boys, is punished until he will say he is sorry, which he refuses to do. Eventually, he proves a hero when bees invade the school. Later, he brings a cocoon to school, and gives it to Dandridge as a token of his regard. The class year ends on a hopeful note.

X-RAY: Based on the Christopher Award story, "See How They Run", by Mary Elizabeth Vroman, this probably won't get attention except in the Negro spots and some art houses, but, nevertheless, it is a picture that has considerable merit. The performances by practically an all-Negro cast, are natural throughout, and the director has gotten much out of a simple story of a Negro boy and his teacher. Dandridge sings a hymn and hums a tune, and Belafonte has one ballad. While it is likely most houses which play it will put it on the lower half, it is worth special attention by those which can find a better spot for it. The songs are: "Suzanne" and "Every Night When The Sun Goes Down."

TIP ON BIDDING: Low bracket.

AD LINES: "Based On A Prize Winning Story"; "The Story Of A Boy And His Teacher"; "Can Any Boy Be A Bad Boy? . . . See For Yourself."

Fast Company (332)

**COMEDY
67M.**

ESTIMATE: Moderate race-track comedy will fit into the duallers.

CAST: Howard Keel, Polly Bergen, Marjorie Main, Nina Foch, Robert Burton, Carol Nugent, Joaquin Garay, Horace McMahon, Sig Arno, Iron Eyes Cody. Produced by Henry Berman; directed by John Sturges.

STORY: Howard Keel, trainer at smaller race tracks, has a horse that will only win if jockey Joaquin Garay sings to it during the race. The horse's owner dies, and his daughter, Polly Bergen, comes west to take over what she thinks is a complete stable. Keel figures he can buy the horse cheap if it never wins, and he and Garay make sure it runs last. Robert Burton has the same idea, and so Bergen decides to run the horse herself. She hires Horace McMahon to train it, not knowing he is a henchman of Burton. The horse keeps losing, and, after refusing to sell to Burton, she accepts Keel's offer to train it as her partner, and buy it later. Carol Nugent, exercising the horse belonging to her mother, Marjorie Main, is thrown, and seriously hurt. Keel agrees to work for Nina Foch, who has a crush on him, and borrows the money for an operation, also agreeing to sell Bergen's horse. When Bergen is told by Main what has happened, she bets her last \$500 on her horse to win, hoping to get Keel out of Foch's clutches.

Garay wins the race, thinking Bergen will leave with the money, leaving him and Keel alone. However, Bergen pays Foch off, and she and Keel clinch.

X-RAY: This routine comedy will fit into the double bills. While there is plenty of slapstick for those who like it, on the whole, it is long on talk and short on action. Garay is amusing as the jockey, but the talents of Keel seem wasted, and he doesn't sing a note. The screen play is by William Roberts, with adaptation by Don Mankiewicz, from a story by Eustace Cockrell.

TIP ON BIDDING: Low bracket.

AD LINES: "This City Gal Learned The Hard Way About Traveling In Fast Company"; "A Sparkling Racetrack Yarn To Stretch Your Funnybone"; "When The Jockey Made Like Lanza, This Nag Made Like Whirlaway."

PARAMOUNT

Jamaica Run (5220) MELODRAMA 92M.
(Color by Technicolor)

ESTIMATE: Moderate melodrama.

CAST: Ray Milland, Arlene Dahl, Wendell Corey, Patric Knowles, Laura Elliot, Carroll McComas, William Walker, Murray Matheson, Clarence Muse, Michael Moore, Rex Evans, Robert Warwick, Lester Matthews. A Clarion Production; directed by Lewis R. Foster.

STORY: Ray Milland, captain of a trading schooner on the Jamaica, BWI, run, stops off to see Arlene Dahl, whom he has loved for years. However, she refuses to leave her family manor where her ne'er-do-well brother, Wendell Corey, and her alcoholic mother, Carroll McComas, depend upon her management of the plantation. Englishman Patric Knowles becomes irked when the family refuse to sell him beach frontage for resorts. Hearing an old story that there is doubt of the family's rightful ownership of the mansion, Knowles sees a chance to humble the family. One of the family's ancestors had supposedly concluded a deal transferring ownership of the plantation when a sudden tropical storm wrecked the ship, and the secret lies on the bottom of the sea. Knowles plans to uncover the evidence with the help of Milland. The supposed heirs to the mansion, Laura Elliot and Michael Moore, arrive to pursue their claim. Elliot falls in love with Corey, but she gets suspicious of him when she is almost drowned. Moore is murdered, and the police enter. Milland is almost killed in his underwater search for evidence, but eventually brings up the chest, and it is found that Elliot is the true heir. Milland, still unsatisfied, finds that the papers found in the chest were planted by Knowles, who also murdered Moore. The family's servant, William Walker, thinking that the manor will have new owners, burns down the house. Dahl marries Milland while Corey, reformed, settles down with Elliot.

X-RAY: This has names for the marquee, Technicolor, underwater scenes, and moments of suspense and action, but it never does fulfill its promise. The story, itself, isn't much, and the performances suffer as a result. Milland turns in his standard job, with Dahl as beautiful as ever. McComas, as the mother, turns in a good characterization. There is one dance production number by natives. This was written by Max Murray.

TIP ON BIDDING: Fair program price.

AD LINES: "What Secrets Were Hidden Behind The Walls Of That Mysterious Manor?"; "Murder At The Bottom Of The Sea"; "A Chest Long Buried Beneath The Sea Held The Secret Of Great House."

Scared Stiff (5222)

FARCE 108M.

ESTIMATE: Martin and Lewis starrer should run into the better money.

CAST: Dean Martin, Jerry Lewis, Elizabeth Scott, Dorothy Malone, Carmen Miranda, George Dolenz, William Ching, Paul Marion, Jack Lambert, Tom Powers, Tony Barr, Leonard Strong, Henry Brandon, Hugh Sanders. Produced by Hal B. Wallis; directed by George Marshall.

STORY: When cafe singer Dean Martin finds himself in a jam with racketeers; because he has a yen for Dorothy Malone, Martin's busboy friend, Jerry Lewis, gets into the situation while helping him. Martin thinks he has killed a man, and flees with Lewis on a ship bound for Havana. On the same boat is Elizabeth Scott, heiress to a mystery island near Cuba. George Dolenz seeks to deter Scott; but she goes on anyway, enlisting the aid of Martin and Lewis. Arriving at the island, strange things happen, but finally it develops that William Ching, who wants the island because of a rich vein of ore, is behind the goings on. Martin and Lewis are victorious and, with a gag shot of Bing Crosby and Bob Hope, the picture ends.

X-RAY: With tried and true comedy devices, plus the ever present boxoffice magnetism of Martin and Lewis, this is headed for the better grosses. It could be cut to advantage, and some of the gags are milked to the hilt, but as long as the boys are riding high, this should, too. The name values are strong, with even Carmen Miranda on hand for some production numbers. Direction, production, and performances are all standard. The songs include: "The Enchilada Man", "What Have You Done For Me Lately?", "When Someone Wonderful Thinks You're Wonderful", "I Don't Care If The Sun Don't Shine", and "San Domingo." This is based on a play by Paul Dickey and Charles W. Goddard, and is similar to "The Ghost Breakers", which Bob Hope made several years ago.

TIP ON BIDDING: Higher bracket.

AD LINES: "Ghosts Were Never Like This"; "You'll Be Scared Stiff . . . With Laughter"; "Those Zanies Are Back . . . In Their Funniest Film."

Shane

OUTDOOR MELODRAMA 117M.

(Color by Technicolor)

ESTIMATE: Well-made outdoor show.

CAST: Alan Ladd, Jean Arthur, Van Heflin, Brandon De Wilde, Jack Palance, Ben Johnson, Edgar Buchanan, Emile Meyer, Elisha Cook, Jr., Douglas Spencer, John Dierkes, Ellen Corby, Paul McVey, John Miller, Edith Evanson, Leonard Strong, Ray Spiker, Janice Carroll, Martin Mason, Nancy Kulp. Produced and directed by George Stevens.

STORY: When gunfighter Alan Ladd stops at the Wyoming ranch of Van Heflin, wife Jean Arthur, and young son Brandon De Wilde, they ask him to stay. Heflin is a leader of the homesteaders in a fight with cattlemen headed by Emile Meyer. When the gang tries to intimidate Ladd to make him leave, he beats them, so Meyer brings in gunfighter Jack Palance to murder some homesteaders. When one is killed, panic starts setting in, and when Heflin wants to force a showdown, Ladd beats him up to stop him. Ladd then goes to town, and singlehandedly finishes off the bad 'uns. Then, realizing that his job is done, he rides off.

X-RAY: An impressive outdoor film, benefitting from ace production and direction, this has other assets, too, interesting story development, strong characterizations, high rating photography, etc. Although the basic tale is familiar,

this becomes a director's show, with the George Stevens touches evident throughout. This is the type of outdoor show that, preceded by the proper buildup and word-of-mouth, should register in the better grosses. When this was shown on the coast, on the new Paramount screen, with aspect ratio of 1.66 to 1, measuring 20 feet high and 33 feet in width, with overall dimensions 25 by 45 feet, including the surrounding frame, and with a curvature radius of 37 feet, the coast reviewer, Paul Manning, indicated that it lent magnitude to the impressive photography. The story is by Jack Schaefer.

TIP ON BIDDING: Higher bracket.

AD LINES: "Ride The Open Range With 'Shane' Into Thrilling Adventure"; "Action . . . Adventure In The Wide Open West Where A Man Had To Prove His Worth"; "Action . . . Thrills . . . Adventure."

20TH-FOX

Invaders From Mars (314) SCIENCE FICTION DRAMA 80M.
(Color)

ESTIMATE: Science fiction show will fit into the duallers.

CAST: Helena Carter, Arthur Franz, Jimmy Hunt, Leif Erickson, Hillary Brooke, Morris Ankrum, Max Wagner, Janine Perreau, Bill Phipps, Milburn Stone. Produced by Edward L. Alperson; directed by William Cameron Menzies.

STORY: Young Jimmy Hunt awakens in the middle of the night, sees a space ship land over a hill nearby, and tells his father, Leif Erickson, who investigates, and disappears for a time. When Erickson comes back, he has a scar on the back of his neck. Hunt's mother also undergoes the same experience, as does little Janine Perreau, a girl next door. Hunt enlists the aid of scientist Arthur Franz and doctor Helena Carter, and it is discovered that men from Mars have landed, and are controlling the father, mother, etc., by thought control through a device in their brain, with humanoid creatures doing the bidding of the Martian wizards. Eventually, the army moves in and gets inside the space ship, where, after some adventures, the space ship is blown up, whereupon it develops this was all a dream. Hunt, on awakening, looks out the window, and sees another space ship landing.

X-RAY: Up to a point, this is good science fiction, but then it falls to pieces, winding up with a dream ending. As a result, this will fit into the duallers, except where exploitation can attract young boys, science fiction fans, and the curious. Performances are adequate, considering the story, and some of the technical work is good. On the whole, however, this falls short of what was apparently intended. The story is by Richard Blake. The color isn't of a particularly good standard.

TIP ON BIDDING: Low bracket.

AD LINES: "Men From Mars . . . With Thought Control As Their Diabolical Scheme"; "Are There Men From Mars . . . See For Yourself"; "The Future Of Humanity Was At Stake."

Kiss Of Death (354) MELODRAMA 97M.
(Reissue)

ESTIMATE: Names should help reissue.

CAST: Victor Mature, Brian Donlevy, Coleen Gray, Richard Widmark, Taylor Holmes, Howard Smith, Karl Malden, Anthony Ross, Mildred Dunnock, Millard Mitchell, Temple Texas, Jay Jostyn, J. Scott Smart. Produced by Fred Kahlmar;

directed by Henry Hathaway.

STORY: With his confederates, Victor Mature stages a holdup, is captured, is given a stiff sentence, and refuses to squeal to assistant district attorney Brian Donlevy. Mature's lawyer, Taylor Holmes, promises to take care of his family. However, when Mature's wife commits suicide, his children are placed in an orphanage, and he learns his pals absconded with his share of the robbery loot, Mature becomes bitter, and cooperates with Donlevy. All of the gang are picked up by police except one, whom Donlevy wants branded the squealer. Donlevy persuades Mature to put the finger on another gangster, Richard Widmark, and Holmes orders Widmark to put the "kiss of death" on the supposed leader. Mature learns that Widmark missed out on the job, and had killed the supposed squealer's crippled mother when things went wrong. Mature is pardoned as part of his bargain with Donlevy, marries Colleen Gray, picks up his kids, and hides out with new wife and family. To keep his parole, he is called to testify against Widmark. When Holmes gets Widmark off, Donlevy warns Mature that Widmark will be looking for him. In a gun battle, Mature is wounded, and Widmark is killed.

X-RAY: When first reviewed in *THE SERVISION* of August, 1947, it was said: "With a screen play by Ben Hecht and Charles Lederer from an original by Eleazar Lipsky, this is a stark, tense meller which will have strong appeal for those who like their stories rugged, and their characters and action treated with realism."

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Story Of Betrayal And Sudden Violence"; "Death Lurked At Every Corner"; "Brought Back For Your Reenjoyment."

Road House (355) (Reissue)

MELODRAMA
95M.

ESTIMATE: Reissue has names to sell.

CAST: Ida Lupino, Cornel Wilde, Celeste Holm, Richard Widmark, O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald, Grandon Rhodes. Produced by Edward Chodorov; directed by Jean Negulesco.

STORY: Richard Widmark, owner of a road house, shows up with singer-piano player Ida Lupino, and his two trusted employes, manager Cornel Wilde and cashier Celeste Holm, aren't surprised. Wilde tries to get rid of Lupino, but she says she is staying for duration of her contract, and proves a hit. Wilde and Lupino fall in love. Wilde informs Widmark of his love of Lupino, although Widmark says he is now going to marry, and Widmark orders Wilde out. Lupino follows Wilde, and they are arrested at Widmark's insistence, with Wilde held on theft charges. Judged guilty, Wilde is paroled in Widmark's custody. Eventually, Widmark asks Wilde, Lupino, and Holm to his cabin for a weekend. Wilde gets into a fight with Widmark, realizes he has violated his parole, and he and Lupino head for the border. Holm finds a receipt covering the "stolen" money, and flees to inform Wilde. Widmark follows, wounds Holm, Wilde again tangles with Widmark, and Lupino kills Widmark. Wilde, Lupino, and Holm head back to the cabin for help.

X-RAY: When first reviewed in *THE SERVISION* of September, 1948, it was said: "Presenting an absorbing, highly interesting yarn, this rates with the better melodramatic entries. Lupino does some attractive vocalizing. Among numbers heard are: "One For My Baby", "The

Right Time", and "Again." This is based on a story by Margaret Gruen and Oscar Saul."

TIP ON BIDDING: Usual reissue price.

AD LINES: "She Was Bored Until The Right Man Came Along"; "Romance, Action, Adventure, And Crime"; "Brought Back For Your Reenjoyment."

Titanic (318)

DRAMA
98M.

ESTIMATE: Name values should be important factor in selling well-made production.

CAST: Clifton Webb, Barbara Stanwyck, Robert Wagner, Audrey Dalton, Thelma Ritter, Brian Aherne, Richard Basehart, Allyn Joslyn, James Todd, Frances Bergen, William Johnstone, Harper Carter, Christopher Severn, James Milburn, Barry Bernard, Guy Standing, Jr., Marta Mitrovich, Roy Gordon, Helen Van Tuyl. Produced by Charles Brackett; directed by Jean Negulesco.

STORY: In April, 1912, the new White Star liner "Titanic" sails from England under command of captain Brian Aherne. Among the 2200 passengers on board are wealthy American Barbara Stanwyck, daughter Audrey Dalton, and son Harper Carter; Montana lead mine owner Thelma Ritter, social climber Allyn Joslyn, and alcoholic Richard Basehart. As the ship sails from Cherbourg, Clifton Webb, husband of Stanwyck, manages to buy his way on by purchasing the passage of a father of a family travelling third class. Webb is at odds with Stanwyck because of the upbringing of the children, since he prefers them to do nothing but be part of the European social whirl. The tension grows as the ship sails on, with Stanwyck eventually telling Webb that he is not the real father of Carter, whom he adores. Meanwhile, Dalton, for whom American college student Robert Wagner is making a play, starts becoming human, although she told Webb she would return to England with him. Word is received of icebergs on the course ahead, but Aherne orders speed to make a record. An iceberg is sighted, and an underwater spur gashes the side of the ship, which starts to sink. In the crises, Webb and Stanwyck realize their love for each other. He stays with the other men while Stanwyck, Dalton, and the women get off. Carter gives up his seat to an old woman, and returns to his father. Basehart gives his life to administer the last rites, it having been revealed that he had been defrocked as a priest, and Wagner, injured while helping lifeboats get away, is dragged into one. The ship eventually sinks, with only 712 people in 19 lifeboats saved.

X-RAY: Backed by strong marquee values, plus excellent technical work, this is a show that can be heavily merchandised. While the story is but a framework leading up to the actual sinking, there are dramatic values that should appeal, and Webb, Stanwyck, Dalton, Aherne, Wagner, and others turn in high grade performances. The film undoubtedly will get good word-of-mouth, with the graphic depiction of the marine disaster the highlight. Production values are especially good, and the emotional touches, wherein the actual names of people who died in the catastrophe are used, should heighten interest. The story was written by Charles Brackett, Walter Reisch, and Richard Breen.

TIP ON BIDDING: Better price.

AD LINES: "The Greatest Sea Disaster Of All Time"; "Only The Motion Picture Can Show You The Greatest Sinking In History"; "The Dramatic Story Of A Love That Couldn't Be Defeated, Even In Disaster."

UNITED ARTISTS

Guerrilla Girl

MELODRAMA
82M.

(Christian)

ESTIMATE: For the lower half.

CAST: Helmut Dantine, Marianna, Irene Champlin, Ray Julian, Michael Vale, Gerald Lee, Charlotte Paul, Dora Weissman. Produced and directed by John Christian.

STORY: During the Nazi occupation of Athens, Helmut Dantine, posing as a German officer, but working with the Greek underground, leaves the country, and his girl friend, Irene Champlin, helps him escape to Egypt. He meets gypsy girl Marianna, also working for the resistance movement, and they fall in love. At war's end, Dantine joins the Greek government forces while she continues in the resistance movement although she soon becomes disillusioned with the so-called revolutionaries. Dantine goes to her, and finds himself surrounded by partisans. He thinks Marianna is used as bait, but she comes forward to warn him, and they both are shot. In each other's arms, they die.

X-RAY: This is the first American effort of John Christian, who produced, wrote, and starred in several films in Greece. With the exception of Dantine, all in the cast make their film debut, and, at times, the efforts seem amateurish. The picture is confusing throughout, with the dialogue indistinct in places. It may suffice as filler on the lower half.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Shocking Violence! Brutal Atrocities!"; "One Woman Alone—Resisting A Brutal Oppressor; Fighting To Love And Live."

That Man From Tangier (Elemsee)

DRAMA
80M.

(Filmed in Spain and Tangier)

ESTIMATE: Import will fit into lower half.

CAST: Nils Asther, Roland Young, Nancy Coleman, Margaret Wycherly, Jose Suarez. Produced by Larry Corcoran, Elemsee Overseas Productions; directed by Robert Elwyn.

STORY: When Nancy Coleman flies to Spain to join grandmother, Margaret Wycherly, and her father, Roland Young, visiting friends, she meets a handsome man purporting to be a count. In Spain, she finds life boring, and runs off to Tangier for a rendezvous with her friend. They decide to get married. After the ceremony, the groom disappears. She discovers that when he married her he used the name and address of Nils Asther, engaged in fleecing tourists and the real count. Young and Coleman persuade Asther to act as the husband to spare her grandmother, and assure him that later a divorce would be in order. After several days, he returns to Tangier, and Coleman follows. After several weeks beneath the same roof, but in different apartments, the date arrives for their separation, but they realize that they love one another, and decide to get married properly.

X-RAY: The sort of thing that has been done before, this emerges as a lower half entry with average story, fair performances, and so-so direction and production. The pace is slow, the situations not too believable, and the length is excessive. The screen play is by John Meehan, Jr. Three songs are heard: "Tangier", "Tell Me", and "Where Do I Go?"

TIP ON BIDDING: Lowest bracket.

AD LINES: "From Mysterious Tangier Comes Romance, Intrigue, And Adventure"; "Visit The Fabulous Casbah With

A Young Lady In Search Of A Husband"; "She Got Married But Then Found Out That Her Husband Was A Stranger."

U-International

I Believe In You

DRAMA
90M.

(English-made)

ESTIMATE: Well-made import for the art and class spots.

CAST: Cecil Parker, Celia Johnson, Harry Fowler, Joan Collins, George Relph, Godfrey Tearle, Ernest Jay, Laurence Harvey, Stanley Escane, Cyril Waites, Ursula Howells, Sidney James, Katie Johnson, Ada Reeve. Produced and directed by Michael Relph and Basil Dearden.

STORY: Cecil Parker is a bachelor retired from the British Colonial Service. Teen-ager Joan Collins stumbles into his apartment trying to escape from the police after an accident. Collins pleads with him to contact her probation officer, Celia Johnson, rather than turn her over to the police. After meeting Johnson, and exhibiting a curiosity about her job, Parker decides to apply for a job in a similar capacity. Under the guidance of George Relph, the chief, he breaks in on the post, which puts him into contact with criminals, mental cases, old lonely people, and youngsters. One of the latter is Harry Fowler, unhappy at home since his father died. Parker has Fowler assigned him by the court, gets him a job, and wins him over to try to go straight. Fowler meets Collins, and they fall in love. Everything is fine until her old boy friend gets out of jail, and takes her out, after which Fowler jealously agrees to help steal whiskey. When Parker learns of the plot, and tries to break things up to save Fowler, everyone is arrested, and Parker decides to resign, thinking himself a failure. Relph beats him to the draw, being forced to resign due to ill health, and ask Parker to take over for him. He and Johnson agree that they have a big job to do while Fowler is paroled, and permitted to wed Collins.

X-RAY: Dealing with an absorbing topic, this entry from England is interesting, well-made, and attractive to audiences in the art and specialty spots. The story is well developed, the performers play their parts in better fashion, and the direction and production are also good. The screen play is by Jack Whittingham, Michael Relph, and Basil Dearden, based on a book by Sewell Stokes.

TIP ON BIDDING: Fair price for art and class spots.

AD LINES: "The Adventures Of A British Parole Officer"; "His Was A Tough Job . . . But One That Had To Be Done"; "When A Parole Officer Tries To Keep His Charges Out Of Jail, The Results Are Thrilling And Surprising."

It Happens

Every Thursday—(319)

COMEDY
80M.

ESTIMATE: Amusing comedy.

CAST: Loretta Young, John Forsythe, Frank McHugh, Edgar Buchanan, Palmer Lee, Harvey Grant, Jimmy Conlin, Jane Darwell, Willard Waterman, Gladys George, Edith Evanson, Edward Clark, Kathryn Card, Eddy Waller, Regis Toomey. Produced by Anton Leader; co-producer, Leonard Goldstein; directed by Joseph Pevney.

STORY: When New York newspaperman John Forsythe and wife, Loretta Young, see an ad for a small town newspaper in

California, they buy it sight unseen, and later find that it is a rundown affair. They decide to give things a try with the aid of pressmen Edgar Buchanan and Jimmy Conlin. Shortly after their arrival, a daughter is born. Circulation goes up and down with various stunts tried to increase the readership. When Forsythe learns that there is a serious shortage of rain, he rents a plane to seed clouds to help. As clouds approach, he gets ready, but before he can take off it starts to rain, and he is heralded as a hero. When the rain continues for days with floods, etc., feeling starts to run against the couple until everyone realizes that they really are staunch friends.

X-RAY: A sneak preview audience was amused by this entry of a small town, its people, and its newspaper, and family audiences should be pleased by the overall result. The laughs were fast and furious as the dialogue and humorous situations presented themselves rapidly one after the other. The screen play is by Dane Lussier, adapted by Leonard Praskins and Barney Slater, based upon the novel by Jane S. McIlvaine.

TIP ON BIDDING: Above average price.

AD LINES: "When 'It Happens Every Thursday', There's Fun Galore For All"; "The Kind Of A Film Everyone Wants To See"; "Laugh Your Troubles Away."

WARNERS

House Of Wax (218)



MELODRAMA
88M.

(WarnerColor) (WarnerPhonic Sound)
(Natural Vision 3-D)

ESTIMATE: Headed for the better grosses.

CAST: Vincent Price, Frank Lovejoy, Phyllis Kirk, Carolyn Jones, Paul Picerni, Roy Roberts, Angela Clarke, Paul Cavanaugh, Dabbs Greer, Charles Buchinsky, Reggie Rymal, Philip Tonge, Ned Young. Produced by Bryan Foy; directed by Andre DeToth.

STORY: Around the turn of the century in New York City, wax museum owners Professor Vincent Price and partner Roy Roberts argue about its operation, and Roberts sets the place afire. Price is believed dead, but later, after Roberts has collected the insurance money, Price, disguised, kills him, making it appear a suicide. Then Price kills Roberts' girl friend, Carolyn Jones, who lives with Phyllis Kirk, who sees the killer. She enlists the aid of her sweetheart, Paul Picerni, and police lieutenant Frank Lovejoy. Price, with a mask which is the duplicate of his original face, gets Paul Cavanaugh to back a new museum, where Kirk sees the effigy of her former roommate, arousing her suspicions. Finally, after Price gets hold of Kirk and is about to murder her, Picerni, Lovejoy, and the police break in, and save the day, Price dying.

X-RAY: By far the best of the 3-D shows thus far, this has WarnerColor, WarnerPhonic sound, and a melodramatic story to aid in the boxoffice appeal, and the result should be a heavy play for the ticket register. Although the story is similar to "The Mystery Of The Wax Museum" of some years ago, it effectively makes use of the color and 3-D throughout, with the resultant selling and word-of-mouth important factors. Performances are okeh, and although Price's horror makeup is too tough for children, adults should get the proper fascination out of it. The film isn't particularly suited to young children, anyway. All in all, this should ride into the better money. The story is by Charles Belden.

TIP ON BIDDING: Higher bracket.

AD LINES: "You've Never Seen Anything

Like It"; "A Madman At Bay . . . In Third Dimension"; "Hold On To Your Seats . . . Or This Madman Will Take You To His 'House Of Wax'."

FOREIGN

Angels One Five

ACTION DRAMA
98M.

(Stratford)

(English-made)

ESTIMATE: Routine Royal Air Force yarn.

CAST: Jack Hawkins, Michael Denison, Andrew Osborn, Cyril Raymond, Humphrey Lestocq, John Gregson, Ronald Adam, Dulcie Gray, Veronica Hurst, Amy Veness, Philip Stainton, Richard Dunn, Russell Hunter, Richard Levin, Donald McLisky, Harold Siddons, Norman Pierce, Anthony Moore, Gordon Bell, Thorp Devereux, Neil Wilson, Rosemary Lomax, Colin Tapley, John Sharp, Ewan Roberts, Hugh Moxey, John Phillips, John Harvey, Harold Goodwin, Geoffrey Keen, Harry Locke, Sam Kydd, Peter Jones, Vida Hope, Marianne Stone, Josephine Douglas, Gillian Maude, Freda Bamford, Vari Falconer, Karen Grayson, Ann Lancaster, Joan Sterndale Bennet, Wendy Remington, Helen Stirling, members of the WRAF, Harry Fowler, Russell Waters, Victor Maddern. Produced by John W. Gossage and Derek Twist; directed by George More O'Ferrall.

STORY: In 1940, British aircraft heading toward German planes attacking a convoy in the Channel are warned by Michael Denison to become "Angels One Five" or to climb to 15,000. Denison gives further instructions to the squadron as he keeps a close watch on the map where WAAF's are busily plotting positions. When a Scot's voice comes over a loudspeaker, Denison realizes it is John Gregson, a new pilot bringing in a replacement plane, and instructs him to land immediately. As Gregson tries to land, another plane returning damaged, crosses the runway, and Gregson "jumps" his plane over it. His aircraft crashes, and he is slightly injured. When Denison learns that one of his best men, Humphrey Lestocq was the other pilot he is furious with Gregson, who is grounded, and told he must work in the operations room. Gregson meets Veronica Hurst, a sister of one of the pilots. When German bombers head for Neethley, and all aircraft are ordered into the air, Gregson scrambles into a plane. Bombs wreck a hangar, and, when it is over, Gregson is found standing by a Messerschmitt he has shot down. As pilots congratulate him, he is called to the office of Denison, and is criticized for leaving his radio transmitting post, and group captain Jack Hawkins lectures him on discipline. Gregson soon learns he is to fly as a member of a "Pimpernel" squadron, proves courageous, and one day is shot down.

X-RAY: This story by Pelham Groom, with screen play by Derek Twist, is a more or less authentic filming of the Royal Air Force and the Battle of Britain, or, at least, an episode from one particular fighter outfit. The players turn in okeh performances, although none is known well over here. The plot is rather stereotyped, and the film will hold interest only for the art spots.

AD LINES: "The Epic Story Of The RAF, And The Battle Of Britain"; "The Men Of The RAF In Their Finest Hour"; "An Authentic And Thrilling Action Drama Of The RAF In Action."

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Caged Women

DRAMA
93M.

(Davis)

(Swedish-made) (English titles)

ESTIMATE: Exploitation import will fit into the lower half.

CAST: Eva Dahlbeck, Cécile Ossbahr, Gunnar Bjornstrand, George Rydeberg, Arnold Sjostrand, Marianne Lofgren, Viveca Linder, Mimi Nelson, Nils Ohlin, Naima Wifstrand, Arthur Fischer, Torsten Hillberg. Produced by S. A. G. Swenson; directed by Arnold Sjostrand.

STORY: Cecile Ossbahr, rich young married woman, receives a mysterious phone call from Gunnar Bjornstrand, who demands that she meet him later at a cheap hotel. She consents, and confides with a famous author the story of her secret past. Ossbahr, an orphan, was brought up by ambitious stepparents who make her work for nothing in their store. She attempts to escape with some money from the cash box, but is caught. Sent to prison, she meets Eva Dahlbeck, who befriends her. When her term is up, Ossbahr finds herself alone, and goes to a woman, recommended by Dahlbeck. Unknown to Ossbahr, the woman runs a house of ill-repute. Ossbahr finds work in a record shop, where she falls in love with an industrialist, who marries her. Her happiness is jolted when the madame returns to blackmail her with her supposed sinful past. Bjornstrand gets rid of the madame, and takes over the blackmailing. When Ossbahr goes to his hotel room with payoff money, Dahlbeck enters, and, in a fit of jealousy, shoots Ossbahr. When her husband hears Ossbahr's story, he forgives and there is promise of a happy life when she recovers. Dahlbeck returns to the prison she hates.

X-RAY: This sordid picture is filled with illicit sex and crime, which may appeal to the exploitation houses. However, it is a bit long and drawn out. The screen play and story are by Francis Carco and Roger Richebe.

AD LINES: "The Secrets Behind The Bars Of A Woman's Prison"; "She Lived In A House Where Love Could Be Bought For A Price"; "A Shocking View Of The Sordid Side Of Life."

Congress Dances

COMEDY MUSICAL
90M.

(Meadow)

(German-made) (English dubbing)

ESTIMATE: Dubbed import should have angles for the art spots.

CAST: Lilian Harvey, Conrad Veidt, Lil Dagover, Henry Garat, Gibb McLaughlin, Reginald Purcell, Eugene Rex, Jean Dax, Helen Haye, Olga Engel, Spencer Trevor, Thomas Weguelin, Tarquini d'Or. Produced by Erich Pommer; directed by Eric Charell.

STORY: Vienna is a hotbed of political intrigue as the five great powers are gathering for a conference to settle the fate of Napoleon. Saleslady Lilian Harvey introduces herself to the celebrities. When she throws flowers at Henry "Czar of Russia" Garat, the people think that she is throwing a bomb, and there is a near panic. She is sentenced to receive lashes, but the czar gets her free. His real identity unknown to her, she has a gay time at the beer halls. Conrad "Metternich" Veidt, hoping to get control of the congress, pursues the incident, and sets Harvey up in a luxurious villa for the purpose of distracting the czar from his official duties. With the czar preoccupied, Veidt hopes to push his ideas through the congress without objection, but the czar sends his double to the romantic rendezvous while he attends to his official duties. When the final meeting of the congress is being held,

the czar himself is celebrating with his little saleslady, and fails to attend. Veidt pushes through his plans for Napoleon. News arrives that Napoleon is back in power, and Veidt finds that all his machinations come to naught. The news requires all the potentates to hasten to their respective capitals, and the czar takes leave of Harvey.

X-RAY: Shown in this country for the first time with English dubbing, this provides lighthearted and gay music, songs, and humor. Werner Richard Heymann adapted nicely some of the old Viennese melodies, and the direction moves along well. The film is to be released in this country as a package deal along with the puppet feature, "The Seven Ravens." Rowland Leigh is responsible for the screen play, adapted from a story by Norman Falk and Robert Liebman. Although this was released here originally 20 years ago, it now has English dubbing, and, consequently, this review is being printed for the record.

AD LINES: "A Gay Bouquet Of Song, Dance, And Fun"; "A Whirl Of Old Viennese Melodies And Dances"; "The Gay Viennese Melodies That Made Potentates Dance."

The Count Of St. Elmo

MELODRAMA
98M.

(Cosmopolitan)

(Italian-made) (English titles)

ESTIMATE: Best for Italian house audiences.

CAST: Nelly Corradi, Massimo Serato, Anna Maria Ferrero, Tino Buazzelli, Tina Lattanzi, Carlo Croccolo. Produced by Itala Films; directed by Guido Brignone.

STORY: In 1860, the struggle for Italian unification goes on. Nobleman Massimo Serato, disguised as a bandit, robs the rich to finance the nationalist movement. One of the victims is opera singer, Nelly Corradi, among whose belongings is found a secret communication from the Austrian foreign minister to the chief of police saying that the revolutionists' code has been broken. When Corradi sees Serato at the opera, she tries to warn him of the police, but the police do not know of his activities. While at a party in the home of the chief of police, Serato falls in love with his daughter. To get some vital information, Serato breaks into the house of the chief, and, to avoid capture, is hidden by his daughter, Anna Maria Ferrero, who has nationalistic tendencies. When one of the patriots is arrested, it is decided that Ferrero should be kidnapped, and held as hostage. Corradi, believing that she is in the hands of Serato, tells the chief about Serato and the plot. Serato is sentenced to death. Ferrero begs her father for Serato's life, and he arranges things so that Serato is allowed to escape. The lovers are reunited as they sail away.

X-RAY: This romantic melodrama dealing with the struggle for Italian unification is best suited to Italian audiences. Corradi lends her vocal talents to some of Rossini and Meyerbeer's music along with a few Italian songs. English titles are a bit scarce making the plot more difficult to follow. The scenario is by Ottavio Scotti.

AD LINES: "A Rousing Robin Hood Story"; "Nelly Corradi Sings To The Tune Of Some Rossini and Meyerbeer Music"; "A Stirring Tale Of Love And Patriotism."

Doomed

MELODRAMA
89M.

(IFE)

(Italian-made) (English titles)

ESTIMATE: Mild Italian import.

CAST: Franca Marzi, Otello Toso, Barbara Florian, Renato Baldini. A Romana Film production; directed by Armando Zorri.

STORY: In post war Italy Renato Baldini falls in love with Barbara Florian, and to make enough money to marry, he takes a job in Argentina for two years. In his absence, his supposed friend, Otello Toso, devises a plot to put Florian in disrepute with her father, her lover, and family. Toso's fiancée, Franca Marzi, is the mistress of Florian's father, and she, aiding his plot, reveals that his daughter is illegitimately pregnant. The shock kills the father. Florian, still under the impression that Toso is a friend, goes with him to visit Baldini's family. They are unfriendly, having heard that she is a woman of ill repute. Later, and with an illegitimate child on her hands and no one to turn to for help, Florian agrees to work for Toso to lure rich men to his gambling table. When Baldini returns, he presses Florian for an explanation. Her story angers him, and he goes to confront Toso, who pulls a gun on him. In the struggle, Toso dies, and evidence points to murder. Marzi, a witness to the act, confesses the truth of a self-defense plea. Baldini and Florian embrace.

X-RAY: Only Italian houses and those which can exploit a story with sex angles will find this of interest. The complicated plot and severe contrasts between good and evil make this dreary. The screen play is by Luigi Capuano, Gaspare Cataldo, and Aldo Bovio.

AD LINES: "What Was Behind This Fiendish Plot To Destroy An Innocent Girl"; "Doomed By Uncontrolled And Undirected Evil"; "Their Innocent And Sincere Love Doomed By The Fiendish Plot Of A Supposed Friend."

Duel Without Honor

DRAMA
90M.

(IFE)

(Italian-made) (English titles)

ESTIMATE: Italian import should have usual appeal for art spots.

CAST: Massimo Girotti, Annette Bach, Constance Dowling, Rolando Lupi, Ave Ninchi, Annibale Betrone, Elvira Betrone, Renzo Giovampietro, Jone Morino. A Manenti film production; directed by Camillo Mastrocinque.

STORY: Heiress Annette Bach lives in a villa with her cousin, Constance Dowling, who has been left penniless. Bach is in love with a wealthy banker Massimo Girotti while Dowling is being pursued by poor painter Rolando Lupi. On the eve of Bach's marriage, Dowling manages to plant a suspicion in Girotti's mind about a secret romance between his lover and Lupi. There is a duel, and Girotti is wounded. Bach is mystified when she receives a note saying that all is ended between them. Brokenhearted, she decides to enter a convent. When she comes home after a number of years, she learns that Dowling and Girotti have been married. She learns, too, from Lupi of the manner in which Dowling had alienated Girotti. Meanwhile, Lupi, still in love with Dowling, threatens to reveal her plot to Girotti if she does not reciprocate the love. Bach, knowing the truth, is unwilling to reveal it to Girotti for fear of bringing turmoil into his life, and resolves to go back to her convent for good. However, Dowling, thinking her plot will be revealed, plans to run off with a new lover, but she is surprised while fleeing, and is killed by Lupi. Girotti comes to Bach to beg forgiveness.

X-RAY: Art spots should find some interest in this complicated story of love intrigue, with the Italian audiences, of course, a natural for it. Performances are

Okeh throughout, with Dowling known to American fans. The screen play was written by Gaspard Cataldo and Camillo Mastrocinque. Legion of Decency: "B."

AD LINES: "A Sordid Tale Of Love And Intrigue"; "She Toyed With Men's Passions Until They Destroyed Her"; "Envy Prompted Her To Court The Affections Of A Man She Did Not Love."

Each Heart Has Its Own Story

ROMANTIC COMEDY
104M.

(Scandia)

(Swedish-made) (English titles)

ESTIMATE: Okeh for Swedish audiences.

CAST: Edvard Persson, Inger Juel, Hilda Borgstrom, Dagmar Effesen, Henrik Schildt, Carl-Henrik Fant, Johan Ekman, Ebba Wrede, Axel Hogel, John Norrman, Otto Landahl, Julia Caesar, Nils Dahlgren. Produced by A. B. Europa Films; directed by Bror Bugler.

STORY: Edvard Persson is a good natured master of a baronial estate in southern Sweden where an atmosphere of song, music, and romantic adventure prevails. Persson's daughter, Inger Juel, is about to be engaged to a nobleman as fulfillment of plans made when the two were children. Comes a wandering minstrel, Carl-Henrik Fant, whose sensitivity and individuality attract Juel. Taking music lessons, she comes to love him. Her other suitor, Henrik Schildt, tries to discredit Fant, but is unsuccessful. When Persson sees where the attentions of his daughter really are, he grants his blessings to her union with Fant, disposing of Schildt. The family ghost, Hilda Borgstrom, who appears on occasions to Persson, compliments him on his action, and encourages him to look with grace upon the young minstrel.

X-RAYS: This import, clouded with romantic illusion, is just a variation of the Cinderella legend with an appropriate amount of sentimentality. Even the jovial, amiable Persson is unable to liven things up. However, Swedish audiences might be interested. The scenario is by Bror Bugler.

AD LINES: "Edvard Persson In Another Delightful Potpourri Of Song, Comedy, And Romance"; "A Touching Story Embossed With A Wealth Of Music And Laughs"; "You'll Laugh, You'll Cry You'll Sing."

Egypt By Three

DRAMA
76M.

(Filmmakers Releasing Organization)

(Made in Egypt) (English dialogue)

ESTIMATE: Off beat fare is best for art houses or the lower half.

CAST: Ann Stanville, Jackie Craven, Paul Campbell, Abbas Fares, Charles Fawcett, Mahmoud el Miligui, Hassan el Barcudi, Charles Mendick, Eddie Constantine, Nabila Nouhy, The Coptic Priests of the Church of Abu Sefen. Produced and directed by Victor Stoloff.

STORY: In the first sequence of this trilogy, Paul Campbell, knife thrower, has a jealous wife, Jackie Craven. He falls for a young girl, Ann Stanville, guarded by her brother. Campbell, later, is believed guilty of the brother's murder. The wife who witnessed the murder, which wasn't committed by Campbell, makes him promise that he will quit the girl in return for her silence. The wife is now almost certain to be murdered by Campbell in the course of their knife throwing vaudeville act. The second episode concerns itself with the battle between the medical education and know-how of the west pitted against Egyptian superstitions and medicine man tactics. When an out-

break of bubonic plague is spotted in a caravan on pilgrimage to Mecca, the modern men of medicine attempt to delay it for six days to stop the plague. A young couple, vowing to give birth to their child at the holy place, manage to sneak away. The sheik of the band, Abbas Fares, is finally made to listen to reason when the Cairo authorities inform him that the baby was born dead from the plague. In the third episode, a couple of con men, Charles Mendick and Eddie Constantine, use monks to try to smuggle diamonds out of the country. Selling the monks on the idea of selling their holy bread in other lands so that the church can be repaired, and the poor can be helped, the two start much activity within the holy place. The bread is easily sold, and the con men held in great respect by the simple people. The diamond plan backfires when the breads which contain the diamonds are shipped on the wrong date.

X-RAY: This off-beat deal in drama trilogy will find best potential in the art houses or on the lower half. The authentic backgrounds and new faces add interest, the photography and acting are fair, with direction passable, and the editing is a bit uneven for American tastes. This can be exploited as being the first English speaking film to be made in Egypt. The stories are originals by Lou Morheim.

AD LINES: "The First English Speaking Film Made Entirely In Egypt"; "A Trilogy Of Novel Dramas"; "One Of The Most Unusual Films Of The Season."

Fame And The Devil

FANTASY
COMEDY
80M.

(Realart)

(Italian-made) (English dialogue)

ESTIMATE: Okeh import for the lower half.

CAST: Mischa Auer, Marilyn Buford, Ferruccio Tagliavini, Marcel Cerdan, Carlo Campanini, Leonardo Cortese, Bill Tubbs, Aldo Silvani, Franca Marzi. Produced by Maleno Malenotti; directed by Mario Monicelli and Steno.

STORY: Diplomat Mischa Auer calls for an interpreter for a big diplomatic dinner he is giving, and his secretary, Marilyn Buford, finds impecunious professor Leonardo Cortese for the job. Cortese falls in love with Buford, makes a bad blunder at the dinner, and returns alone to his attic in disgrace. He takes his good luck charm, throws it out the window, mutters "To the Devil". Immediately the door opens, and in comes the Devil, Aldo Silvani, who listens to Cortese's troubles, and offers to help him in his affair of the heart. Giving him the body of a famous man who has just committed suicide, Silvani tells Cortese he can win the love of Buford. In quick succession, Cortese becomes a tenor, Ferruccio Tagliavini, and a middleweight champion, Marcel Cerdan, but Buford does not love him. Finally, Cortese is given the body of Auer, but still can not win Buford's love, and in this guise is murdered. Cortese awakens in his attic, finds it has all been a dream, and realizes that happiness is not to be found by living other people's lives nor is it the way to Buford's heart. By being himself he finally proves his love to Buford, and is reinstated as official interpreter.

X-RAY: This Italian import with dubbed English dialogue is a bit of whimsy, and the story by the directors, Monicelli and Steno, is original. Performances are okeh with Tagliavini and Cerdan playing themselves. Tagliavini offers several songs. This can fit on the lower half where they play imports.

AD LINES: "Would You Go To The Devil Over A Girl?" "A Charming Italian-made Fantasy"; "The Surprise Comedy Hit Of The Season."

Murder Will Out

MELODRAMA
83M.

(Kramer-Hyams)

(English-made)

ESTIMATE: Slick British melodrama should appeal to art spots.

CAST: Valerie Hobson, Edward Underdown, James Robertson Justice, Henry Kendall, Garry Marsh, Daniel Wherry, Sam Kydd, Ian Fleming, Daphne Newton, Johnnie Schofield. Produced by Robert S. Baker and Monty Berman.

STORY: Edward Underdown, sitting alone in a restaurant waiting for his date, is asked to join publisher Henry Kendall and Valerie Hobson, wife of a distinguished literary man. Kendall is called away to be questioned on the murder of his secretary, but is unable to establish an alibi. Investigation also shows that Underdown had been the secretary's fiance. He, too, can not explain his whereabouts at the time of the murder. Hobson's husband, James Robertson Justice, had also been a friend of the dead girl, and he also is without an alibi. Meanwhile, Hobson has found a series of stories her husband had written years ago, and submits them to the BBC. They are accepted, but Justice, unwilling to be associated with what he considers his immature work, refuses to do the series. Hobson, who has come to love Underdown, wishes to push his career, and convinces Justice to permit him to do the series under the nom de plume of Merrill. The broadcasts are a success, and speculation grows as to the authorship. Underdown's name becomes associated with the stories, and Hobson, knowing of her husband's weak heart, sees no reason to deny the rumors. Justice, sensing his wife's infidelity, hatches a scheme to destroy her lover. He writes the last story of the series as a confession to the secretary's murder, and pays Kendall to confirm that Underdown had written the stories. Hobson hears of the plan, she gives her husband an overdose of medicine, and, when an autopsy is ordered, Underdown plans to confess to the murder. The autopsy shows a natural death, and Hobson rushes to the radio studio to warn her lover not to confess. Running across the street, she is run down by an auto, and is killed. Kendall, unable to keep the secret, confesses Justice's authorship of the stories, and Underdown is left with an empty life ahead of him.

X-RAY: This British slick who-done-it abounds with sophisticated repartee, and is seasoned with enough legitimate suspense and excitement to qualify it as a good melodrama for the art spots. Perhaps the irony intended is a bit too obvious, but it lends class to the thriller. The direction is keyed at a good pace, never letting the wordiness hinder the action. The screen play is by John Gilling.

AD LINES: "A Sophisticated, Witty, Ironic Melodrama"; "A Polished And Neatly Contrived Thriller"; "He Planned His Revenge From The Grave."

The Paris Express

MELODRAMA
82M.

(Schaefer)

(English-made)

(Color by Technicolor)

ESTIMATE: Will find best response in art and class spots.

CAST: Claude Rains, Marta Toren, Marius Goring, Herbert Lom, Anouk, Felix Aylmer, Ferdy Mayne, MacDonald Parke. Produced by Josef Shafitel; directed by Harold French.

STORY: After investing 18 years of life, and all his savings, in the firm for which he is head bookkeeper, Claude Rains discovers that it is bankrupt because his

employer, Herbert Lom, had been stealing to have an affair in Paris with Marta Toren. When Rains catches Lom attempting to run out with the remaining funds after planting a fake suicide note, he attacks him, and Lom accidentally drowns. Rains takes the money, and boards the Paris Express. On the train, Rains meets Marius Goring, a detective investigating Lom's activities. Goring gets the whole story from Rains, but Rains leaps off the train. Thinking he is wanted for murder, he goes to Toren's apartment. When she realizes he has the money, she offers to hide him from the police. Although Rains finds himself attracted, he thwarts her attempts to get the money. Eventually, however, he tells Toren where the money is hidden. Toren goes there only to find the police, headed by Goring, who is eager to tell Rains he is not wanted for murder. Rains escapes the police, and, outraged by the thought that Toren had betrayed him, swears to kill her. He lures her to a deserted spot, and kills her in a wild rage. After a chase, Goring takes Rains, by now mad, into custody.

X-RAY: A tale of violence and rebellion, this English import stresses character development, and keeps the action in a rather minor key. Rains does an excellent job as the aging pillar of respectability who leaps at the opportunity to recapture lost youth, romance, and adventure, and Toren is convincing. Given an assist by Technicolor, the film is visually pleasing. A bit on the talkative side, it should find its most receptive audience in the art and class houses. The screen play is by Harold French, based on a novel by Georges Simenon.

AD LINES: "A Strange Tale Of Violence That Rips The Curtain Off A Man's Soul"; "The Fire Of A Woman's Lips Reshapes The Destiny Of Many Lives"; "Claude Rains As A Man Who Sought To Recapture Youth."

The Story of Tosca

OPERATIC DRAMA
102m.
(Scalera)
(Italian-made) (English titles)

ESTIMATE: Average opera film may appeal to the art houses.

CAST: Imperio Argentina, Michel Simon, Rossano Brazzi, Carla Candiani, Adriano Rimoldi, with the voices of Ferruccio Tagliavini and Mafalda Favero. Produced by Arturo Ambrosio; directed by Carlo Koch.

STORY: While painting in the church, Rossano "Cavaradossi" Brazzi discovers young Roman nationalist Adriano "Count Angelotti" Rimoldi hiding from the police. The police, headed by Michel "Scarpia" Simon are tightening their net. Brazzi, sympathetic to the cause, hides Rimoldi at his country home. Suspecting that Brazzi's lover Imperio "Tosca" Argentina might lead them to Rimoldi's hiding place, the police trail her to the country home. Brazzi is tortured on Simon's orders in hopes of getting from him the whereabouts of Rimoldi, but he remains silent. Unable to endure her lover's suffering, Argentina reveals the hiding place, and Rimoldi is shot by the police, and Brazzi is brought to the prison to be shot for harboring ideas against the state. Argentina comes to Simon to beg for her lover's life, and Simon pretends to order a faked execution. He leaves orders not to be disturbed, and, alone with Argentina, proceeds to attack her. Repulsed, Argentina stabs him to death. She goes to her lover to tell him of the planned fake execution, and happily watches him being taken away by the firing squad. When she sees his riddled body fall, she is struck with grief and Simon's evil trick. When Simon's body is discovered, she throws herself to her death.

X-RAY: This concentrates on the story of "Tosca", and is not a film version of the opera. Puccini's music is used as background, and Ferruccio Tagliavini and Mafalda Favero sing some of the arias from the opera. Simon is excellent as "Scarpia" and Argentina is fiery enough as "Tosca." The film may be suitable for art and Italian houses. The screen play was adapted from Victorien Sardou's play.

AD LINES: "Victorien Sardou's Famous 'La Tosca'"; "Hear Puccini's Music And The Voices Of Ferruccio Tagliavini And Mafalda Favero"; "She Was A Wild, Fiery, Passionate, And Jealous Woman."

MISCELLANEOUS

Fear and Desire

MELODRAMA
68m.

(Burstyn)

ESTIMATE: Meritorious entry strictly for the art spots.

CAST: Frank Silvera, Kenneth Harp, Paul Mazursky, Steve Coit, Virginia Leith, David Allen. Produced, directed, photographed, and edited by Stanley Kubrick.

STORY: During an imaginary war, four soldiers are stranded miles behind enemy lines when their plane is shot down. The only way out is a river that flows through the front lines. Lieutenant Kenneth Harp proposes to build a raft, and float down the river. An enemy plane zooms overhead, and Harp orders the men back into the forest. They come across a shack, two enemy soldiers eating, and kill them. Their position endangered, they flee. Returning to the raft, Virginia Leith discovers them, but she does not understand the language. Tying her to a tree, and leaving Paul Mazursky to guard her, he becomes hysterical, fearing his buddies have deserted him. He tries to amuse the girl, she becomes more frightened. Growing excited he kisses her, and runs away, and is shot. Meanwhile, Frank Silvera discovers an enemy general, becomes engrossed with the idea of killing him and argues his confreres into accepting his plan to shoot at the house, drawing the sentries away while the other two will kill the general, and escape. It works out as planned, but when Harp shoots the general, he sees that it is himself that he shoots. Meanwhile, Silvera, floating down the river on the raft fatally wounded, picks up the now insane Mazursky before arriving back at their own lines.

X-RAY: This has merit for the art spots with effective photography and effects, but the acting, with some exceptions, is on the amateurish side. Written for the screen by Howard O. Sackler, it may get attention in the long hair spots, but otherwise it will fit into the lower half.

AD LINES: "A Startling Innovation In Motion Pictures"; "A Picture Of War And How It Affects Four Men"; "Four Men And One Woman Alone In A Deserted Forest."

The Shorts Parade

THREE REEL

Ballet

GISELLE. Kramer-Hyams. 30m. This English-made ballet featurette stars two of Britain's top dancing stars, Alicia Markova and Anton Dolin, in a ballet composed by Adolpe Adam, and conducted by Sir Malcolm Sargeant and the London Philharmonic Orchestra. Jack Buchanan's narration guides the action along, and explains the story of a beautiful girl who

dies, and who is doomed to snare men to their death from her grave. The art spots should find this of interest. **GOOD.**

TWO REEL

Documentary

CROSS SECTION OF CENTRAL AMERICA. U-I—The Earth And Its People. 21m. Guatemala has sharply defined regions varying from sea level to high mountainous regions. The tropical lowlands are peopled by Indians, descendants of a once great civilization while the somewhat higher mountain slopes are dotted with farm villages. High in the mountains, the temperate climate of Guatemala City makes living easier. **GOOD.** (8367).

ESCAPE TO FREEDOM. RKO—Specials. 15m. Comes another rising flood of refugees from behind the Iron Curtain, and this is the story of one of them. Ivo Berounsky, a student in Prague, took the desperate and dangerous chance of crossing the heavily guarded border into Austria. Finding himself alone and confused in Vienna, he goes to the U. S. Refugee Control Center, where he gets the aid that he needs. Clothed and fed until he is able to get a job, he waits for the day when he can get his passport to the United States, where, with a scholarship, he is able to continue studies at New York's Columbia University. **GOOD.** (33108).

Miscellaneous

MY SON'S DAD. Young Mens Christian Association. 25m. This deals with the part that the YMCA plays in the lives of the boys in various activities offered by the organization. It teaches them leadership and citizenship, and takes care of their physical needs. As a Y secretary shows a dad of one of the youngsters through the Y, the yarn unfolds. It was written, produced, and directed by Jack Glenn, and is available in 16mm. and 35mm. form. **GOOD.**

THE WARNING SHADOW. American Cancer Society. 17m. Produced by the American Cancer Society in Technicolor as a public service, the film is aimed especially at men over 45 to warn them of the dangers of lung cancer. The disease is predominant among men of this age group, and can be diagnosed in time only by regular semi-annual chest X-rays. When the disease reaches the stage where physical symptoms are obvious, it is usually incurable. However, if discovered, there is still time for a lung operation to save the patient's life. Dr. Evarts Graham, who performed the first operation of this kind in 1933, is on hand to tell his story of the famous operation. This is available in both 16mm. and 35mm. **GOOD.**

Color Novelty

UNDER THE LITTLE BIG TOP. Warners—Technicolor Specials. 16m. In Sarasota, Fla., where the circus winters, the local high school puts on its annual circus, and the young folks do themselves proud. The color camera covers stunts and acrobatics, making this one of the better subjects. Any type of audience ought to get a kick out of it. **EXCELLENT.** (9006).

Sports

BASKETBALL HIGHLIGHTS. RKO—Specials. 15m. The thrill packed highlights of the 1953 NIT and NCAA basketball tournaments are seen. Madison

(Continued on page 3511)

National Release Dates, Production Numbers On '51-'52, '52-'53 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1951-52 and 1952-53 product, accurate to time of publication—Ed.)

Allied Artists

(For 1951-52 listing, see page 3442)

5301	Battle Zone	Sept.
5302	Kansas Pacific	Feb.
5303	Fort Vengeance	Mar.
5307	Affair In Monte Carlo	July
5308	Torpedo Alley	Jan.
5309	Son of Belle Starr	June
5310	Caw Country	Apr.
5311	Roar Of The Crowd	May
5314	Safari Drums	June
5316	Tangler Incident	Feb.
5318	Jalopy	Feb.
5319	Bowery Knights	May
5322	The Maverick	Dec.
5323	The Hamesteads	Mar.
5324	Rebel City	May
5326	White Lightning	Mar.
5328	Murder Without Tears	July
5329	Trail Blazers	Apr.
5330	Northern Patrol	June
5332	Star Of Texas	Jan.
5333	The Marksman	Apr.

(Monogram)

5201	Flat Top	Nov. 12
5202	Hlawatha	Dec. 28
5203	Wagons West	July 6
5204	The Rose Bowl Story	Aug. 24
5205	Wild Stallion	May 18
5207	African Treasure	May 25
5208	Jungle Girl	Dec. 9
5209	Desert Pursuit	May 6
5210	Arctic Flight	Oct. 19
5211	Hold That Line	Mar. 23
5212	Here Come The Marines	June 15
5213	Feudin' Fools	Sept. 21
5214	No Holds Barred	Nov. 23
5215	Jet Jab	Apr. 13
5216	Army Bound	Oct. 5
5217	The Steel Fist	Jan. 6
5218	Sea Tiger	July 27
5220	Gold Fever	June 8
5221	Yukon Gold	Aug. 10
5222	Fangs Of The Arctic	Jan. 4
5224	Waco	Feb. 24
5225	Kansas Territory	Apr. 20
5226	Fargo	Sept. 7
5241	Texas City	Jan. 13
5242	The Man From Black Hills	Mar. 2
5243	Dead Man's Trail	July 20
5244	Canyon Ambush	Oct. 12
5251	Night Raiders	Feb. 3
5252	The Gunman	Apr. 6
5253	Montana Incident	Aug. 17
5254	Wyoming Roundup	Nov. 9
5299	Aladdin And His Lamp	Jan. 20

Columbia

(For 1951-52 listing, see pages 3558, 3442)

501	Affair In Trinidad	Sept.
502	Captain Pirate	Aug.
503	Rainbow 'Round My Shoulder	Sept.
504	Last Train From Bambay	Aug.
505	Strange Fascination	Dec.
506	The Happy Time	Dec.
507	Assignment—Paris	Oct.
508	The Golden Hawk	Oct.
509	The Clouded Yellow	Aug.
510	The Mine With The Iron Door	Sept.
511	Last Of The Comanches	Feb.
512	Hangman's Knot	Nov.
513	Invasion, U. S. A.	Dec.
514	Ladies Of The Chorus	Nov.
515	Eight Iron Men	Dec.
516	The Pathfinder	Jan.
517	Target Hong Kong	Feb.
518	Voodoo Tiger	Nov.
519	The Four Poster	Jan.
520	The Juggler	Jan.
521	The Member Of The Wedding	Mar.
524	Prince of Pirates	Mar.
526	Problem Girls	Apr.
528	One Girl's Confession	Apr.
534	All Ashore	Mar.
537	Jack McCall, Desperado	Apr.
539	Savage Mutiny	Mar.
541	The Glass Wall	Apr.
543	Five Angels on Murder	Mar.
545	Salome	Mar.
571	Winning Of The West	Jan.
572	On Top Of Old Smoky	Mar.
	Goldtawn Ghost Riders	May
	Ambush At Tamahawk Gap	May
	Serpent Of The Nile	May
	(Re-release)	
544	The Bandit Of Sherwood Forest	Mar.

Lippert

(For 1951-52 listing, see page 3358)

5201	Tramba, The Tiger Man	Nov.
5202	Scotland Yard Inspector	Oct.
5203	Mr. Walkie Talkie	Nov.
5204	Gambler And The Lady	Dec.
5205	Johnny The Giant Killer	Feb.
5206	I'll Get You	Jan.
5207	The Tall Texan	Feb.
5211	Bad Blonde	Apr.
5213	Bachelor In Paris	Apr.
5214	Perils Of The Jungle	Mar.
5218	The Slasher	May
5228	Ghost Ship	May

(Re-releases)

5209	Great White Hunter	
5210	Captain Kidd	
5215	Ali Baba Nights	

(Special 3-D Shorts)

5220	A Day In The Country	
5227	College Capers	

Metro-Goldwyn-Mayer

(For 1951-52 listing, see page 3358)

301	The Merry Widow	Sept.
302	The Devil Makes Three	Sept.
303	My Man And I	Sept.
304	Because You're Mine	Oct.
305	Apache War Smoke	Oct.
306	Everything I Have Is Yours	Oct.
307	Ivanhoe	Feb.
308	The Prisoner Of Zenda	Nov.
309	The Hour Of 13	Nov.
310	Plymouth Adventure	Nov.
311	Sky Full Of Moon	Dec.
312	Million Dallar Mermaid	Dec.
313	Above And Beyond	Jan.
314	Desperate Search	Jan.
315	The Bad And The Beautiful	Jan.
316	The Clown	Jan.
317	Jeopardy	Feb.
318	The Naked Spur	Feb.
319	The Hoaxters	Jan.
320	Rogue's March	Feb.
321	Battle Circus	Mar.
322	Confidentially Connie	Mar.
323	I Love Melvin	Mar.
324	Sombrero	Apr.
325	Small Town Girl	Apr.
326	Bright Road	Apr.
327	Never Let Me Go	May
328	The Girl Who Had Everything	Apr.
329	Code Two	Apr.
330	Cry Of The Hunted	May
331	Remains To Be Seen	May
332	Fast Company	May
333	Young Bess	May

Paramount

(For 1951-52 listing, see page 3358)

5201	Just For You	Sept.
5202	Caribbean	Sept.
5203	Somebody Loves Me	Oct.
5204	Hurricane Smith	Oct.
5205	The Turning Point	Nov.
5206	The Savage	Nov.
5207	The Blazing Forest	Dec.
5209	Road To Bali	Jan.
5210	Thunder In The East	Jan.
5211	Tropic Zone	Jan.
5212	The Stooge	Feb.
5213	Come Back, Little Sheba	Mar.
5214	The Stars Are Singing	Mar.
5215	The Girls Of Pleasure Island	Apr.
5216	Off Limits	Apr.
5217	Pony Express	May
5218	The War Of The Worlds	
5220	Jamaica Run	June
5221	The Vanquished	June
5222	Scared Stiff	June
5223	Houdini	July
5224	Stalag 17	July
5230	Sangaree (3D)	May

(Reissue)

5208	Cleopatra	Dec.
	The Greatest Show On Earth	May

RKO

(For 1951-52 listing, see page 3358)

301	One Minute To Zero	Aug.
302	Beware My Lovely	Aug.
303	Faithful City	Aug.
304	The Lusty Men	Nov.
305	Under The Red Sea	Oct.
306	Captive Women	Dec.
307	Blackbeard, The Pirate	Dec.
308	Montana Belle	Nov.
309	Face To Face	Nov.
310	The Secret Sharer (Face To Face)	Nov.
311	Bride Comes To Yellow Sky (Face To Face)	Nov.
312	Angel Face	Feb.
313	No Time For Flowers	Feb.
314	The Hitch-Hiker	Mar.
315	Sword Of Venus	Feb.
316	Count The Hours	Apr.
317	Port Sinister	Mar.
318	Split Second	May
319	The Big Frame	May
351	Hans Christian Andersen	Dec.
361	The Big Sky	Aug.
362	Sudden Fear	Aug.
368	Androcles And The Lion	Jan.
371	Never Wave At A Wac	Jan.

391	Story Of Robin Hood	July
392	Peter Pan	Feb.
	The Sea Around Us	Apr.
	Sea Devils	May
	Below The Sahara	May
	Kiss And Run	June
	Arizona Outpost	June

(Re-releases)

381	Look Who's Laughing	Aug.
382	Tao Many Girls	Aug.
383	Annie Oakley	Sept.
384	Allegheny Uprising	Sept.
385	The Bachelor And The Bobby Soxer	Dec.
386	Bachelor Mother	Dec.
387	Fort Apache	Apr.
388	Blood On The Moon	Apr.

Republic

(1951-52)

5101	Adventures Of Captain Fabian	Oct.
5102	The Sea Hornet	Nov.
5103	The Wild Blue Yonder	Dec.
5104	Lady Passessed	Jan.
5105	Hoodlum Empire	Apr.
5106	I Dream Of Jeanie	June
5107	Woman Of The North Country	Aug.
5108	The Quiet Man	Sept.
5109	Toughest Man In Arizona	Oct.
5121	Honeychile	Oct.
5122	Oklahoma Annie	Apr.
5123	The Wac From Walla Walla	Oct.
5124	Havana Rose	Sept.
5125	The Fabulous Senarita	Apr.
5126	Tropical Heat Wave	Oct.
5127	This Is Karel	Aug.
5128	Gobs And Gals	May
5129	Bal Tabarin	June
5130	Street Bandits	Nov.
5131	Woman In The Dark	Jan.
5141	Calarada Sundown	Feb.
5142	The Last Musketeer	Mar.
5143	Border Saddlemates	Apr.
5144	Old Oklahoma Plains	July
5145	South Pacific Trail	Oct.
5146	Old Overland Trail	Mar.
5151	South Of Caliente	Oct.
5152	Pals Of The Golden West	Dec.
5171	Leadville Gunslinger	Mar.
5172	Black Hills Ambush	May
5173	Thundering Caravans	July
5174	Desperadoes' Outpost	Oct.

(1952-53)

5201	Thunderbirds	Nov.
5202	Ride The Man Down	Jan.
5203	San Antone	Feb.
5204	Woman They Almost Lynched	Mar.
5205	The Lady Wants Mink	Apr.
5206	A Perilous Journey	May
5207	Fair Wind Ta Java	Apr.
	The Flying Squadron	Feb.
5241	Marshal Of Cedar Rock	Feb.

20th Century-Fox

(For 1952 releases, see page 3427)

301	My Cousin Rachel	Jan.
302	The I Don't Care Girl	Jan.
303	Ruby Gentry	Jan.
304	The Thief Of Venice	Jan.
305	Taxi	Mar.
306	Niagara	Feb.
307	The Farmer Takes A Wife	
308	Treasure Of The Golden Condor	Feb.
309	The Silver Whip	Feb.
311	Call Me Madam	Apr.
312	The President's Lady	Apr.
313	Destination Gabi	Mar.
314	Invader From Mars	May
315	Man On A Tightrope	Apr.
316	The Star	Feb.
317	Down Among The Sheltering Palms	Mar.
318	Titanic	May
319	The Desert Rats	May
347	Tonight We Sing	Apr.
	The Girl Next Door	June
	Powder River	June
	Pickup On South Street	June
	White Witch Doctor	July
	Glory Brigade	July
	The Kid From Left Field	July
	Gentleman Prefer Blondes	Aug.
	Sailor Of The King	Aug.
	Inferno (3-D)	Aug.

(Re-releases)

348	The Gunfighter	Jan.
349	Yellow Sky	Jan.
350	Call Of The Wild	Mar.
351	My Darling Clementine	Mar.
352	Gentleman's Agreement	May
353	The Snake Pit	May
354	Kiss Of Death	May
355	Roadhouse	May

United Artists

	High Noon (Kramer)	July
	Actors and Sin (Kuller)	July
	Cry The Beloved Country (Lopert)	Aug.
	Island Of Desire (Rose)	Aug.
	Park Row (Fuller)	Aug.
	It's In The Bag (Skirball)	Sept.
	Guest Wife (Skirball)	Sept.
	Untamed Women (Jewell)	Sept.
	The Lady Vanishes (Hitchcock)	Sept.
	The Ring (King)	Sept.
	The Thief (Popkin)	Oct.

(Continued on page 3510)

Production Numbers

(Continued from page 3509)

Limelight (Chaplin)	Feb.
Monsoon (Film Group)	Dec.
Outpost In Malaya (Stafford)	Nov.
Kansas City Confidential (Small)	Dec.
Babes In Bagdad (Danziger)	Dec.
Breaking The Sound Barrier (Lean)	Nov.
Guerilla Girl (Chrotian)	Jan.
Luxury Girls (Cines)	Jan.
A Tale of Five Women (Paal)	Dec.
The Magnetic Monster (A-Men)	Feb.
Bandits Of Corsica (Small)	Feb.
Moulin Rouge (Romulus)	Mar.
Bwana Devil (3D) (Oboler)	Mar.
Golden Arrow (Renown)	Apr.
Son Of The Renegade (Schwarz)	Apr.
Love Happy (Cowan)	Apr.
Africa Screams (Nassour)	Apr.
The Assassin (Rank)	Apr.
That Man From Tangier (Elemsee)	May
Rough Shoot (Stross)	May
Raiders Of The Seven Seas (Small)	May
Phantom From Space (Wilder)	May

Universal-International

(For 1951-52 releases, see page 3427)

301 The Raiders	Nov.
302 Because Of You	Nov.
303 It Grows On Trees	Nov.
304 The Black Castle	Dec.
305 Against All Flags	Dec.
306 The Lawless Breed	Jan.
307 Meet Me At The Fair	Jan.
308 City Beneath The Sea	Mar.
309 The Redhead From Wyoming	Jan.
310 The Mississippi Gambler	Feb.
311 Girls In The Night	Feb.
312 Gunsmoke	Mar.
313 Seminole	Mar.
314 Ma and Pa Kettle On Vacation	Apr.
315 Desert Legion	Apr.
316 Abbott and Costello Go To Mars	Apr.
317 The Lone Hand	May
318 Law And Order	May
319 It Happens Every Thursday	May
380 Something Money Can't Buy	
381 The Importance Of Being Earnest	
382 The Penny Princess	Mar.
383 The Story Of Mandy	Feb.

Warners

(For 1951-52 listing, see page 3359)

201 Big Jim McLain	Sept.
202 The Crimson Pirate	Sept.
203 The Miracle Of Our Lady Of Fatima	Oct.
204 Springfield Rifle	Oct.
205 Operation Secret	Nov.
206 The Iron Mistress	Nov.
207 Cattle Town	Dec.
208 Abbott And Costello Meet Captain Kidd	Dec.
209 April In Paris	Jan.
210 Stop, You're Killing Me	Jan.
211 The Man Behind The Gun	Jan.
212 The Jazz Singer	Feb.
213 I Confess	Feb.
214 She's Back On Broadway	Mar.
215 The Blue Gardenia	Mar.
216 Trouble Along the Way	Apr.
217 The System	Apr.
218 House Of Wax (3-D)	Apr.
219 By The Light Of The Silvery Moon	May
220 The Desert Song	May

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Alphabetical Guide

(Continued from page 3512)

STEEL TRAP, THE—87m.—20th-Fox	3399
STEREO-TECHNIQUES SHOW NO. 1—46m.—Lesser.....	3464
STOLEN IDENTITY—87m.—Ainsworth-Nathanson.....	3489
STOOGES, THE—100m.—Paramount	3398
STOP, YOU'RE KILLING ME—86m.—Warners	3432
STORY OF MANDY, THE—(CRASH OF SILENCE)— 93m.—U-I	3423
STORY OF ROBIN HOOD, THE—83m.—RKO	3371
STORY OF THREE LOVES, THE—122m.—MGM	3479
STORY OF TOSCA, THE—102m.—Scalera	3508
STRANGE FASCINATION—80m.—Columbia	3389
STRANGE ONES, THE—98m.—Kingsley-Mayer	3374
STREETS OF SORROW—75m.—Union	3424
STRIP TEASE HOLD-UP—74m.—Union	3489
SUDDEN FEAR—110m.—RKO	3371
SWORD OF VENUS—73m.—RKO	3455
SYSTEM, THE—87m.—Warners	3488
T	
TALL TEXAN, THE—82m.—Lippert	3502
TANGIER INCIDENT—78m.—Allied Artists.....	3453
TARAS SHEVCHENKO—102m.—Artkino	3386
TARGET—HONG KONG—66m.—Columbia	3429
TAXI—77m.—20th-Fox	3456

THAT MAN FROM TANGIER—80m.—UA	3504
THIEF IN SILK—88m.—Astor	3501
THIEF, THE—85m.—UA	3382
THIEF OF VENICE, THE—91m.—20th-Fox	3415
THIRST OF MEN, THE—83m.—Union	3417
THUNDER IN THE EAST—98m.—Paramount	3406
THUNDERBOLDS—99m.—Republic	3414
TITANIC—98m.—20th-Fox	3504
TONIGHT WE SING—109m.—20th-Fox	3456
TOO MANY GIRLS—85m.—RKO	3371
TOPAZE—114m.—Discina	3417
TORPEDO ALLEY—84m.—Allied Artists	3413
TOUGHEST MAN IN ARIZONA—90m.—Republic	3398
TRAGIC LOVERS, THE—102m.—Georgiades.....	3464
TREASURE OF THE GOLDEN CONDOR— 93m.—20th-Fox	3456
TRIORAMA—36m.—Maga	3482
TRIP TO AMERICA—75m.—Lewis	3409
TROMBA, THE TIGER MAN—63m.—Lippert	3405
TROPIC ZONE—94m.—Paramount	3431
TROPICAL HEAT WAVE—74m.—Republic	3390
TROUBLE ALONG THE WAY—110m.—Warners.....	3488
TURNING POINT, THE—85m.—Paramount	3382
TWILIGHT WOMEN—see WOMEN OF TWILIGHT	
TWO CENTS WORTH OF HOPE—100m.—Times.....	3447
U	
UNDER THE RED SEA—67m.—RKO	3390
UNDERSEA RAIDER—74m.—Manor	3471

V	
VENETIAN BIRD—95m.—Rank	3424
VOODOO TIGER—67m.—Columbia	3405
W	
WAC FROM WALLA WALLA, THE—83m.—Republic.....	3407
WAGON TEAM—61m.—Columbia	3381
WAR OF THE WORLDS, THE—84m.—Paramount.....	3479
WAY OF A GAUCHO—91m.—20th-Fox	3391
WHALE HUNT, THE—55m.—Artkino	3434
WHEREVER SHE GOES—80m.—Mayer-Kingsley	3441
WHITE LIGHTNING—61m.—Allied Artists	3485
WHITE LINE, THE—74m.—Lux	3441
WIDE BOY—67m.—Realart	3457
WILLIE AND JOE IN BACK AT THE FRONT— 87m.—U-I	3383
WINNING OF THE WEST—57m.—Columbia.....	3454
WOMAN THEY ALMOST LYNCHED—90m.—Republic.....	3494
WOMAN'S ANGLE, THE—85m.—Stratford	3434
WOMEN OF TWILIGHT (TWILIGHT WOMEN)— 89m.—Lippert	3472
WORLD FESTIVAL OF SONG AND DANCE— 78m.—Artkino	3434
WYOMING ROUNDUP—53m.—Monogram	3421
Y	
YANKEE BUCCANEER—86m.—U-I	3383
YELLOW SKY—98m.—20th-Fox	3422
YOUNG CHOPIN—98m.—Artkino	3447
YUKON GOLD—62m.—Monogram	3368

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate, features are often subject to editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

The Shorts Parade

(Continued from page 3508)

Square Garden, New York City, is the scene of the scrambles between St. John's and St. Louis; Louisville and Georgetown; Duquesne and Tulsa; Duquesne and Western Kentucky; Seton Hall and Niagara; Duquesne and Manhattan, and Seton Hall, capturing the NIT title against St. John's. Switching to the NCAA, Indiana wins the title from Kansas and back at the Garden the east-west All-Stars meet, with the west coming out the victor. As a climax the Harlem Globetrotters match their skill with the College All-Americans. GOOD. (33801).

ONE REEL

Color Cartoons

ANT PASTED. Warners—Looney Tunes. 7m. Elmer Fudd, out to have a good time with his fireworks, runs into some ants who resent his appearance. A call to arms is sounded, the ant recruits are trained, and the war is on, with Elmer finally on the losing end. This rates better than the average. GOOD. (9715).

DON'S FOUNTAIN OF YOUTH. RKO—Walt Disney Cartoons. 6m. When uncle Donald Duck is having trouble with his nephews, he decides to teach them a lesson. Driving in the country, he comes across a pond which Ponce de Leon mistook for the fountain of youth, drinks some of the water, and begins to act like a child, leaving his care up to them. When he disappears, they find only a crocodile egg, and the irate mother gives chase. Meanwhile, Donald remains with the eggs, and the baby crocodiles think Donald is their mother. All is cleared up when the nephews drive off with their uncle. GOOD. (34109).

THE MAD HATTER. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of November, 1940, it was said: "This is a screwball takeoff on women's hats. It looks as if they have something there. EXCELLENT." (5612).

MUSCLE TUSSLE. Warners—Merrie Melodies. 7m. Daffy Duck, of puny size, can't compete with his muscular rival until he manages to effect a coup which restores the love of a young female companion. This manages to serve up only a portion of the usual DD humor. FAIR. (9714).

SOUTHERN FRIED RABBIT. Warners—Bugs Bunny Specials. 7m. When the carrots in the north peter out, Bugs Bunny goes south, and finds a foe in his old adversary, the hillbilly. The latter still thinks the Civil War is on, and the going is hot and heavy, with Bugs, as usual, top man. FAIR. (9728).

Comedy

SO YOU WANT TO LEARN TO DANCE. Warners—Joe McDoakes Comedies. 10½m. Joe McDoakes, invited by his boss to a country club dance so that the latter won't have to dance with his wife all night, doesn't know how, but takes lessons. However, he fails to make the grade with the wife, so he takes more lessons. Finally, he gets so good the wife divorces hubby, and marries Joe. This is one of the better series entries. GOOD. (9405).

Color Documentary

LET'S GO TO PRESS. Scandia. 10m. In Technicolor, this is a short history of the newspaper business in Sweden from the first journal 300 years ago with hand set type and wood cut pictures to the factory that turns out the modern newspaper. A tour of this newspaper plant takes in the huge printing presses and the modern conveniences of the telephone and teletype. GOOD.

Documentary

WINGED WORLD. United Nations. 10½m. Directed by Leo Seltzer, this deals with international civil aviation, how standards are set for instruments, planes, crews, etc. Also seen are the operations of weather stations with an international symbol language making things easier, a radar landing, the use of cargo planes, etc. GOOD.

Novelty

EPIC DRAMA. 20th Century-Fox—See It Now. 10m. Three graphic episodes are covered by the newsreel camera, the crash of a bridge at Niagara Falls because of an ice jam, floods in the midwest, and the doomed Normandie following its fire at a pier in New York. GOOD. (6302).

NO ADULTS ALLOWED. Warners—Vitaphone Novelties. 10m. Since everyone loves babies and kids, they ought to like this. From the library comes a long list of babies of all sizes and shapes, eating, sleeping, in races, etc., winding up

with the band of youngsters and some candid shots of some youngsters watching a Punch and Judy show. GOOD. (9602).

Sports

THE SPORTING BRITISH WEST INDIES. Paramount—Grantland Rice Sportlights. 9m. Jamaica, British West Indies, and Nassau are covered by the camera without any particular highlights. Cricket, sailing, etc., are noted. Color might have added some attraction to a more or less routine subject. FAIR. (R12-8).

QUEBEC CAMERA HUNT. RKO—Sportsopes. 8m. Parc la Verendrye, near Montreal, serves as background for this strange type of hunting expedition, where no guns are used. The hunters "bring them back alive" on film with a 35mm. as their weapon. The party gets some quick shots of setting ducks, and through the camera sights are seen a black bear and her albino cub and a deer. GOOD. (34313).

THE WIZARD OF CLUBS. Paramount—Grantland Rice Sportlights. 9m. Here is a fascinating view of golfer Paul Hahn's driving skill. He displays his agility by taking some difficult shots, and winds up with a spectacular stymie shot on the green. GOOD. (R12-7).

Color Travel

CITY OF DESTINY. Republic—This World Of Ours. 9m. This Trucolor tour of Washington, D. C., takes in all the usual places of interest. The city's Pentagon, in which more than 30,000 employees work, is seen, and, of course, there is a view of the Presidential residence, the White House, and its surrounding lawns. GOOD. (9221).

Topical

USSR TODAY, No. 2. Artkino. 10m. This series of vignettes from Soviet life is well padded with propaganda. Seen is a big Moscow market where prices have been drastically cut (it says here). Another episode shows the Moscow children's circus with Father Frost putting on his act. Seen, too, are the special breeding farms for beavers, where they reproduce in captivity. In another episode, a daring young fellow climbs a jagged cliff, and, with the aid of a rope, goes down the mountain in leaps. The finale is the Moscow circus with jugglers, acrobats, and trick rides. FAIR.

ALPHABETICAL GUIDE

To 377 Features Reviewed Since The Aug. 27 Issue

(This index covers features reviewed thus far during the 1952-53 season, in addition to features of the 1951-52 season reviewed after the issue of Aug. 27, 1952.—Ed.)

A

ABBOTT AND COSTELLO GO TO MARS—7½m.—U-I	3488
ABBOTT AND COSTELLO MEET CAPTAIN KIDD—70m.—Warners	3423
ABOVE AND BEYOND—122m.—MGM	3413
AFFAIR IN TRINIDAD—98m.—Columbia	3365
AFRICA SCREAMS—79m.—UA	3495
AGAINST ALL FLAGS—84m.—U-I	3423
ALL ASHORE—80m.—Columbia	3469
ALLEGHENY UPRISING—81m.—RKO	3369
AMAZING MONSIEUR FABRE, THE—89m.—Futur	3383
ANDROCLES AND THE LION—98m.—RKO	3407
ANGEL FACE—91m.—RKO	3431
ANGEL STREET—80m.—Commercial	3416
ANGELO IN THE CROWD—82m.—Continental	3400
ANGELS ONE FIVE—98m.—Stratford	3505
ANNA—100m.—IFE	3457
ANNIE OAKLEY—91m.—RKO	3370
APACHE WAR SMOKE—67m.—MGM	3381
APRIL IN PARIS—101m.—Warners	3416
ARMY BOUND—61m.—Monogram	3368
ASSIGNMENT—PARIS—85m.—Columbia	3365

B

BABES IN BAGDAD—79m.—UA	3432
BACHELOR AND THE BOBBY SOXER, THE—94m.—RKO	3431
BACHELOR MOTHER—82m.—RKO	3431
BAD AND THE BEAUTIFUL, THE—118m.—MGM	3421
BAD BLONDE—81m.—Lippert	3502
BANDIT OF SHERWOOD FOREST, THE—87m.—Columbia	3477
BANDITS OF CORSICA, THE—81m.—UA	3481
BATTLE CIRCUS—90m.—MGM	3454
BATTLE ZONE—82m.—Allied Artists	3413
BATTLES OF CHIEF PONTIAC—72m.—Realart	3417
BEAUTY AND THE DEVIL—95m.—Davis	3373
BECAUSE OF YOU—95m.—U-I	3391
BECAUSE YOU'RE MINE—103m.—MGM	3367
BELA LUGOSI MEETS A BROOKLYN GORILLA—74m.—Realart	3386
BERLINER, THE—80m.—Burstyn	3409
BEWARE MY LOVELY—77m.—RKO	3370
BIG BREAK, THE—74m.—Madison	3482
BIG FRAME, THE—66½m.—RKO	3494
BIG JIM McLAIN—90m.—Warners	3372
BIG SKY, THE—122m.—RKO	3370
BLACK CASTLE, THE—81m.—U-I	3399
BLACKBEARD, THE PIRATE—99m.—RKO	3422
BLADES OF THE MUSKETEERS—51½m.—Howco	3489
BLAZING FOREST, THE—90m.—Paramount	3389
BLOOD BROTHERS—63m.—Classic	3489
BLOOD ON THE MOON—87m.—RKO	3486
BLOODHOUNDS OF BROADWAY—91m.—20th-Fox	3408
BLUE CANADIAN ROCKIES—58m.—Columbia	3413
BLUE GARDENIA, THE—90m.—Warners	3488
BOMBA AND THE JUNGLE GIRL—70m.—Monogram	3430
BONZO GOES TO COLLEGE—79½m.—U-I	3372
BORN TO THE SADDLE—77m.—Astor	3464
BRANDY FOR THE PARSON—75m.—Mayer-Kingsley	3383
BRAVE DON'T CRY, THE—90m.—Mayer-Kingsley	3423
BREAKING THE SOUND BARRIER—109m.—UA	3415
BRIGHT ROAD—67m.—MGM	3502
BWANA DEVIL—87m.—UA	3433
BY THE LIGHT OF THE SILVER MOON—102m.—WB	3496

C

CADETS OF GUASCOGNA, THE—103m.—Continental	3400
CAGED WOMEN—93m.—Davis	3506
CALL ME MADAM—114m.—20th-Fox	3480
CALL OF THE WILD—81m.—20th-Fox	3487
CANYON AMBUSH—53m.—Monogram	3398
CAPTAIN BLACKJACK—90m.—Classic	3373
CAPTAIN PIRATE—85m.—Columbia	3365
CAPTIVE WOMEN—65m.—RKO	3390
CARIBBEAN—97m.—Paramount	3369
CASQUE D'OR, THE STORY OF A BLONDE—95m.—Discina	3384
CASTLE IN THE AIR—90m.—Stratford	3433
CATTLE TOWN—71m.—Warners	3423
CHILDREN OF LONELINESS—59m.—Jewel	3457
CITY BENEATH THE SEA—87m.—U-I	3462
CLEOPATRA—104m.—Paramount	3445
CLIFF OF SIN, THE—94m.—Continental	3440
CLOUDED YELLOW, THE—89m.—Columbia	3366
CLOWN, THE—91m.—MGM	3438
CODE TWO—69m.—MGM	3478
COME BACK, LITTLE SHEBA—99m.—Paramount	3430
CONCERT OF STARS—85m.—Artkino	3496
CONFIDENTIALLY CONNIE—71m.—MGM	3454
CONGRESS DANCES—90m.—Meadow	3506
COUNT OF ST. ELMO, THE—98m.—Cosmopolitan	3506
COUNT THE HOURS—74m.—RKO	3469
COUNTRY DOCTOR, THE—113m.—Artkino	3488
CRASH OF SILENCE—see STORY OF MANDY, THE	
CRIMSON PIRATE, THE—104m.—Warners	3373
CRY OF THE HUNTED—80m.—MGM	3486
CURTAIN UP—82m.—Flint Arts	3384

D

DANCE HALL GIRLS—67m.—Bell	3384
DANGEROUS ASSIGNMENT—67m.—Famous	3374
DEATH OF AN ANGEL—65m.—Famous	3384
DERBY DAY—84m.—Wilcox-Neagle	3424
DESERT LEGION—85m.—U-I	3482
DESPERADOES' OUTPOST—54m.—Republic	3398
DESPERATE SEARCH—71m.—MGM	3421

DESTINATION GO81—89m.—20th-Fox	3470
DEVIL MAKES THREE, THE—90m.—MGM	3367
DEVOTION—84m.—IFE	3471
DOOMED—89m.—IFE	3506
DOWN AMONG THE SHELTERING PALMS—87m.—20th-Fox	3481
DREAM WIFE—99m.—MGM	3478
DUEL WITHOUT HONOR—90m.—IFE	3506

E

EACH HEART HAS ITS OWN STORY—104m.—Scandia	3507
EGYPT 8Y THREE—76m.—Filmakers	3507
EIGHT IRON MEN—80m.—Columbia	3397
EVERYTHING I HAVE IS YOURS—92m.—MGM	3389

F

FACE TO FACE—89m.—RKO	3414
FAITHFUL CITY—86m.—RKO	3370
FAME AND THE DEVIL—80m.—Realart	3507
FANGS OF THE ARCTIC—63m.—Allied Artists	3469
FARGO—69m.—Manogram	3381
FAST COMPANY—67m.—MGM	3502
FATHER'S DILEMMA—80m.—Davis	3409
FEAR AND DESIRE—68m.—Burstyn	3508
FEUDIN' FOOLS—63m.—Monogram	3368
FIVE ANGLES ON MURDER—88m.—Columbia	3461
FLAT TOP—85m.—Monogram	3406
FLOWERS OF ST. FRANCIS—80m.—Burstyn	3401
FLYING SQUADRON, THE—60m.—Republic	3480
FORBIDDEN GAMES—89m.—Times	3463
FORCE OF DESTINY, THE—100m.—Screen Arts Sales	3409
FORT APACHE—127m.—RKO	3486
FORT VENGEANCE—76m.—Allied Artists	3493
FOUR POSTER, THE—103m.—Columbia	3397
FOUR STEPS, THE—110m.—Metaxas	3416
FRENCH WAY, THE—74m.—Manor	3384

G

GAMBLER AND THE LADY—71m.—Lippert	3429
GENTLEMAN'S AGREEMENT—118m.—20th-Fox	3495
GHOST OF CROSSBONE CANYON, THE—56m.—AA	3493
GIRL WHO HAD EVERYTHING, THE—69m.—MGM	3478
GIRLS IN THE NIGHT—82m.—U-I	3446
GIRLS OF PLEASURE ISLAND, THE—95m.—Para	3469
GLASS WALL, THE—80m.—Columbia	3485
GLORY AT SEA—90m.—Souvaine	3497
GODS OF 8ALL, THE—61m.—Classic	3409
GOLDEN HAWK, THE—83m.—Columbia	3366
GRAND CONCERT, THE—100m.—Artkino	3385
GUERRILLA GIRL—82m.—UA	3504
GUEST WIFE—87m.—UA	3372
GUNFIGHTER, THE—84m.—20th-Fox	3422
GUNSMOKE—79m.—U-I	3462

H

HANGMAN'S KNOT—81m.—Columbia	3405
HANS CHRISTIAN ANDERSEN—111m.—RKO	3422
HAPPY TIME, THE—94m.—Columbia	3366
HELL IS SOLD OUT—75m.—Realart	3497
HIAWATHA—79m.—Manogram	3430
HITCH-HIKER, THE—71m.—RKO	3445
HOAXTERS, THE—36m.—MGM	3429
HOMESTEADERS, THE—62m.—Allied Artists	3501
HORIZONS WEST—81m.—U-I	3383
HOUSE OF 13, THE—80m.—MGM	3389
HOUSE OF DARKNESS—66m.—Realart	3433
HOUSE OF WAX—88m.—Warners	3505
HURRICANE AT PILGRIM HILL—53m.—Howco	3498
HURRICANE SMITH—90m.—Paramount	3381

I

I BELIEVE IN YOU—90m.—U-I	3505
I CONFESS—95m.—Warners	3463
I DON'T CARE GIRL, THE—78m.—20th-Fox	3439
I LOVE MELVIN—77m.—MGM	3461
I'LL GET YOU—79m.—Lippert	3461
IMPORTANCE OF BEING EARNEST, THE—95m.—U-I	3440
INVADERS FROM MARS—80m.—20th-Fox	3503
INVASION, U. S. A.—74m.—Columbia	3429
IRON MISTRESS, THE—110m.—Warners	3400
IT GROWS ON TREES—84m.—U-I	3408
IT HAPPENS EVERY THURSDAY—80m.—U-I	3505
IT'S IN THE BAG—87m.—UA	3372
IVANHOE—106m.—MGM	3454

J

JACK McCALL, DESPERADO—76m.—Columbia	3485
JALOPY—62m.—Allied Artists	3493
JAMAICA RUN—92m.—Paramount	3503
JAZZ SINGER, THE—107m.—Warners	3446
JEOPARDY—69m.—MGM	3455
JULIUS CAESAR—90m.—Brandon	3433
JUST FOR YOU—104m.—Paramount	3369
JUSTICE IS DONE—96m.—Burstyn	3489

K

KANSAS CITY CONFIDENTIAL—98m.—UA	3415
KANSAS PACIFIC—74m.—Allied Artists	3477
KISS OF DEATH—97m.—20th-Fox	3503

L

LADIES OF THE CHORUS—61m.—Columbia	3397
LADY GODIVA RIDES AGAIN—98m.—London	3385
LADY VANISHES, THE—95m.—UA	3372
LADY WANTS MINK, THE—92m.—Republic	3487
LAST MISSION, THE—81m.—Finos	3401
LAST OF THE COMANCHES—85m.—Columbia	3437
LAST TRAIN FROM BOMBAY—72m.—Columbia	3366
LAW AND ORDER—80m.—U-I	3496
LAWLESS BREED, THE—83m.—U-I	3432
LEONARDO DA VINCI—70m.—Pictura	3424
LIFE BEGINS TOMORROW—86m.—Mayer-Kingsley	3433
LILI—81m.—MGM	3486
LIMELIGHT—141m.—UA	3399
LITTLE WORLD OF DON CAMILLO, THE—96m.—IFE	3447
LOOK WHO'S LAUGHING—79m.—RKO	3370
LONE HAND, THE—79½m.—U-I	3496
LOVE HAPPY—84m.—UA	3495
LOVE ISLAND—66m.—Astor	3458
LUSTY MEN, THE—113m.—RKO	3390
LUXURY GIRLS—96m.—UA	3481

M

MA AND PA KETTLE ON VACATION—75m.—U-I	3482
MAGIC BOX, THE—103m.—Mayer-Kingsley	3401

MAGIC SWORD, THE—90m.—Ellis	3401
MAGNETIC MONSTER, THE—76m.—UA	3470
MAHATMA GHANDI—TWENTIETH CENTURY	
PROPHET—80m.—UA	3471
MAN BEHIND THE GUN, THE—82m.—Warners	3440
MAN IN THE DARK—70m.—Columbia	3501
MAN IN THE GREY GLOVE, THE—103m.—IFE	3463
MAN ON A TIGHTROPE—105m.—20th-Fox	3495
MARIKA—81m.—Baker-Brill	3479
MARKSMAN, THE—60½m.—Allied Artists	3493
MARSHAL OF CEDAR ROCK—54m.—Republic	3470
MAVERICK, THE—71m.—Manogram	3438
MEET ME AT THE FAIR—87m.—U-I	3432
MEMBER OF THE WEDDING, THE—91m.—Columbia	3437
MERRY WIDOW, THE—105m.—MGM	3367
MERRY WIVES OF WINDSOR, THE—92m.—Central Cinema	3402

MILLION DOLLAR MERMAID—110m.—MGM	3414
MINE WITH THE IRON DOOR, THE—66m.—Columbia	3366
MIRACLE OF OUR LADY OF FATIMA, THE—102m.—WB	3373

MISSISSIPPI, GAMBLER, THE—98½m.—U-I	3446
MONKEY BUSINESS—97m.—20th-Fox	3371
MONSOON—82m.—UA	3462
MONTANA BELLE—81m.—RKO	3407
MONTANA INCIDENT—54m.—Monogram	3368
MOULIN ROUGE—118m.—UA	3439
MR. DENNING DRIVES NORTH—93m.—London	3385
MR. WALKIE TALKIE—65m.—Lippert	3437
MURDER WILL OUT—83m.—Kramer-Hyams	3507
MY COUSIN RACHEL—98m.—20th-Fox	3439
MY DARLING CLEMENTINE—97m.—20th-Fox	3487
MY MAN AND I—99m.—MGM	3368
MY PAL GUS—83m.—20th-Fox	3408
MY WIFE'S BEST FRIEND—87m.—20th-Fox	3391

N

NAKED SPUR, THE—91m.—MGM	3445
NEVER LET ME GO—93m.—MGM	3494
NEVER WAVE AT A WAC—87m.—RKO	3438
NEW CHINA, THE—103m.—Artkina	3402
NIAGARA—89m.—20th-Fox	3456
NIGHT WITHOUT SLEEP—77m.—20th-Fox	3391
NIGHTMARE IN RED CHINA—63m.—Friedgen	3417
NO HOLDS BARRED—66m.—Monogram	3406
NO TIME FOR FLOWERS—82m.—RKO	3431

O

OF LOVE AND BANDITS—98m.—IFE	3463
OFF LIMITS—89m.—Paramount	3461
OLD OVERLAND TRAIL—60m.—Republic	3480
ON TOP OF OLD SMOKY—59m.—Columbia	3477
ONE GIRL'S CONFESSION—74m.—Columbia	3477
ONE MINUTE TO ZERO—105m.—RKO	3371
OPERATION SECRET—108m.—Warners	3400
ORIENTAL EVIL—65m.—Classic	3386
OUTPOST IN MALAYA—86m.—UA	3416

P

PAOLO AND FRANCESCA—94m.—IFE	3497
PARIS EXPRESS, THE—82m.—Schaefer	3507
PATHFINDER, THE—78m.—Columbia	3437
PENNY PRINCESS—90m.—U-I	3496
PETER PAN—76½m.—RKO	3455
PIMPERNEL SVENSSON—85½m.—Scandia	3471
PIRATE SUBMARINE—69m.—Lippert	3367
PLYMOUTH ADVENTURE—104m.—MGM	3406
PONY EXPRESS—101m.—Paramount	3479
PONY SOLDIER—83m.—20th-Fox	3408
PORT SINISTER—65m.—RKO	3470
PRESIDENT'S LADY, THE—97m.—20th-Fox	3481
PRINCE OF PIRATES—80m.—Columbia	3453
PRISONER OF ZENDA, THE—100m.—MGM	3397
PROBLEM GIRLS—70m.—Columbia	3485
PROMOTER, THE—88m.—U-I	3385

R

RAIDERS, THE—80m.—U-I	3399
RAINBOW 'ROUND MY SHOULDER—78m.—Columbia	3366
RAMUNTCHO—89m.—Arlan	3498
REDHEAD FROM WYOMING, THE—80m.—U-I	3440
RIDE THE MAN DOWN—90m.—Republic	3407
ROAD HOUSE—95m.—20th-Fox	3504
ROAD TO BALI—90m.—Paramount	3421
ROBINSON CRUSOE LAND—82m.—Franco-London	3386
ROGUE'S MARCH—84m.—MGM	3438
RUBY GENTRY—82m.—20th-Fox	3439

S

SALOME—103m.—Columbia	3486
SAN ANTONIO—90m.—Republic	3480
SAVAGE MUTINY—73m.—Columbia	3453
SAVAGE, THE—95m.—Paramount	3382
SAVAGE TRIANGLE—112m.—Burstyn	3402
SCARED STIFF—108m.—Paramount	3503
SCOTLAND YARD INSPECTOR—79m.—Lippert	3405
SEA AROUND US, THE—61m.—RKO	3455
SEEDS OF DESTRUCTION—83m.—Astor	3374
SEMINOLE—87m.—U-I	3471
SERPENT OF THE NILE—81m.—Columbia	3502
SEVEN RAVENS, THE—50m.—Meadow	3498
SEXTETTE—90m.—Arlan	3498
SHANE—117m.—Paramount	3503
SHE'S BACK ON BROADWAY—95m.—Warners	3457
SILVER WHIP, THE—73m.—20th-Fox	3462
SKIPPER NEXT TO GOD—83m.—Excelsior	3441
SKY FULL OF MOON—73m.—Metro	3406
SMALL TOWN GIRL—93m.—MGM	3478
SNAKE PIT—108m.—20th-Fox	3495
SNOWS OF KILIMANJARO, THE—114m.—20th-Fox	3382
SOMERERO—103m.—MGM	3479
SOMEBODY LOVES ME—97m.—Paramount	3369
SOMETHING FOR THE BIRDS—82m.—20th-Fox	3399
SON OF THE RENEGADE—57m.—UA	3487
SOUTH PACIFIC TRAIL—60m.—Republic	3414
SPLIT SECOND—85m.—RKO	3494
SPRINGFIELD RIFLE—93m.—Warners	3392
STAR OF TEXAS—67m.—Allied Artists	3453
STAR, THE—89m.—20th-Fox	3446
STARS AND STRIPES FOREVER—89m.—20th-Fox	3415
STARS ARE SINGING, THE—98m.—Paramount	3453

(Continued on page 3511)



...So EXCITING
THE CRITIC OF THE
N. Y. DAILY NEWS
**"DARNED NEAR HAD
A HEART ATTACK!"**



...So BIG THE GLOBE, N.Y.
**HAD A
RECORD FIRST DAY!**


MOTION PICTURE DAILY
**\$8,000 Opening
Gross for 3-D 'Man'**



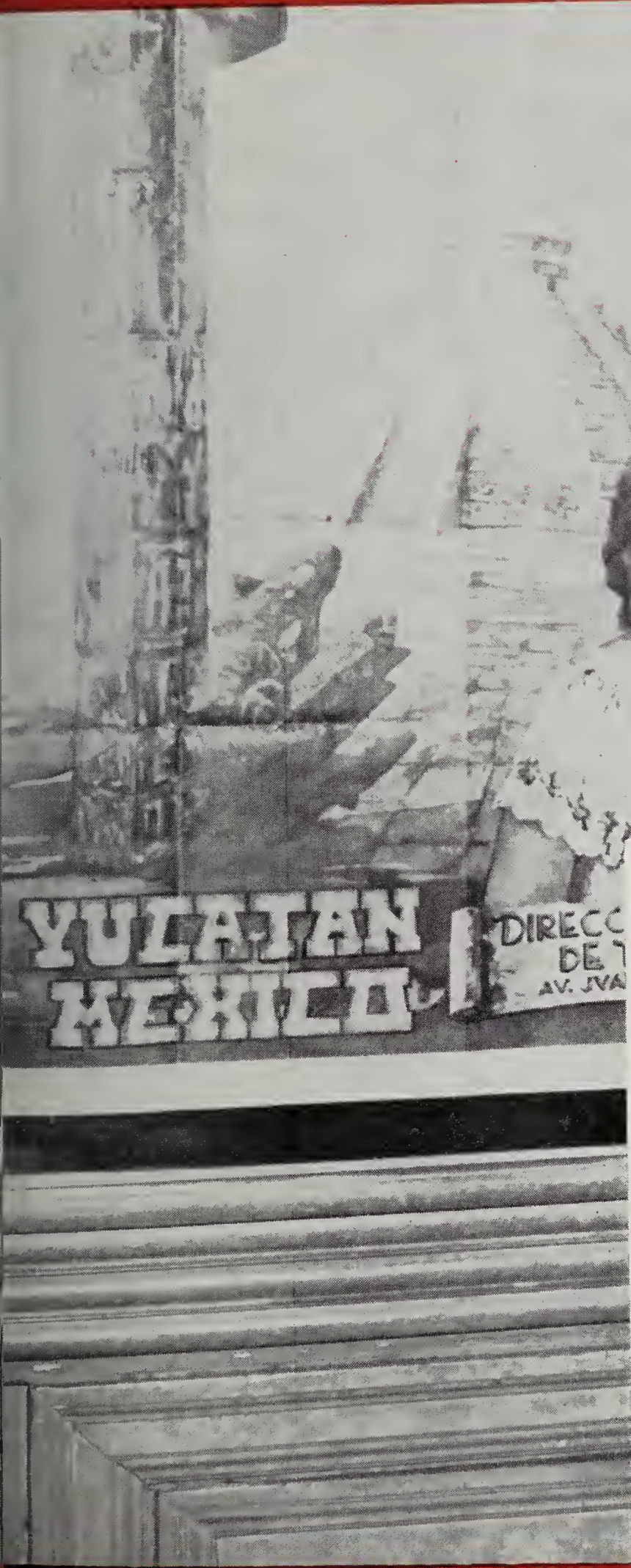
**So HAPPY... TO REPORT
ABOUT HUGE
OPENING WEEKEND
AT ORPHEUM,
SAN FRANCISCO**



**COLUMBIA'S
3 DIMENSIONS
MAN ^{IN} THE DARK**



EXHIBITOR



TALK OF THE NATION! TITANIC

**BIGGER than
"Call Me Madam"
in Los Angeles
Premiere!**

Walter Winchell says:
"'TITANIC' is TITANIC!"



Produced by
CHARLES
BRACKETT

There's No Business Like **20** Century-Fox Business!

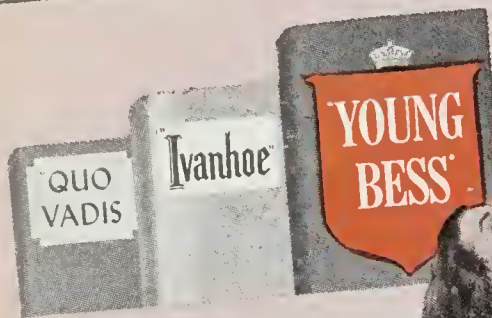
Number 26
Two Sections: Section One

APRIL 29, 1953

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OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**



M-G-M
HITS THE
JACK-POT
AGAIN!

TECHNICOLOR GLORY!
Timed With The Coronation!

"YOUNG BESS"

The Famed Novel Now A
Great Screen Romance!

M-G-M presents In Color by Technicolor "YOUNG BESS" starring
JEAN SIMMONS • STEWART GRANGER • DEBORAH
KERR • CHARLES LAUGHTON • with Kay Walsh • Guy Rolfe
Kathleen Byron • Cecil Kellaway • Leo G. Carroll • Screen Play by
Jan Lustig and Arthur Wimperis • Based on the novel by Margaret
Irwin • Directed by George Sidney • Produced by Sidney Franklin

"KING GABLE and
QUEEN BESS will
get you the JACK!"



TWO OF THE BIGGEST!

COMING
YOUR
WAY IN
MAY!



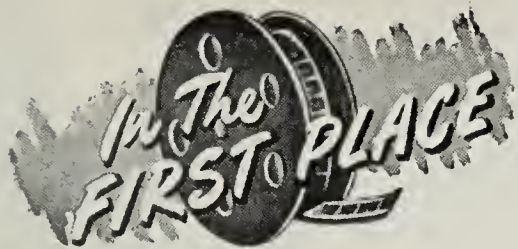
Gable and his Captive bride!

M-G-M's SCREENFUL OF
EXCITEMENT!

"NEVER LET ME GO"

M-G-M presents CLARK GABLE • GENE TIERNEY in "NEVER
LET ME GO" • with Richard Haydn • Screen Play by Ronald Millar and
George Froeschel • Adapted from the Novel "Came The Dawn" by Roger Bax
Directed by Delmer Daves • Produced by Clarence Brown





A DEVICE to thwart gate crashers at drive-ins allows cars to drive over it on the way out, but if an auto tries to sneak in through an exit, it is ruinous to the tires.

★

MUCH is being made of the fact that because glasses necessary in viewing 3-D films must be worn straight, without tilting, necking no longer remains a possibility when viewing the third-dimensional shows, or the film will be out of focus if heads are tilted. Chances are if the 3-D pictures aren't interesting enough, the glasses won't be used, anyway.

★

A MIDWESTERN manager received \$5 from an unidentified patron who said that "he had gone in the side door a number of times."

★

THE FERVOR of movie-going became apparent in the southwest where a prospective patron, asking a lad he met on the street for money for admission, slashed him when the dough wasn't forthcoming.

★

THE PERILS of exploitation were emphasized in the west where a theatreman who had a game of chance in front of his house as ballyhoo for a film was arrested. However, since the winnings were headed for charity, the fraternal lodge which was to benefit paid the fine, and the police then turned over the money to a charity fund.

—H. M. M.

I N D E X

VOL. 49, No. 26

APRIL 29, 1953

SECTION ONE

EDITORIAL	3
FEATURE ARTICLE—"TODAS LAS CARRETERAS VAN A LA CIUDAD DE MEXICO"	6, 7
NEW YORK NEWS LETTER.....	10
THE INTERNATIONAL SCENE	12
PEOPLE	13
IN THE NEWSREELS	13
THIS WAS THE WEEK WHEN.....	14
WHAT'S NEW IN 3-D.....	15
THE SCORE BOARD	16
PHYSICAL THEATRE	PT-1—PT-16

SECTION TWO

THE SERVICESECTION	SS-1—SS-8
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THE COVER PHOTO

Jack Beresin, Variety Clubs International Chief Barker, looks at a poster advertising the beauties of Mexico City, where next month's 17th annual Variety Clubs International meet will be held.

EXHIBITOR

VOL. 49, No. 26



APRIL 29, 1953

Consideration For The Little Guy

COMMENT in a bulletin of Allied Theatre Owners of Indiana, reflecting opinions at the recent convention of Ohio theatremen, should be of extreme interest to exhibitors in the smaller towns.

THE Indiana organ declared that "excluding pre-releases and advanced price specials, we learned that no distributor has made any serious demand for increased rentals during the past 12 or 18 months from any small town. To the contrary, any number of these exhibitors had secured substantial reductions in terms for the various allocations of pictures. Not one exhibitor reported otherwise. This gives evidence that the sales policies of the various companies have taken recognition of the fact that they cannot look for more revenue from the small theatres, and will probably have to expect less. Any small town operator from whom higher rentals are being sought, or who has been unable to secure a justifiable reduction, will now know that he is being made the exception. A refusal to accept the same or less terms for regularly released product can only be attributed to the enterprise of an individual salesman who is unwilling to take the time and effort to analyze the situation. It does not reflect the pattern of the distributors' sales policies."

SMALL TOWN theatres are still being forced to close throughout the country, and although the elimination of the 20 per cent federal admissions tax would lighten their burden, they can only stay open through the cooperation of the distributors.

IT MAY BE that the report above reflects only one section of the country, but it would be well for the distributors to adopt it as a national policy if these houses are to stay open.

THE LITTLE GUY needs consideration now more than ever.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarian Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; A. J. Martin, advertising manager; Max Cades, business manager; Marguerite Gibsan, circulation manager; George Nanamaker and Mel Kane-catt, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia-Washington, Southern, Midwest, Midwest-Western): one year, \$2; two years, \$3.50; three years, \$5. International edition: one year, \$2.00 in United States and possessions, \$3.00 in Canada and Pan-American countries, \$5.00 in all other countries. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address all correspondence to the Philadelphia office.



IS THE TIME YOU NEED BIG PRODUCT! THESE

Academy Award
Release
"Best Picture
of Year"

THE GREATEST SHOW ON EARTH



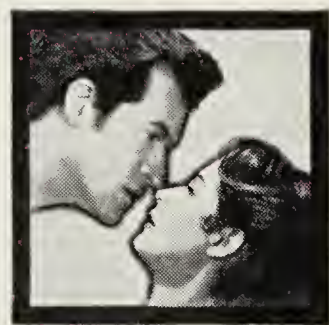
CECIL B. DEMILLE'S

Color by TECHNICOLOR

starring

BETTY HUTTON • CORNEL WILDE • CHARLTON HESTON
DOROTHY LAMOUR • GLORIA GRAHAME and JAMES STEWART

The *BIG* 3-D
Attraction
That's Worth
Waiting For!



SANGAREE
IN 3-DIMENSION

starring

FERNANDO LAMAS • ARLENE DAHL • PATRICIA MEDINA

Color by TECHNICOLOR

The epic of
America's days
of destiny!



PONY EXPRESS

Color by TECHNICOLOR

starring

CHARLTON HESTON • RHONDA FLEMING • JAN STERLING
FORREST TUCKER

The great thrill
show about the
great daredevil
of all time!



HOUDINI

Color by TECHNICOLOR

starring

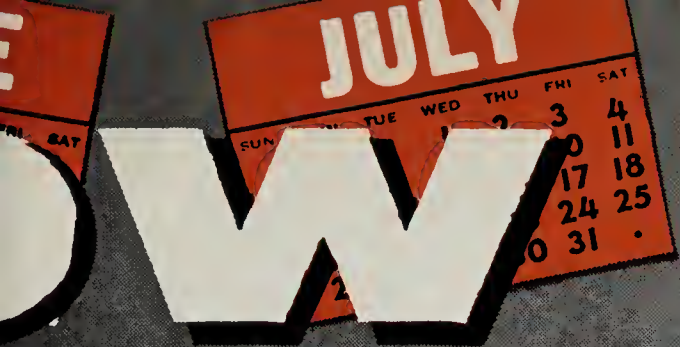
TONY CURTIS • JANET LEIGH

Plus Current Big Ones Like

OFF LIMITS • HAL WALLIS' **COME BACK, LITTLE SHEBA**

starring Bob Hope

Academy Award "Best Actress" Shirley Booth



RE ALL SET-AND ALL BIG-FROM PARAMOUNT

The boys go
spook-hunting
for a new kind
of scream!



DEAN MARTIN and JERRY LEWIS
LIZABETH SCOTT • CARMEN MIRANDA
in HAL WALLIS'

SCARED STIFF

Lusty adventure
from the
South's most
violent era!



THE VANQUISHED

Color by TECHNICOLOR

starring

JOHN PAYNE • JAN STERLING • COLEEN GRAY
LYLE BETTGER

The Saturday
Evening Post
story of love
and murder!



JAMAICA RUN

Color by TECHNICOLOR

starring

RAY MILLAND • ARLENE DAHL • WENDELL COREY

The famous
Broadway stage
comedy, now a
big, big picture!



STALAG 17

starring

WILLIAM HOLDEN • DON TAYLOR
OTTO PREMINGER

Plus Coming Big Ones Like

GEORGE STEVENS' **SHANE**

Color by Technicolor

With All The Attractions, Play

PARAMOUNT NEWS and **SHORTS**



THE MEXICO CITY PALACE OF FINE ARTS WILL BE ONE OF MANY PLACES TO SEE DURING THE 17TH VARIETY CLUBS INTERNATIONAL MEET.

Todas Las Carreteras Van A La Ciudad De Mexico

Que Es Otra Manera De Decir Que Variety Clubs International Convencion Sera Una Ocasion Importante



The Variety Club of Mexico City meets to discuss convention plans. Seen, left to right, are Raul de Anda, Mexican producer; Luis R. Montes, general convention chairman; Eduardo Ragasol, exhibitor, and Ramon Amengod, Mexican star.

INASMUCH as the percentage of EXHIBITOR readers who understand Spanish probably is definitely in the minority, it might be well to translate what appears above:

"All Roads Lead To Mexico."

"Which is another way of saying that the Variety Clubs International convention will be an important occasion."

And indeed it is, for when the initial convention session comes to order in Mexico City's Hotel Del Prado on May 18, it will mark the first such meeting ever held outside the continental United States, and bring to a fitting close the first year of the term in office of International Chief Barker Jack Beresin.

This has been a memorable one for Beresin, who visited many tents throughout the country, assisting in the clubs' many charitable enterprises. During his tenure, tents have been expanded internationally, domestic tents have been

strengthened, and the efforts have reached a new high.

Mexico City is preparing to go all out to entertain the visiting delegates and their wives. Barkers and their wives will see an elaborate "fiesta", including many of the customs, dances, and foods of the 28 states of Mexico. Visitors will also see the fabulous collection of native dresses that have been collected over many years, rich in Mexican history and lore.

Special entertainment has been planned for the ladies attending the convention, including shopping tours, sightseeing trips, and, for the first time in Variety Club history, invitations to the Humanitarian Award banquet, which will close the convention. Most of the diplomatic corps from the many countries represented in Mexico City will be in attendance. It looks like it will be one of the best conventions in history.



Jack Beresin, Variety Clubs International Chief Barker, discusses club activities with Ed Emanuel, International Representative-at-Large, in Philadelphia on one of his visits to local tents.



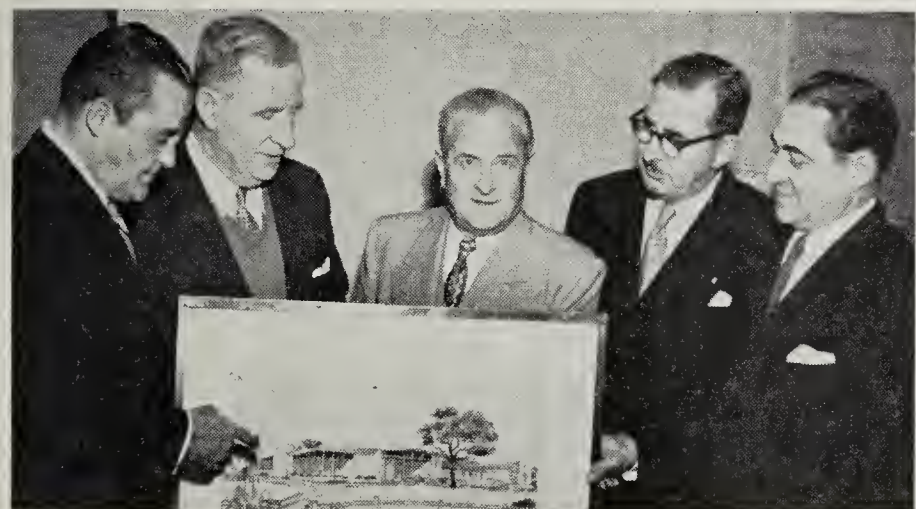
Jay Emanuel, left, EXHIBITOR publisher and a former Chief Barker, Tent 13, Philadelphia, presents Beresin with the Tent 13 Great Heart Award for "his outstanding humanitarian work among underprivileged and handicapped children." Working with such children is one of the major Variety Club jobs, and the summer camps, hospitals, and other charities they support are known throughout the world.



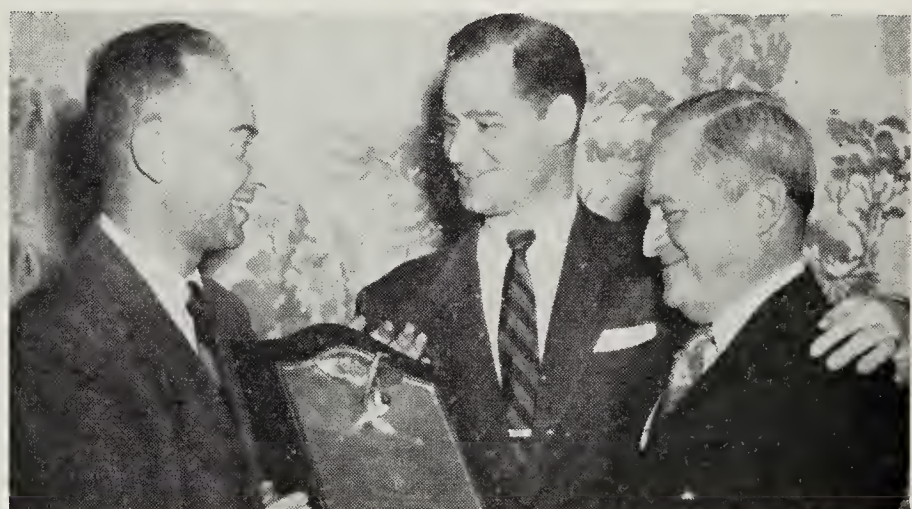
This stately Mexico City cathedral and other such scenic delights will make the convention an experience few delegates will ever forget.



Quaint native boats move slowly and quietly among Mexico City's famous Floating Gardens in a parade of color and old-world charm that is guaranteed to delight all Variety Barkers fortunate enough to attend the 17th annual convention, first to be held outside the continental United States.



Beresin meets with members of the Detroit tent to discuss a contest being conducted by the club, proceeds of which will go to the cerebral palsy fund. With Beresin, center, are Adolph Goldberg, Detroit; Colonel William McCraw, Dallas; Jack Chisholm, Toronto, Canada, and Jack Zide, Detroit.



Jerry Adams, center, Chief Barker, Washington tent, receives a plaque from Morton Gerber, 1951 Chief Barker, as Beresin looks on. The scene took place at the installation ceremonies for 1953 officers, at which Victor J. Orsinger was sworn in as new Chief Barker. McCraw was also present.



Among those seen with Beresin at a meeting of the Chicago tent are George Murphy, motion picture star, and Jack Kirsch, president, Illinois Allied, and long active in Variety Club activities and charitable enterprises.



Beresin attends a dinner given by the Dayton, O., tent. The tent sponsors, among other charities, the Variety Manor for Children. Local tents have been strengthened during Beresin's year as International Chief Barker.

Industry Hopeful On Federal Tax Repeal

Trade's Desperate Position Presented At Washington Hearing; Many Legislators Plead Case For Business

WASHINGTON—The industry was hopeful this week, following the one-day hearing on the Mason Bill to repeal the 20 per cent admission tax, that some real headway had been made.

Many Representatives and one Senator came before the committee to ask that the tax be repealed, reciting hardships of exhibitors, and pointing out the detrimental effect theatre closings had upon all other businesses in a municipality.

Robert W. Coyne, Pat McGee and Colonel H. A. Cole, all of COMPO, led the industry fight, pointing out that the decline in boxoffice receipts began before the advent of television, and could be traced to the imposition of the tax, and to the fact that the levy has made it impossible for exhibitors to take advantage of the normal inflation after the war and raise prices to meet the problem of rising costs.

Asked whether 3-D would help solve the theatremen's problems, Cole answered that it would be three to five years before that could be answered. The Cole and McGee report characterized the industry as "sick, desperately sick," and warned that it was either tax relief or the industry could not survive.

Albert Sindlinger submitted a report to the committee pointing out that, were it not for increasing concession sales, theatres would have been forced to close two and one-half years ago. He said the industry is now operating on concession profits which have a ceiling, and would be forced into the red, even with this outside revenue, if the tax is not repealed.

The Sindlinger analysis also pointed out that the government would not suffer unduly from a revenue standpoint by repeal of the tax, since the industry would readjust itself, many theatre closings would be prevented, and, as a result, an increased revenue would be obtained via personal and corporate income taxes.

The tax on theatre entertainment, as opposed to free television entertainment was deemed unfair in the report. The financial condition of the industry, Sindlinger said, made it impossible for many exhibitors to take advantage of recent technological advances that might improve their lot.

Asked whether the repeal of the tax would be passed on to the consumer in reduced admission prices, McGee answered that it would where possible. He pointed out, however, that some of the money saved would be used for remodeling and new equipment so that theatres would be better able to compete. Cole disclosed that theatre closings have been averaging three a day the first quarter of this year, and said many exhibitors, hoping the hearings would mean the end of the federal tax, had been encouraged to hold on, accounting for the fact that



Seen at the recent testimonial dinner in Philadelphia honoring International Chief Barker Jack Beresin are, left to right, William Schnader, Danny Kaye, star of RKO's "Hans Christian Andersen," and Beresin. Proceeds went to charity.

closings since April 2 had declined to two per week.

All through the hearing, it was emphasized that the passage of the tax was an emergency measure during the war, and the reason for its existence no longer existed. There seemed to be real sympathy for the industry's position among legislators, with no fewer than 31 bills introduced in Congress calling for industry tax relief.

COMPO emphasized that the industry had made no serious objection to the tax during the war, but, on the contrary, has always been among the first to enlist in time of emergency. It charged, however, that it had received a solemn promise that the tax would be removed six months after the cessation of hostilities, a promise that has not been kept.

After the war, the cost of everything in theatre operation skyrocketed, but the theatre's income remained practically unchanged due to the fact that the tax made it suicidal to raise prices beyond what the average movie-goer is willing to pay for theatre entertainment. Theatres were forced to cut operating costs, losing one of their most important assets, glamour. Last year, 33 per cent of conventional theatres and 28 per cent of drive-ins operated at a loss, and many more were just breaking even. If tax relief is not granted, industry spokesmen estimated that, instead of 1,104 theatres closing in 1953, figured at the present three per day rate, the number will reach the staggering total of 5,347. Several committee members predicted that the bill would be reported favorably out of committee.

The Treasury Department has indicated it must oppose at this time any bill to exempt theatres from the admission tax because it needs the revenue.

Randy H. Hamilton, director, Washington office, American Municipal Association, urged that the federal admission tax be dropped so that municipal governments can levy a similar tax. He said the admission levy met all the philosophical requirements of a good local tax, and assured Senators that it was his belief that municipalities would hold the tax down

Broadway Grosses Keep To Average

NEW YORK—With quite a few openings on Broadway, the first-runs were doing slightly above average business last weekend, with Radio City Music Hall out in front.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"HOUSE OF WAX" (WB). Paramount, with Warners' first 3-D entry, plus stage show headlining Eddie Fisher, expected \$100,000 in the third week.

"CALL ME MADAM" (20th-Fox). Roxy, with ice show, did \$58,000 from Wednesday through Sunday, with the fifth week sure to tally \$70,000.

"SHANE" (Para.). Radio City Music Hall, with stage show, garnered \$96,000 from Thursday through Sunday, with the opening week heading toward \$150,000.

"HANS CHRISTIAN ANDERSEN" (Goldwyn-RKO). Criterion claimed \$10,000 for the 22nd week.

"SALOME" (Col.). Rivoli was heading toward \$32,000 on the fifth week.

"MAN IN THE DARK" (Col.). Globe expected the third, and last, week of this 3-D entry to reach \$19,000.

"ANGEL FACE" (RKO). Mayfair anticipated the opening week at \$15,000.

"NEVER WAVE AT A WAC" (RKO). Astor was heading toward a \$29,000 opening week.

"SOMBRERO" (MGM). Loew's State expected the first week to hit \$22,000.

"MOULIN ROUGE" (UA). Capitol was heading toward \$35,000 on the 11th week.

"COME BACK, LITTLE SHEBA" (Para.). Victoria expected the 18th week to reach \$14,000.

to five per cent, but, of course, could offer no proof that such would be the case.

Congressmen testifying for the Mason Bill were Senator Payne, R., Me.; Congressmen Abernethy, D., Miss.; Adair, R., Ind.; Aspinall, D., Colo.; Bailey, D., W. Va.; Battle, D., Ala.; Blatnik, D., Minn.; Colmer, D., Miss.; Davis, D., Ga.; Dempsey, D., N. M.; Dorn, D., S. C.; Engle, D., Cal.; Fisher, D., Tex.; Forrester, D., Ga.; Gary, D., Va.; Gubster, R., Cal.; Hagen, R., Minn.; Hays, D., O.; Jones, D., Ala.; Lantaff, D., Fla.; Lanham, D., Ga.; Matthews, D., Fla.; McMillan, D., S. C.; Mahon, D., Tex.; Nicholson, R., Mass.; Norrell, D., Ark.; Smith, D., Miss.; Thornberry, D., Tex.; Van Zandt, R., Pa.; Wickersham, D., Okla.; Wier, D., Minn.; Wilson, R., Ind.; Winstead, D., Miss.; Machrowicz, D., Mich.; Gathings, D., Ark.; Gross, R., Ia.; Hagen, R., Cal.; Holt, R., Cal.; Lesinski, D., Mich.; Whitten, D., Miss.; Edmondson, D., Okla.; Williams, D., Miss.; Simpson, R., Ill.; Stringfellow, R., Utah; Trimble, D., Ark.; Karsten, D., Mo.; Price, D., Ill.; Keogh, D., N. Y.; Moulder, D., Mo.; Rhodes, R., Ariz.; Rogers, D., Colo., and Rogers, D., Tex.

In a statement addressed to exhibitors, members of the COMPO governing triumvirate who attended the hearing, gave enthusiastic praise to the presentation of the case, and called on all exhibitors to continue the fight.

THE GAILY *Intimate* STORY
OF A MARRIED *Love Affair!*

That "Because of You"
WOMAN...
and that Sensational New
STAGE STAR...

Loretta YOUNG
John FORSYTHE



The Gossip - Gave the town some real news!



The Broker - He's broker than anybody!

It Happens
every
Thursday

... OR MAYBE IT JUST SEEMS TO !!!



Their bank balance was broke, their car was a joke, so they moved to the "sticks" and boy! Did they get stuck!



with
FRANK McHUGH · GLADYS GEORGE · EDGAR BUCHANAN · PALMER LEE · REGIS TOOMEY · JANE DARWELL

DIRECTED BY JOSEPH PEVNEY · SCREENPLAY BY DANE LUSSIER · PRODUCED BY ANTON LEADER · CO-PRODUCER LEONARD GOLDSTEIN · A UNIVERSAL-INTERNATIONAL PICTURE

U-I Delivers the Product with the BUILT-IN Profit!

New York News Letter

— By Mel Konecuff —

INDUSTRY friends, fellow executives, and trade press editors and publishers gathered last week at lunch at the Sherry Netherlands to pay tribute to James A.



KONECUFF

Mulvey, president, Samuel Goldwyn Productions, and to celebrate his 30th anniversary with Samuel Goldwyn.

Goldwyn, in addressing the gathering, stressed the respect and esteem that everyone has for Mulvey, and recalled the circumstances under which Mulvey joined Goldwyn at the age of 24, giving up an accountancy position with Price Waterhouse. He wished Mulvey all the best for the future and for their continued association in the future.

Mulvey recalled going to work for Goldwyn when the latter left MGM, and they started without an office or anything else. Their first picture, "Potash And Perlmutter," made at Fort Lee, N. J., was budgeted at \$150,000, and came in \$500 over, after which it was turned over to a distributor for an advance of \$250,000. Mulvey, too, recalled the intensity and integrity exhibited by Goldwyn throughout the years, and of his desire for perfection.

He reminded listeners that when "Come And Get It" was filmed for \$900,000, and Goldwyn didn't care for the result, he started afresh after junking the results that far even though he knew he would lose money. He also recalled Goldwyn's courage in the 1930's when musicals were poison on the screen, and they used to clear a film by stating on the marquee "This is not a musical." At that time, Goldwyn filmed "The Kid From Spain", it was released on the day the banks closed down, and it made a lot of money.

Mulvey opined that he was a very lucky guy in always being able to associate with champions, referring to Goldwyn, as well as to the Brooklyn Dodgers, in which he has a financial interest. Mulvey also celebrated his 54th birthday last week, making it a week of double celebration.

Others among those present, aside from the trade press, were Ned Depinet, Walter Branson, Judge Sam Rosenman, Nat Levy, Al Crown, Bob Wolfe, Robert Mochrie, Sylvan Ostreicher, Phil Reisman, Harry Archinal, David Rose, David Golding, Marshall Wortman, Martin Davis, and George Slaff.

THERE'S A BIG FUTURE IN THE BUSINESS: Last Friday, we attended a



At a recent press interview in New York City, George Stevens, right, producer, Paramount's "Shane," quoted from his record of the large screen dimensions to EXHIBITOR's Mel Konecuff.

new type of world theatre premiere, this time for 20th-Fox's CinemaScope as it made its bow in a theatre for the first time at the Roxy. Members of the press, exhibitors, distributors, and others gathered, and the results were truly wonderful.

Scenes from "The Robe," "How To Marry A Millionaire," and other selected test footage was shown, and the entire front of the house was taken up by a huge picture that was impressive, and revealing.

The audience witnessed entertainment second in size only to Cinerama, but more impressive in content, inasmuch as regular entertainment was the order of the day. Many also reported a quality of depth in the scenes that spread colorfully across the front of the 6,000 seat house on the screen two and a half times the normal size, and slightly curved.

20th-Fox President Spyros Skouras welcomed the audience; while director of sales Al Lichtman estimated that costs for installation in large theatres would probably start at \$11,500, with smaller houses costing much less. All theatres ordering the installation will have an all-purpose screen that can be adapted for any type of showing.

He reported 2,202 orders to date, with others coming in at the rate of 100 daily.

Lichtman outlined the procedure when an order comes in. It is then transmitted to RCA, Altec, and General Precision Equipment, with whom the exhibitor can make a deal on the best possible terms for the stereophonic sound portion. They, in turn, survey the house for the size and type of screen, size of lens necessary, etc. Exhibitors can deal with other manufacturers, if they wish. 20th-Fox, itself, will furnish the screen and lenses through a subsidiary.

Lichtman reported that the equipment, at the start, will be slow in coming, but production will increase, and sound tracks will be incorporated into one strip shortly so that by the end of the year 1500 theatres will be fully equipped, while 1954 should see 1500 to 2,000 equipped monthly. By the end of 1954, he expects between 12,000 to 13,000 theatres to be showing CinemaScope regularly.

Despite one or two minor flaws, we were very impressed, and can see where this could very well be indicative of how the industry may go in the future. It also speaks well for the business. Our proverbial hat is off to Spyros Skouras for

CAN NEWS

A guide to the headlines in EXHIBITOR this issue.

Corporate

20th-Fox battle for proxies continues (page 14).

RKO stockholders will soon vote on an executives stock purchasing plan (page 17).

Stanley Warner delays its dividend action (page 15).

Exhibition

Optimism reigns after presentation of the trade's case on the elimination of the federal tax in Washington (page 8).

The Senate Select Committee on Small Business continues its hearings (page 15).

RKO ends most of its exhibitor trade screenings (page 17).

Ohio exhibitors watch the fight for the elimination of censors (page 17).

Financial

Sale of a TV station helps AB-PT's profit surge (page 18).

Loew's shows an increase in profits for the quarter (page 16).

International

J. J. Fitzgibbons is optimistic on Canada's future as Famous Players Canadian Corporation's profits rise (page 12).

Legal

Distributors settle a three-year-old drive-in suit on the west coast (page 15).

Mel Konecuff

An anniversary of James Mulvey is celebrated (page 10), CinemaScope gets its first theatre demonstration in New York (page 10), Anna Magnani, Arlene Dahl, and Fernando Lamas go to parties (page 18), and the Variety Clubs International has a judging (page 18).

Production

Samuel Goldwyn won't let his pictures be used as popcorn lures (page 16).

Technical

3-D is the highlight at the SMPTE meeting on the west coast, The ITO of Ohio warns on buying glasses, and GE has a new development (all on page 15).

U-I will show its wide screen in New York City on May 20 (page 18).

foresight that is rapidly turning into widespread reality. If you don't believe us, see it for yourself.

It's headed for Philadelphia, Detroit, and Chicago.

President Skouras, Lichtman, and Charles Einfeld are at the demonstration in Philadelphia today (April 29).

(Continued on page 18)

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West Coast Division,
6706 Santa Monica Blvd.,
Hollywood 38, California.

The International Scene

Canada

Fitzgibbons Optim. On 1953 In Canada

TORONTO—An optimistic outlook for 1953 is held by John J. Fitzgibbons, president-managing director, Famous Players Canadian Corporation Limited, in his annual report to the stockholders.

The consolidated net profits for 1952 shows \$3,480,126 as compared with \$3,032,018 for 1951, or \$2 a share as compared to \$1.75. Net current assets of company improved by \$1,022,177 to \$9,979,015, of which more than \$8,000,000 was in cash, securities and call loans. The shareholders' equity in the business representing capital stock and earnings retained for use in the business, amounted to \$29,049,707.

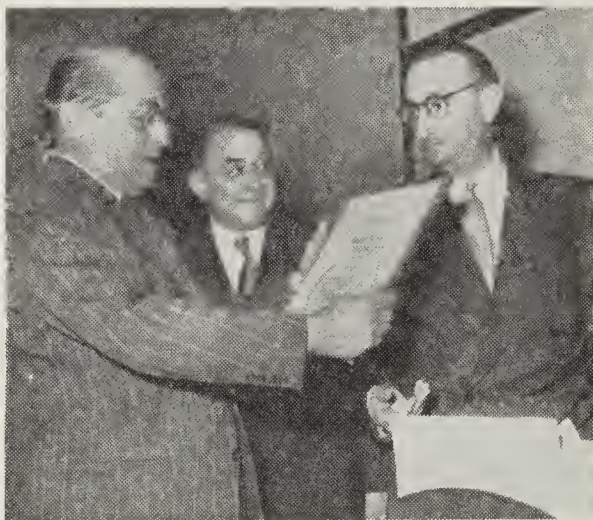
Dealing with the outlook in 1953, Fitzgibbons states: "We have every reason to be optimistic about our business for 1953. A continued high level of employment is predicted, and Canada's population is increasing as our country moves steadily forward. The great improvement in the quality of motion picture entertainment now being produced, and the new developments taking place in our industry give us added confidence for 1953."

Discussing developments in the industry, Fitzgibbons asserted that "the widespread interest in three-dimension is one of the most striking developments in the motion picture business in years." He said the company was making preparations for the installation of equipment necessary for the showing of 3-D pictures. Although many variations were being tried by the industry, the company was "trying to keep abreast of the supply problems so that we have a sufficient supply of the necessary equipment for the presentation of whatever system appears to be the most acceptable to the public."

Franchises have been granted to the company for the establishment of community antenna systems in the cities of Three Rivers and Quebec in the province of Quebec, and pending applications are now before the city councils of Vancouver, New Westminster, Winnipeg, Toronto, Hamilton, Kingston, Peterborough, and other Canadian cities. The construction program in 1952 was reviewed by Fitzgibbons, who referred to the opening of three standard-type of theatres by the company and its associates, as well as to the opening of two new drive-ins and the acquisition of a third. A subsidiary company, General Theatre Supply Company Limited, has purchased a new building to house its head office, while the building of Theatre Confections Limited, Toronto, has been enlarged.

A number of properties and sites across Canada for prospective theatres have been acquired by the company, said Fitzgibbons, "as they may be required to serve the public in those areas in the future."

A hospital and surgical plan, in operation since 1946, has been carried by the



George Rouvier, managing director, United Artists office in France, recently received in Paris a parchment scroll awarded to France for coming in first in the 1952 sales drive. George Soulat, sales manager, looks on, as Charles Smadja, right, Continental European general head, smiles.

company at a cost of 70 per cent of \$330,600. Most of the company's full-time employees are protected under the company's group life insurance plans. Since the inception of these plans, the beneficiaries have received more than \$553,000.

Fitzgibbons paid tribute to the late Noel G. Barrow, a member of the board, and secretary of the company, who died last July. Barrow was one of the original executives of the company, and "devoted most of his life to helping to build Famous Players into the great organization it has become through the past 33 years."

Considerable satisfaction was expressed in the report at the announcement of the reduction in federal corporate income taxes which was contained in the last budget, and the further steps taken toward the removal of "double taxation" on dividends paid by corporations. Altogether taxes covering amusements, real estate, business taxes, licenses, income taxes, etc., were paid by the company amounting to \$11,958,000.

Canadian Comment

British Columbia, Canada's westernmost province, has raised its censorship charges. The board under R. W. McDonald, operates under the Department of the Attorney General. The first 1,000 feet of a 35mm. sound film submitted by a licensed distributor has been raised from \$3 to \$4, and each additional 500 feet or fraction thereof is up from \$1.50 to \$2. Additional prints are up from \$2 to \$3 for the first 1,000 feet, with each extra 500 feet raised from \$1 to \$1.50. Trailers 500 feet or under are up from \$1.50 to \$2. Most annoying part of the new regulations are that payment has to be made for advertising clips in newsreels. These advertising clips which plug various charities in the country are carried free of charge by the industry. To give added point to the fact is the information that advertising agency billings for press and radio in connection with recruiting for the armed forces in 1952 came to \$2,192,923. Theatres run these clips without charge.

Five more theatres have been opened in Canada. W. Semeniuk has opened his 250-seat Hodgson, the first in Hodgson, Man. Operations have started at the 550-seat Oak, the first in Benito, Man., operated by William Sawchuk. The 1,036-car Cinema Park Drive-In, Calgary, built by a company headed by Frank Kershaw, is also operating. Four partners, H. Lyone, B. Fingard, and B. M. and A. J. Flach, have opened the 250-car Rosetown Drive-In, Rosetown, Sask. The \$100,000 Auto-Vue Drive-In near Trail, B.C., has been opened by George Donish and O. A. Bergern. . . . A trade show of equipment, etc., with A. H. Jolley as liaison officer has been arranged for Nov. 25 and 26 in Toronto by the Motion Picture Theatres Association of Ontario. The Motion Picture Industry Council of Canada will meet following the session of the National Committee of Motion Picture Exhibitors Associations of Canada. The MPTAO will also hold its annual meeting and luncheon. It is expected that the annual dinner of the Canadian Picture Pioneers will be held this same week.

John J. Fitzgibbons, Famous Players Canadian president, received the Brotherhood Award of Beth Sholom Synagogue, Toronto, for his work in "furthering brotherhood among all classes and creeds." The award, presented annually in Ontario, is "for the greatest contribution toward tolerance and understanding." Beth Sholom Synagogue Brotherhood President Mac Shore said Fitzgibbons had been selected in recognition of "his outstanding work in the promotion of Christian-Jewish relations." A member of the board of the Canadian Council of Christians and Jews, Fitzgibbons was one of the pioneer organizers of Variety Village.

A donation of \$800 has been made to the Ontario Association of Film Councils by the Atkinson Foundation, which owns The Toronto Daily Star. The money will be used to finance two three-day summer courses on the use of films in the community. . . . John Brown, Lindsay Thursday Post, has been appointed manager, Downeyville Road Drive-In, near Lindsay. . . . Six pictures were put on the adult list by the Ontario Motion Picture Censor Board. . . . Win Barron, Paramount Canadian publicity chief, is back in harness after a heart attack. . . . Stan Helleur, publicity man with Warners, went west to meet the various members of the press. . . . Douglas Stanger purchased the Qu'Appelle, the only one in Qu'Appelle, Sask., from J. D. Gunn. He has renovated it, replaced some of the chairs, and has renamed it the Starlit. . . . Gerry Cass, salesman with 20th-Fox, St. John, addressed a meeting of the Kiwanis Club, Lancaster, N.B. . . . Plans for a \$75,000 drive-in for Kamsack, Sask., have been announced by Charlie Krupp, Winnipeg. . . . The municipality of Cory, Sask., has approved a by-law to levy an amusement tax on admissions to drive-ins. It is four cents on a 50-cent admission.

—HARRY ALLEN, JR.

Italy

In Rome, the difficulty in concluding the proposed new Italo-American film agreement, was still unsolved as Eric A. Johnston, MPAA president, left for New York.

Miscellaneous

In the Newsreels

IN ALL FIVE:

Korea and USA: POW exchange.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 34) Arkansas: Tornado. Minneapolis: AFL exhibit (except Los Angeles). Washington, D. C.: Representative Poulson on Los Angeles housing (Los Angeles only). Augusta, Ga.: President Eisenhower beats Senator Taft in golf match. New York: Favorite wins Gotham Stakes. Australia: Tree-felling championship.

NEWS OF THE DAY (Vol. XXIV, No. 268) England: Queen presents colors to guard. Niagara Falls, Canada: Japanese Crown Prince visits. Minneapolis: AFL exhibit. Columbus, Ga.: Gales. Montreal, Canada: Canadians win Stanley Cup. Augusta, Ga.: President Eisenhower beats Senator Taft in golf match. New York: Favorite wins Gotham Stakes. Boston, Mass.: Japanese wins marathon.

PARAMOUNT NEWS (No. 71) England: Queen presents colors to guard. Augusta, Ga.: President Eisenhower beats Senator Taft in golf match. Boston: Japanese wins marathon. Montreal, Canada: Canadians win Stanley Cup.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 458) Columbus, Ga.: Gales. New York: Israel sent congratulations on fifth anniversary by UN General Assembly. England: Britain honors U. S. airman. Washington, D. C.: New shells for old. Holland: Princesses and horses. Italy: Twin-bodied speedster.

WARNER PATHE NEWS (Vol. 24, No. 73) Columbus, Ga.: Gales. England: Queen presents colors to guard. Switzerland: United States pledges aid to human rights group at Geneva. New York: Favorite wins Gotham Stakes. Exclusives: "Biddy" basketball championship. Tight rope walking way, way up.

TELENEWS DIGEST (Vol. 7, No. 17-A) Korea and USA: POW exchange at Panmunjom. Columbus, Ga.: Gales. Germany: Air power talks begin in Berlin. New York State: Trout season opens.

IN ALL FIVE: Washington. President Eisenhower's peace plan. East of Seattle: Airliner crashes.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 36, No. 33) Indo-China: Raid. New York City: Ambassador Clare Boothe Luce sails for Italy (except Chicago). Canada: Japanese Prince at Victoria, B. C. (except Chicago). Chicago: Factory fire (Chicago only). Washington: President Eisenhower tosses official baseball. Milwaukee: New home team off to good start.

NEWS OF THE DAY (Vol. XXIV, No. 267) Korea: Fighting continues. France: Motorcycle road race. Washington: President Eisenhower tosses official baseball (except Milwaukee). Milwaukee: New home team off to good start (Milwaukee only).

PARAMOUNT NEWS (No. 70) Indo-China: Reds threaten Laos. Chicago: Factory fire. Washington: President Eisenhower tosses official baseball.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 26, No. 457) Holland: New floods. New York City: Trygve Lie honored. Cali-

fornia: Stanford students get behind blood drive. Florida: Monkey Park. New York: Raceway season opens. France: Motorcycle road race. Oregon: White water boating.

WARNER PATHE NEWS (Vol. 24, No. 72) Korea: Fighting continues. New York City: Ambassador Clare Boothe Luce sails for Italy. New York City: Anna Magnani here. Mme. Jacques Fath fashions. Chicago: Factory fire. Sun Valley, Idaho: Somersaults on skis. Washington: President Eisenhower tosses official baseball.

TELENEWS DIGEST (Vol. 7, No. 16-B) Korea: Fighting continues. Washington: President Eisenhower's peace plan. Chicago: Butter surplus grows. South Africa: Kenya police capture Mau-Mau suspects. Europe: Chimps make chump of teacher.

NATIONAL LEGION OF DECENCY

April 23, 1953

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Desert Rats" (20th-Fox); "The Desert Song" (WB); "Invaders From Mars" (20th-Fox); "The Lone Hand" (U-I); "Never Let Me Go" (MGM); "Raiders Of The Seven Seas" (UA); UNOBJECTIONABLE FOR ADULTS: "The Big Frame" (RKO); "Cry Of The Hunted" (MGM); "House Of Wax" (WB); "I Believe In You" (U-I); "Man In The Dark" (Col.); "Split Second" (RKO); "Titanic" (20th-Fox); OBJECTIONABLE IN PART: "Fear And Desire" (Burstyn); "Forbidden Games" (French) (Times); "Siren Of Bagdad" (Col.); "That Man From Tangier" (UA); "Woman They Almost Lynched" (Rep.).

PEOPLE

NEW YORK—At a meeting of the board of Technicolor, Inc., last week, Hugh Fulton was elected a member of the board. He is senior partner of the law firm of Fulton, Walter, and Halley, New York and Washington. Leonard Lyon, Sr., was elected a member of the Technicolor Motion Picture Corporation board. Lyon is senior member of the firm of Lyon and Lyon, patent attorneys, Los Angeles.

BURBANK, CAL.—Bill Hendricks, appointed WB studio publicity director, last week, brings to the position a record of 24 years of service with Warners, during which he has functioned in every phase of film business.

HOLLYWOOD—Bill Rice was last week appointed WB assistant studio publicity director as top department aide to Bill Hendricks.

Cinerama Next In Chicago

NEW YORK—Cinerama's fourth engagement was announced last week for the Palace, Chicago, opening in July. Negotiations were completed by Joseph Kaufman representing Cinerama Productions, and Otto K. Eitel and James Costen, representing the Palace.

NATIONAL BOARD OF REVIEW

April 18, 1953

STARRED SELECTED FEATURE: "Martin Luther" (deRochemont Associates); SELECTED FEATURE: "Man In The Dark" (Col.) (3-D).



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Mervin Hauser Named RKO Eastern Ad.—Pub. Head

HOLLYWOOD—Mervin Houser was last week named eastern director of advertising and publicity for RKO. He also will supervise the company's eastern sales promotion and foreign publicity departments headed by Leon J. Bamberger and Rutgers Neilson, respectively.

Ben Grimm will continue to function as advertising manager under Houser.

20th-Fox Proxy Battle Continues

NEW YORK—Charles Green last week mailed to holders of 20th-Fox's outstanding 2,769,486 shares of common a proxy statement soliciting votes for an opposition slate of five directors and for two resolutions to come before the annual meeting on May 19.

He also urged that stockholders vote down a management resolution to end cumulative voting which will be submitted to a special meeting called by the company's board of directors on May 5.

Green's nominees are, in addition to himself, Patrick J. Frawley, Jr., manufacturer, Paper-Mate fountain pens; Harry T. Silverman, secretary-treasurer, Dorset Products, Inc.; Robert Roy Dann, New York attorney, and William B. Rothschild, vice-president, M. Rothschild and Company, importers and exporters.

In his statement Green denied that he seeks control of the company and says he questions allegedly excessive salaries paid to officers and directors, allegedly excessive expense allowances, and certain provisions of the certificate of incorporation. He says it is the intention of his group to keep Darryl Zanuck with the company, "but on some revised form of contract." Other necessary executives would be retained. Green expects to spend \$50,000 rounding up proxies.

At the May 19 meeting, besides electing directors, stockholders will act on three resolutions, two by Green, and one by Rosalind Mia Copping, recommending that a woman be considered for appointment to the board of directors. This resolution is favored by management.

The Green resolutions, both opposed by management, are designed to limit the discretion of the board, and to require that certain types of transactions be submitted to stockholders for decision, and would limit the annual payments to an officer to \$100,000.

One of the resolutions would eliminate from the certificate of incorporation a paragraph permitting the board, with the consent of the stockholders, to authorize contracts between 20th-Fox and individual directors of companies controlled by them, with the directors involved permitted to vote on such contracts. Green claims such a provision invited abuses, but management contends that the authorization conforms with the corporate law of Delaware.

As to the salary limitation, management points out that the production and distribution of films is a highly specialized and creative business, with experienced personnel limited, and replacements

This Was The Week When . . .

C. Bruce Newberry, Republic director of sales, visited western exchanges on his trip to the west coast to confer with President Herbert J. Yates. . . . Atlanta, Detroit, and Montreal retained the lead in the fourth week of the third six-week lap in the UA "Bernie Kranze Drive." . . . MGM again effected a national promotion tieup with Quality Bakers of America, plugging MGM pictures and players in 96 cities. . . . U-I announced that Jane S. McIlvaine, author of the book on which "It Happens Every Thursday" is based, would help promote the picture with visits to key cities. . . . Columbia declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock.

Allied Theatres of Michigan held its convention in Detroit, with the possibility of a national conference of film buyers due at the conclusion of the sessions. . . . Gary Cooper and UA's "High Noon" were announced as the winners of the Fourth Annual Reno Silver Spurs in Reno, Nev., for the best western and western player of the year, with the spurs to be presented on May 15. . . . Bell and Howell Company's income for the first quarter was announced as \$315,554, equal to 62 cents a share on the common, compared with \$297,271, or 58 cents per share, in the same 1952 period. . . . Exhibitors and Paramount field men gathered at Mutual Broadcasting System stations all over the country to listen to a close circuit broadcast of details of the special tieup of the network's sponsorship of "Western Week", May 10-16, and of Paramount's "Pony Express", with Jerry Pickman, Paramount vice-president, and Sandy McVarish, Mutual promotion executive, addressing the group. . . . U-I revealed a promotional tieup with the General Foods Corporation in connection with "It Happens Every Thursday." . . . The opening of "This Is Cinerama" at the Warner Hollywood, Hollywood, was preceded by a terrific publicity and exploitation campaign. . . . Production was completed by MGM on a Joan Crawford trailer for use by the United Cerebral Palsy campaign, during May, titled "One Woman's Family." . . . Arlan Pictures acquired distribution of "The Seven Deadly Sins" in this country.

RKO's "Sea Devils" had its world premiere at the Empire, London. . . . RKO announced that the issuance of a special government stamp commemorating the sequi-centennial of the Louisiana Purchase would be used to promote "Louisiana Territory", in 3-D. . . . It was announced that "The Greatest Show On Earth" had been selected for the second Annual Film Award of the Daughters of the American Revolution, with Cecil B. DeMille accepting in person in Washington.

secured only by meeting the market conditions.

In a message to stockholders, President Skouras reviewed the progress of Cinema-Scope, pointed to the financial progress of the corporation, denied the charges by Green against him and others in the corporation as categorically untrue, and reviewed the complete picture of how Green finally came to confer with him.

He wound up by saying:

"On the basis of what I have set forth in this letter, I appeal to you for support of the slate we are offering and the continuance of the present management. Many of you already have indicated your concurrence in the policies of this management and your desire to avoid the transfer of control to hands alien to the best interests of this corporation, the motion picture industry, and the public, so that the ex-

pansion for which we have struggled so hard will be richly rewarding to those who have long been shareholders in this corporation. With your support, we can justify the patience you have shown during the dark periods we have undergone. We have the opportunity because we have acquired scientific improvements, which I believe have put motion picture making and exhibition on a new basis. We have a great store of executive capacity and creative and artistic talent which already has put this company in the forefront of our industry. We are about to grasp the fruits of our struggle and sacrifice, and a new day is dawning for the millions who are devoted to screen entertainment."

Skouras charged Green with "resorting to cold war methods in order to intimidate me." Skouras told stockholders that Green, at their first meeting, arranged through Harry Brandt, said, "I want to be president of the company," and added that "he wanted to have his own people, his own directors, his own accountants, and his own attorneys in 20th-Fox."

Skouras warned stockholders that efforts of the Green group to place five nominees on the board of directors at the May 19 meeting posed a danger to the corporation.

3-D At Arkansas Meeting

LITTLE ROCK, ARK.—Through the efforts of Ed Williamson and Joe Young, Warners, and Jim Carberry and Rowley-United Theatres, a screening of "House Of Wax" will be a feature of the convention of Independent Theatre Owners of Arkansas at the Marion Hotel on May 5-6. The screening will take place at the Center on May 5 at 9.30 a. m.



At a recent press conference in New York City, 20th-Fox President Spyros P. Skouras disclosed the slate of business, educational, and military leaders management proposes for the board.

Senate Committee Resumes Hearings

WASHINGTON—With the Senate Small Business sub-committee scheduled to resume its hearings this week on industry trade practices, reports were current that it had received many letters from exhibitors since the hearings began a couple of months ago, with the subject matter similar to that which have been brought out in the testimony.

Furthermore, it was learned that inquiries were being made of distributors by the Department of Justice regarding advanced price pictures.

Senator Schoeppel, Republican, Kansas, chairman of the subcommittee of the Senate Small Business Committee holding hearings on industry trade practices, had said previously that exhibitors "scared" to testify publicly against distributors would have a chance to talk privately to committee investigators. Schoeppel concluded he had been advised that many exhibitors who had privately voiced complaints were afraid to appear publicly to testify because they feared reprisals.

In all, nine exhibitor witnesses appeared before the committee. In addition, a spokesman for the National Association of Real Estate Boards gave the results of a survey of theatre closings in the country.

The committee hoped to wind up the hearings when distributor witnesses and representatives of the Federal Trade Commission and the Anti-Trust Division, Department of Justice, were to be heard.

The two witnesses who called some exhibitors "scared" were Beverly Miller, Missouri exhibitor and vice-president, Allied Independent Theatre Owners of Kansas and Missouri, and E. L. Peaslee, Stillwater, Minn., who charged distributors with intimidation, and said exhibitors feared they won't get pictures from certain companies if they testified before the committee.

Other exhibitors who voiced complaints were Nathan Yamins, Massachusetts; Allen Johnson, Grand Rapids, Mich.; Philip A. Sliman, New Iberia, La.; A. C. Myrick, Lake Park, Ia.; Benjamin Berger, Minneapolis and Colonel H. A. Cole, Texas.

Rube Shor, president, S and S Amusement Corporation, previously told the committee that Walt Disney Productions tried to force him to increase admissions for "Peter Pan" at his Twin Drive-In and Westwood. He testified that WDP tried to "intimidate" him, although he said, no admission prices were mentioned in his contract with RKO, the distributor.

After he notified both WDP and RKO that he intended to resist "this attempt by film companies to control the pricing policies of my theatres," Shor said the week's run of "Peter Pan" was completed without further action.

However, in the meantime, he testified, an RKO salesman approached him regarding booking of "Hans Christian Andersen," but he had "contrived a scheme to compel me to abandon free admissions for children, and to control my prices for adults." Presenting the committee a copy of the "Hans Christian Andersen" contract, Shor said that RKO "for the first time, would require the exhibitor to pay

Action Delayed On SW Dividend

NEW YORK—In a letter to stockholders, President Si Fabian said last fortnight that the board of Stanley Warner Corporation will not determine a dividend policy until a later date since the company anticipates relatively large capital expenditures in converting to 3-D, wide-screen projection, and stereophonic sound, while operating profits declined in the half year to Feb. 28.

Fabian's message points out the recent technical development. Preliminary estimates for the six months to Feb. 28, before the new group took over, indicates lower net profits, while certain of the theatre subsidiaries on Feb. 28 paid dividends aggregating \$250,000 to the old Warner company, a disbursement which accrued to the benefit of all stockholders.

to it a stipulated sum of money for each adult and for each child admitted to see the picture."

"It is apparent to me," Shor testified, "that this is a mere subterfuge to evade the court order against price-fixing."

Colonel Cole Clarifies Testimony Before Group

WASHINGTON—An aftermath of the hearings before the Senate Small Business Subcommittee investigating charges of monopolistic practices in exhibition occurred last fortnight when Colonel H. A. Cole, chairman of the board, Allied Theatre Owners of Texas, who appeared as a witness, commented on a story which appeared in The Dallas Morning News.

Colonel Cole stated:

"I am anxious for the opportunity to clarify the statement which made Interstate of Texas an out and out dictator of admission prices and exercising monopolistic practices. Due to the demands of the distributors, Interstate is forced to pay higher film rental for product designated by distributors as road show pictures, and consequently charge higher admission prices. This, in turn, causes the distributor to further demand the same terms for these films from other circuits and independent exhibitors.

"R. J. O'Donnell, operating head of Interstate, is perhaps the most astute showman in the industry, and deserves the respect of all the exhibitors in Texas for his leadership, and in his deluxe theatres he can afford to pay higher film rentals which would automatically reflect in higher admission prices. Never did I mean to question the integrity of O'Donnell and his established operating policy of the Interstate Circuit.

"It is just that Interstate has the advantage of operating fine theatres in the key cities, and the film rentals paid to distributors for classified road show product and the admission prices charged influence and affect the distributor's sales policy for increased film rentals and admission prices to other circuits and independent theatre operators.

"It is Interstate's constitutional right to exercise its prerogative in paying higher film rentals and charging higher admission prices demanded by the distributors, but it is unfortunate, by virtue of its particular theatres and potentialities, that this is reflected and affects other theatre operators who are forced by the film distributing companies to pay increased film

What's New In 3-D ...

In Elma, Ia., Charlie Jones, secretary, Allied of Iowa, Nebraska and Mid-Central, announced that Colonel B. J. Palmer's Stereocolor 3-D method will be demonstrated at the group's convention at the Fort Des Moines Hotel, Des Moines, on May 12 and 13.

3-D is the undisputed contender for top attention during the 73d semi-annual convention of the Society of Motion Picture and Television Engineers at the Statler Center, Los Angeles, this week. Of a total of 15 technical sessions scheduled by the SMPTE, five are devoted to technical papers, reports, and demonstrations on stereoscopic and wide-screen pictures and stereophonic sound; two to television, and three to high-speed photography. The remaining five sessions are divided to drive-in equipment, film editing, screen brightness problems, cinematography, film processing, and conventional sound recording and reproduction.

In a bulletin, The Independent Theatre Owners of Ohio advised members that "all you have to give any of the distributors of 3-D pictures is their contractual percentage of your gross receipts on admissions to the theatre (and every cent of that), but not one cent on any profit you can make on the sale of glasses, popcorn, lawnmowers, records, or anything else you sell."

General Electric announced that it is ready to market a system for the conversion of projectors to 3-D films consisting of inter-connected "brains" or Selsyns, or by the flick of a switch permitting the machines to be operated independently for standard projection. The system costs approximately \$100 each, and the company reports that enough Selsyns have been already ordered to equip approximately 2,000 theatres. It is expected by GE that the system will save much projection time.

rentals and charge higher admission prices according to terms imposed on the Interstate Circuit. Other exhibitors are not in that unique position.

"In Oklahoma, Video, the dominating circuit, also paid high terms for roadshow pictures. Nevertheless, it refused to be dictated to by the film companies as to the admission prices. Therefore, other theatres in the Oklahoma film territory were not compelled by the film companies to charge advance roadshow prices."

Coast Drive-In Suit Settled

LOS ANGELES—The 1950 suit filed by the Skyline and Pacific drive-in companies against the major distributors, charging they had conspired to deprive drive-ins of first-run product and claiming \$1,750,000 treble damages, was settled last week out of court. The reported settlement involved payment of between \$100,000 and \$200,000.

THE SCORE BOARD

(Complete reviews of pictures mentioned will appear in The Pink Section.—Ed.)

UA

"Raiders Of The Seven Seas"—Fair pirate meller.

MGM

"Scandal At Scourie"—Family type show has names to help.

20TH-FOX

"The Farmer Takes A Wife"—Names will have to make the difference.

COLUMBIA

"Ambush At Tomahawk Gap"—Okeh outdoor show.

CinemaScope Gets NY Demonstration

NEW YORK—Cinemascope continued to make news last week.

The process had its world theatre premiere at the 6,000-seat Roxy on April 24 before an invited audience of newspapermen and industry representatives. The demonstration was repeated on the following four days for additional invitees. Subsequent eastern showings were scheduled for Philadelphia, Detroit, and Chicago.

Audiences saw a diversified program highlighted by scenes from two CinemaScope Technicolor films now in production, "The Robe" and "How To Marry A Millionaire," a Marilyn Monroe musical number from "Gentlemen Prefer Blondes," recorded with stereophonic sound, and other color footage.

The company's staff of field exploitation representatives was assembled to participate with homeoffice and other company executives at the premiere CinemaScope demonstration, Hal Marshall, Atlantic division, Ted Tod and Sol Gordon, central; Joe Lebowitz, Empire State; Chick Evans, midwest; Phil Engel, New England; James Gillespie, southern, and Sam Glasier, Canadian.

The Philadelphia demonstration is scheduled for the SW Mastbaum today (April 29), with traders, press, and civic leaders from the city, state, territory, as well as from the Pittsburgh and Washington areas set to be on hand.

Wolfson Warns Of "3-T's"

SEATTLE—Mitchell Wolfson, former president, TOA, said last week at a luncheon meeting of the Theatre Owners of Washington, Northern Idaho, and Alaska that the confusion about 3-D must not be allowed to drown out the "3-T's, television, taxation, and trial in court." He said the industry needed television, but that the other two were its worst blight. He asked continued efforts towards the establishment of an industry arbitration system.

He said that it is the little exhibitor who needs arbitration most.

Fabian Feted In Pittsburgh

PITTSBURGH—Si Fabian, president, Stanley Warner Corporation, was guest of honor at a luncheon in the William Penn Hotel last week. Others present from the SW organization were Sam Rosen, vice-president, and Harry Kalmine, vice-president and general manager.

Won't Let Picture Be Used As A Popcorn Lure, Samuel Goldwyn Says

NEW YORK—Before leaving for Europe last week, Samuel Goldwyn declared that he wouldn't let a great picture be used as a "lure to the extent of permitting free admissions, in order to promote sideline activities of popcorn, candy, and so on. I will do everything in my power to prevent that."

His complete statement, released to the press, follows:

"Some complaints have come from a few exhibitors who would like to use a great picture as a lure, even to the extent of permitting free admissions, in order to promote sideline activities like the sale of popcorn, candy, and so on. I will do everything in my power to prevent that."

"I believe in a completely free and open market for pictures for buyers and sellers alike where the basic standard of price

is the value of the product to the ultimate consumer, the public. I have fought hard, and expect to continue to do so, against any artificial barriers which interfere with open competitive conditions under which I can sell my pictures, and the public can exercise its freedom of choice to see them or not.

"The public is always ready and willing to pay fair prices for entertainment of unusual quality. An independent producer, like myself, can afford to try to produce great quality entertainment only if he has an opportunity, if the public approves the picture, to get back from the boxoffice enough revenue to give him some chance of recouping his investment.

"Unless he has such opportunity, the result will be to discourage the production of top quality pictures."

SEC Reports Stock Changes

WASHINGTON—Howard Hughes reported last week to the Securities and Exchange Commission that his total stock in RKO Pictures Corporation amounted to 1,015,620 shares of common at the end of February, and that he already owned 2,200 shares of common not involved in the deal with the Ralph Stolkin syndicate when he reacquired the rest of his holdings.

Charles P. Skouras reported the purchase of 7,700 shares of National Theatres common in February, bringing his total holdings to 19,410 shares.

Robert Lehman bought 2,500 shares of 20th-Fox common, bringing his holdings to 10,000 shares.

Albert Warner sold 5,000 shares of common stock in the new Warner Brothers Pictures, of which he is vice-president, in March. The sale decreased his direct holdings to 159,675 shares. Vice-president Jack Warner bought 29,925 shares of common, increasing his direct holdings to 226,099 shares. He also purchased 2,000 shares of common for beneficial trust holdings, which now total 12,750 shares.

Sol A. Schwartz, president, RKO Theatres, reported that during March, he purchased 1,500 shares of stock, increasing his direct holdings to 2,500 shares.

Earl G. Hines, a director, and Elmer C. Rhoden, vice-president, National Theatres,

Profit Increase In Loew's Report

NEW YORK—Loew's Incorporated, last week reported for the second quarter ended on March 12, 1953, subject to year-end audit and adjustments, and after federal taxes, net profit of \$1,839,523, equivalent to 36 cents per share, compared with \$1,647,977 and 32 cents per share in the prior year. Gross sales and operating revenues for the 16 weeks were estimated at \$55,853,000, compared with \$55,121,000.

For the 28 weeks ended on March 12, 1953, total net operating profit after federal taxes, subject to year-end audit and adjustments, was \$2,171,729, equivalent to 42 cents per share.

The corresponding figure for the previous year, after reduction in federal taxes due to non-recurring taxable deduction, was \$3,222,040, to which was added \$515,276 tax credit for prior years, bringing net profit to 73 cents per share. Gross sales and operating revenues for the 28 weeks in the current year were estimated at \$93,928,000, compared with \$95,693,000 in the corresponding period of the prior year.

bought NT stock during March. Hines purchased 1,000 shares of common, and Rhoden bought 1,500 shares.



Members of the trade press acted as judges recently in New York City when a luncheon was held under the auspices of Variety Clubs International to determine the best news stories and the best photographs in regard to clubs' charitable activities. They are seen with VCI Chief Barker Jack Beresin.

Raibourn Optimistic If Taxes Are Dropped

NEW YORK—Paul Raibourn, Paramount vice-president in charge of budget and planning and television activities, speaking last fortnight before the Customers Brokers Association, predicted that success of the fight to win relief from the 20 per cent admission tax would usher in a bright new future for the motion picture industry. The Paramount official also said that the values of motion picture securities would be greatly enhanced if the badly needed relief were granted.

Raibourn pointed out the possibilities brought about by the emergence of the new screen techniques, indicating that the majority of opinion in Hollywood favors the panoramic screen over stereoscopic processes. He also predicted a time, "not too far away, when 3-D and the panoramic screen will be married," with viewing glasses a thing of the past.

Raibourn also spoke on the role the concession business plays in making up for much of the recent boxoffice decline in the past seven years. Since 1946, concession sales have increased to \$200,000,000 from \$50,000,000, while admissions decreased from \$1,500,000,000 to \$1,050,000,000 in the same period. The industry's operational costs amounted to \$1,200,000,000 for each of the years. Net earnings before taxes declined from \$350,000,000 in 1946 to \$50,000,000 in 1952.

Lawrence Tube Demonstrated

NEW YORK—Members of the House Committee on Interstate and Foreign Commerce, key members of the staff of the Federal Communications Commission, and the press last week attended two demonstrations of the Lawrence color television tube operating on the CBS as well as the NTSC standards. The tube, invented by Nobel Prize winner, Ernest O. Lawrence, is being developed by Chromatic Television Laboratories, Inc.

The later presentation took place at the Paramount building, where the first public demonstration was made of the tube operating on the compatible standards proposed by the National Television System Committee of the television industry. Dr. Lawrence and his associate, Dr. Luis Alvarez, nuclear physicist and inventor of ground controlled approach for aircraft, participated.

RKO Ends Most Trade Screening For Exhibitors

NEW YORK—It was reported last week that RKO has ordered the discontinuance of exhibitor trade screenings wherever possible, except in situations where the screenings will have to be continued, bidding or competitive spots.

Ohio Censor Foes Back Mosher Bill

COLUMBUS, O.—Opponents of the Ohio censor repeal bill introduced by Senator Charles A. Mosher, Republican, Oberlin, were to have their innings on April 27 before the Senate's education and health committee, of which Senator Mosher is chairman.

Proponents of the repeal measure were heard last week.

Louis Bromfield, noted author and an Ohio resident, highlighted the opening hearing and stated that no citizen was qualified to judge what others should or should not see, and blamed a lack of "decent home life and proper family moral standards" for bad behavior, rather than anything seen on the screen.

Also stressing the unconstitutionality of censorship at the hearing were Mosher; Grauman Marks, Cincinnati attorney and former president, Cincinnati Bar Association; Norman Madel, theatre editor, The Columbus Citizen; James Ratliffe, The Cincinnati Enquirer columnist; Mrs. William R. Thomas, representing the Ohio Federation of Women's Clubs, and William Wolfarth, director of audio-visual education, Canton schools.

Professor Oliver Schroeder, Jr., Cleveland, associate professor of law, Western Reserve University, and president, Cleveland Church Federation, said censorship is like a bad apple, since as long as there is censorship there will be a tendency for some groups to seek to enlarge the field by seeking to censor books, magazines, other media of communication, and even the Holy Bible.

DeMille Confers With Johnson

WASHINGTON—Cecil B. DeMille conferred last week with Dr. Robert L. Johnson, chief, State Department's International Information Administration. Indications were that the discussion covered the use of films and other media.

RKO Stockholders Voting On New Plan

NEW YORK—RKO Theatres Corporation will seek approval at its stockholders' meeting on May 7 of a proposal "to grant to key employees of the corporation or its subsidiaries who contribute materially to the corporation's progress an opportunity to purchase common stock," it was disclosed last week in the company's proxy statement.

A committee consisting of three directors, ineligible to participate in the plan, would act as administrator. The maximum number of shares covered by the plan is 150,000, approximately 3.8 per cent of the issued and outstanding common stock. Options would be granted only to regular employees, including officers of the corporation and its subsidiaries under 60, and eligible to receive "restricted stock options" under the provisions of the Internal Revenue Code. The plan would end on May 7, 1960, or earlier at the discretion of the board of directors.

Another proposal to be voted on provides that "the board of directors shall have no power to grant or issue stock rights or options to officers, directors, or employees without the approval of the stockholders."

A third proposal calls for the reduction of the authorized but unissued common stock from 8,000,000 shares of the par value of \$1 to 4,500,000 shares in order to reduce franchise taxes in Delaware. All directors will be up for reelection, David J. Greene, A. Louis Oresman, Edward C. Raftery, Sol A. Schwartz, Ben-Fleming Sessel, and William J. Wardall.

Remuneration of the following officers was listed for 1952: Schwartz, president, \$81,040; William W. Howard, Vice-president, \$33,350, and Thomas F. O'Connor, vice-president and treasurer, \$28,600. Pension plan benefits for Schwartz were \$17,396; \$6,684 for Howard, and \$4,235 for O'Connor. Aggregate remuneration for the year for all directors and officers was \$258,000.

Tech. To Split Shares

NEW YORK—Technicolor Corporation's board voted last week to split the stock of the corporation at the rate of two shares for one and declared a dividend of 50 cents per share, payable on May 12 to holders of record on April 27. Stockholders will be asked to approve the split at their annual meeting on May 18.

Company counsel believes it would constitute a tax free exchange under the provisions of the Internal Revenue code.

Another proposal scheduled for consideration involves changing shares to par value of \$1 from no par value, eliminating preemptive rights and reducing the capital of corporation to the par value of the new shares.

The board declared a dividend of 50 cents per share.

Oregon TOA Unit Started

PORTLAND, ORE.—An Oregon unit of Theatre Owners of America was organized last week at a meeting attended by Alfred Starr, TOA president; Herman Levy, general counsel; Mitchell Wolfson, past president, and Roy Cooper.

A membership drive will be held.



Seen at the head table at a luncheon during the recent Texas Drive-In Owners Convention in Dallas are, left to right, Tim Ferguson, Grand Prairie, Tex.; Jack Farr, Houston, Tex.; Al Reynolds, Dallas; Claude Motley, Oklahoma City, and R. J. O'Donnell, Paul Short, William McCraw, Phil R. Isley, Charles W. Weisenburg, and E. L. Pack, all of Dallas. The southwestern meeting set a new mark for attendance.

Konecoff

(Continued from page 10)

WORTHY CAUSE: The industry is well aware that May 1 will see the annual Cerebral Palsy Campaign get under way for the entire month. Exhibitors can participate by running the special appeal trailer starring Joan Crawford, made by MGM, available in all exchange centers. The goal set is for \$7,500,000, which will be used to aid the more than 550,000 children and adults who need the help. These plus the 10,000 babies born each year would be most grateful. Once again, the theatre can become a community service center.

WELCOME: When we were invited to a cocktail party for the press to meet Anna Magnani, Italy's top film star, we never expected to encounter what we did. Upon our arrival, we found hundreds of representatives of national and local magazines, trades, syndicates, newspapers, radio, exhibitors, distributor representatives, executives of IFE, etc., all having a wonderful time consuming cases of champagne and other potables, and trying to meet the guest of honor. We have never seen anything like it. It seemed as though there was electricity in the air, and the scene resembled Grand Central Station just before everybody boards waiting trains.

We finally located Magnani in a small room, the portals of which were guarded by faithful IFE employees, and only a few were permitted entry at a time as those inside left via another door. We understand that she was having a wonderful time seeing the town and plugging her latest release "Bellissima." The clips accumulated in the office of IFE's Jonas Rosenfield are tremendous.

RECEPTION: On the same day as above, Paramount hosted a cocktail reception for Arlene Dahl and Fernando Lamas, stars of the company's first 3-D Technicolor production, "Sangaree", with press, magazine and TV-radio representatives in attendance. They told us that the film had been sneaked on the coast in 2-D form, and the audience reaction was very good. They said that they enjoyed working in 3-D, hoped to do several more in the medium, also expressed a curiosity about "House Of Wax" at the Paramount, and were hopeful that they could take it in before returning to the coast.

JUDGING: The local Variety Club headquarters atop the Hotel Piccadilly recently was the setting for representatives of the various trade papers to judge several contests sponsored by Variety Clubs International, the purpose of which was to encourage the various tents to seek an increase in publicity on local levels, and familiarize the public as well as industryites, with the functions and aims of Variety.

Reject Bidding Appeals, Distributors Ask High Court

WASHINGTON—Five major distributors, urging the U. S. Supreme Court to reject recent appeals of the Jackson Park and Milwaukee Towne, who are seeking to overturn a ruling of the Seventh Circuit Court of Appeals that they must outbid competing theatres in order to get choice films, last week said that the two theatres are seeking to be placed in a favored position over competing exhibitors.

The distributors also urged that the high court turn down a "friend of the court" intervention by Allied. The lower appeals court had reversed a decision giving the Park and Towne the privilege of getting first-runs without competitive bidding.

One contest concerned itself with the best human interest stories on a Variety Club activity, and the winner was Hugo R. Vogel, Tent 14, Milwaukee, the story appearing in The Milwaukee Journal under the byline of Larry Lawrence. Vogel wins a free trip to the International Convention in Mexico City. Second place went to Noah Schecter, Tent 3, Cincinnati.

The second contest covered the best human interest photographs on VC activities, and the winner here was Raymond Gathrid, The Philadelphia Daily News, who turned his \$300 back to the Philadelphia tent for use in its Heart activities. Runner-up was John Di Joseph, Reni News Photo Service, Washington.

Present, in addition to the judges, were Jack Beresin, International Chief Barker; Edward Emanuel, International Delegate at Large; Jack Chisholm, International Press Guy; Edward Lachman, Chief Barker, Tent 35; Ira Meinhardt, Property Master, Tent 35, and Charles O'Reilly. Beresin noted that the Mexico City convention would probably be the best attended to date, with close to 400 registered at the time.

THE METROPOLITAN SCENE: When Danny Kaye concluded his run at the RKO Palace, he grossed \$893,630 since he opened at the house on Jan. 18. The theatre has now started its summer policy of first-runs and eight acts of vaudeville weekly. . . . All records for long runs in the 34-year-history of the Capitol are due to topple on May 1 when "Moulin Rouge" becomes the first film to outstay previous record-holder "Gone With The Wind," which ran for 11 weeks and two days. The theatre has invited top stars as well as the public to celebrate the event. . . . Newsreel companies are distributing copies of the Sindlinger survey showing how the public feels about newsreels. . . . Ed Rosenfeld goes to Boston as district manager for Trans-Lux. . . . Wandering exploiteer Irving Shiffrin is back in town. . . . Columbia has gotten up a 28-page super pressbook on "Salome." . . . Allen Funt is back from a jaunt overseas to Switzerland, France, and England with plenty of footage for his "Candid Camera" series. . . . Okeh pressbooks are out on "Phantom From Space", "The Desert Rats", "Ambush At Tomahawk Gap", and "Man In The Dark."

TV Station Sale Boosts AB-UP Profit

NEW YORK—In a report being mailed to stockholders of American Broadcasting-Paramount Theatres, Inc., Leonard H. Goldenson, president, announced last week that estimated consolidated earnings for the first quarter of 1953 amounted to \$5,732,000, including \$1,480,000 from operations and \$4,252,000 of capital gains. Per share earnings, after preferred dividends of \$84,625 and on 3,967,531 shares of common outstanding, were 35 cents from operations and \$1.42 including operations and capital gains.

Goldenson stated that earnings of the American Broadcasting Company division of the corporation have been included in the 1953 estimates commencing on Feb. 10, following the merger with ABC. He also stated that the capital gains realized in the first quarter of this year arose mainly from the sale of television station WBKB, Chicago, following the merger with ABC. Capital gains are not available for dividend purposes under the corporation's loan agreement.

The above earnings compare with 1952 first quarter earnings of \$2,049,000, including \$1,805,000 from operations and \$244,000 of capital gains. On the basis of 3,300,846 shares of common then outstanding, earnings for the first quarter of 1952 were 55 cents from operations and 62 cents, including operations and capital gains.

During the first quarter of 1953, the corporation divested itself of a net of nine theatres. The corporation is pursuing a policy of acquiring its 5 per cent \$20 par preferred stock in the open market to meet sinking fund requirements on the preferred. Goldenson said that 47,022 shares of preferred had been purchased by the corporation through April 10 at an average of \$15.93 per share.

An AB-PT proxy statement showed that a remuneration of \$184,000 was paid to Goldenson for the 1952 fiscal year.

John Balaban, president, Balaban and Katz, received \$150,187; A. H. Blank, president, Tri-States Theatre Corporation, \$48,151; Robert B. Wilby, president, Wilby-Kincey Service Corporation, \$49,092; Walter W. Gross, AB-PT vice-president and general counsel; Edward L. Hyman, vice-president; Robert M. Weitman, vice-president, and Robert H. O'Brien, secretary-treasurer, each received \$52,850. Up for reelection as directors at the annual board meeting on May 19 are Earl E. Anderson, Balaban, Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Gross, Hinckley, Robert L. Huffines, Jr., William T. Kilborn, Robert E. Kintner, Walter P. Marshall, Edward J. Noble, O'Brien, Herbert J. Schwartz, Wilby, and Owen D. Young.

U-I To Unveil Wide Screen

NEW YORK—When U-I's "Thunder Bay" has its pre-release world premiere at Loew's State on May 20, special projectors and lenses will project it on the theatre's curved, 1,000-square foot screen. The curvature, plus a special aluminum coating on embossed, seamless fabric, will provide an illusion of depth and scope. Stereophonic directional sound will add greatly to the effect.

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Arnold Enders, Editor

This is the second of two issues of the magazine. The first issue was published in January, 1954, and the second issue was published in April, 1954. The magazine is published by the Adamount Theatre, which is a leading authority in design, construction, furnishings, equipment, and specialized accessories, with a special section for directors, devoted to their design and operation.

IN THIS ISSUE:

MODERN PROJECTION AID	Page 5
REPORT ON 3-D GLASSES.....	Pages 6, 8, 10
NEW PRODUCTS.....	Page 14
PROCEED WITH CAUTION.....	Page 15

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On The Line

A 'Sound' Solution

Although it hasn't gotten quite as much attention as some of the other developments in the current 3-D and wide screen revolution, the introduction of stereophonic sound presents one more problem for the already harassed exhibitors to solve. At the present time the systems are too expensive for any but the largest houses, and yet to get the fullest impact from the new projection methods the sound system is necessary. Fred Matthew, head of Motiograph, Inc., recently had some comments to make on this subject which we feel are worth passing along.

"Stereophonic sound reproduction is still a problem and will remain so until the producers standardize on a system that can be sold at a reasonable figure. Those now planned for temporary use for early showings are too complicated and costly except for but a few theatres.

"We can not read the minds of the producers, but if they will agree on the ERPI method of printing three sound tracks on the film where the one is now printed, with a control track in the sprocket hole area, the entire equipment industry could rather quickly produce such equipment to sell at a reasonable figure.

"Modern present sound systems now in use can serve as a nucleus of such a stereophonic sound reproducing system. One need only make changes on the sound reproducer, and add more amplification and loud speaker equipment to make a stereophonic sound system out of a modern present system.

"The projectors, the arc lamps, the generators, the lenses, yes, even the present sound systems will not be obsolete no matter what course the industry follows. Equipment manufacturers can not possibly produce all the equipment needed for years to come, so those exhibitors who buy early will reap the greater profits."

Combining optimism with a sense of reality, Mr. Matthew has presented some interesting and valid ideas. Exhibitors who have been in a spin watching the avalanche of new developments, should keep one thing in mind. By equipping for 3-D now they have an excellent opportunity to make back their investment and also show a profit in a very short period of time. For those who feel that this is just a fad or novelty that will pass in the near future, it would do well for them to remember that almost all of the new equipment that they must buy will enable them to present finer pictures regardless of what system is being used. There is little to lose and much to be gained by equipping for 3-D NOW.

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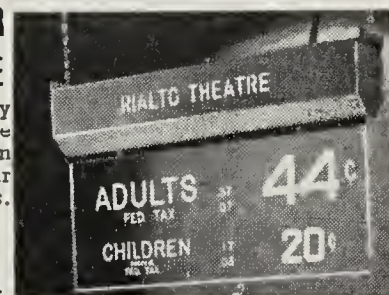
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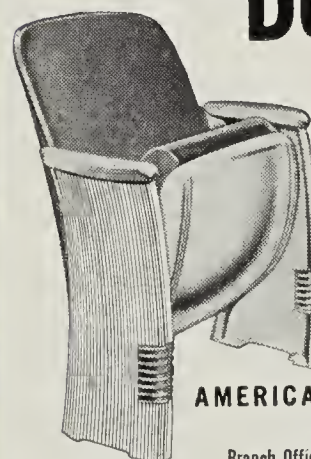
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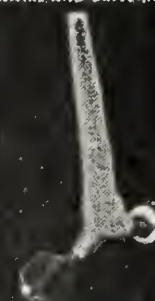
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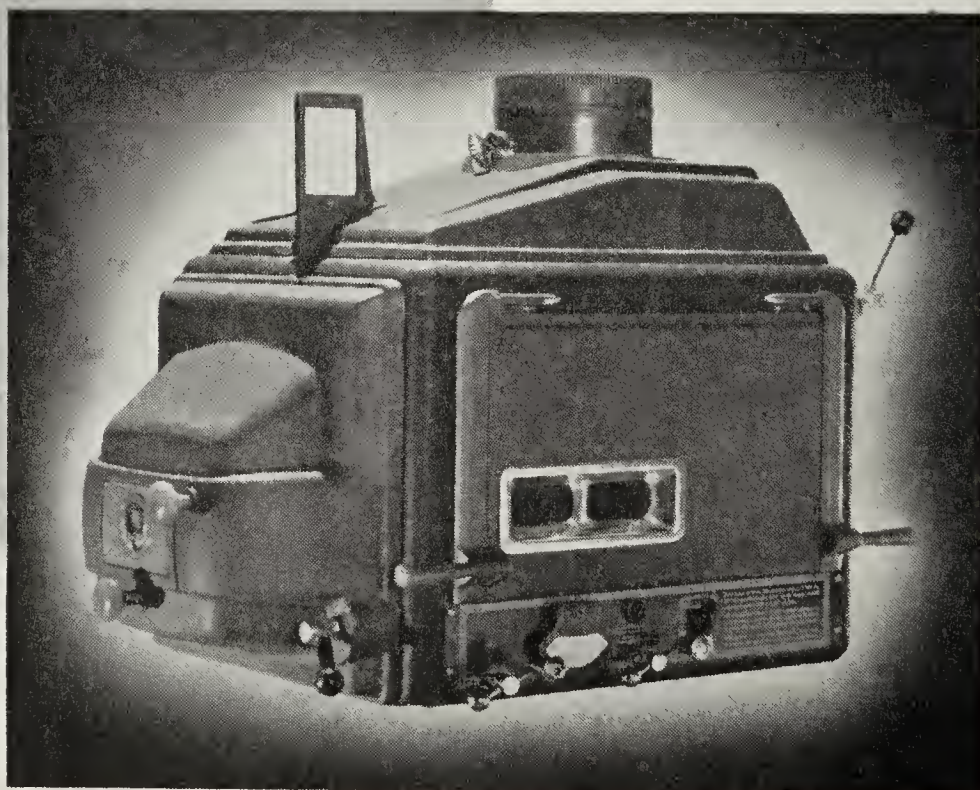
EXCELITES, with their exclusive automatic arc crater positioning control, were chosen because they maintain constant light intensity and constant color temperatures without the need of manual adjustment.

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PHYSICAL THEATRE

Vol. 8, No. 5

April 29, 1953

FOR A NUMBER of years there has been a continual search by many branches of the motion picture industry for a successful and practical means of reducing the heat projected on the film by high powered arcs. Beyond a certain point, this heat will damage the film causing buckling, warping, and embossing which results in an out of focus effect on the screen. The higher the optical speed of the projection lens, the greater amount of this effect.

Numerous methods of removing the heat from the light beam have been suggested and some put into practice. These include the use of heat absorbing glass and projecting high pressure air streams on both sides of the film, besides other methods. However, none of these systems have been accepted as the ultimate answer to the heat problem. Some were prohibitively expensive, or caused secondary difficulties. Heat absorbing glass does not seem to be the answer, by any means, as the light loss is almost equal to the heat loss. There is little point in producing higher efficient projection arcs, and then introducing heat reducing means which also reduces its efficiency to a substantial degree.

A method of successfully reducing the heat factor while not appreciably affecting the projected light, has been tested thoroughly and found practical and successful. The means used to successfully protect the heat reducing filter and directional deflection is, in its entirety, an exclusive development of the C. S. Ashcraft Manufacturing Company, Inc., Long Island City. Heat reflecting glass has been available for several years, but its application to high powered arc has heretofore been unsuccessful.

Heat reflecting glass is quartz, or heat resisting glass discs upon which is coated, in a vacuum chamber, many layers of

Modern Projection Aid

New Air-Cooled Heat Deflector Can Reduce Projector Heat with Little Loss of Light

various metals. This coating is transparent and can only be detected when the glass is held at an angle. The reflected light has a blue-green tinge. The manufacturers, or processor of the heat reflecting glass, claim that it reflects 29 to 30 per cent of the heat rays, but intercepts only five to six per cent of the visible light in passing through the filter. These figures seem to be substantiated in actual practice.

While the heat reflecting filter accomplishes the purpose effectively, the coated surfaces are unstable under high arc beam temperatures, becoming brown in the center. This deterioration was quite rapid. Also, when placed vertically, and at right angles to the optical axis, the reflected heat is projected toward the reflector and directly onto the positive carbon and arc lamp mechanism, causing over-heating. It was necessary to overcome these two difficulties before practical use could be made of such filters.

The drawing of the Ashcraft Air Cooled Heat Deflector, shows how this problem has been solved in a very practical manner. A cast aluminum blower housing and duct is mounted upon the front of the Ashcraft Super-High projection lamp with the light aperture coinciding with the light beam opening in the lamphouse front.

A five inch heat reflecting glass, mounted in a suitable frame and held in position by three spring clips is set at an angle of approximately 15 degrees to the optical axis. The angular position of this glass and frame accomplishes four purposes:

1. It reflects the heat beam downward toward the base of the lamphouse away from the mechanism.
2. It presents a maximum area to the

air cooled blast in the duct.

3. It deflects the air stream away from the interior of the lamphousing where it would cause arc turbulence.

4. It make unnecessary the use of glass between the rear shutter and lamphouse which ordinarily prevents the shutter fan from disturbing the arc, but reduces the total light about 10 per cent.

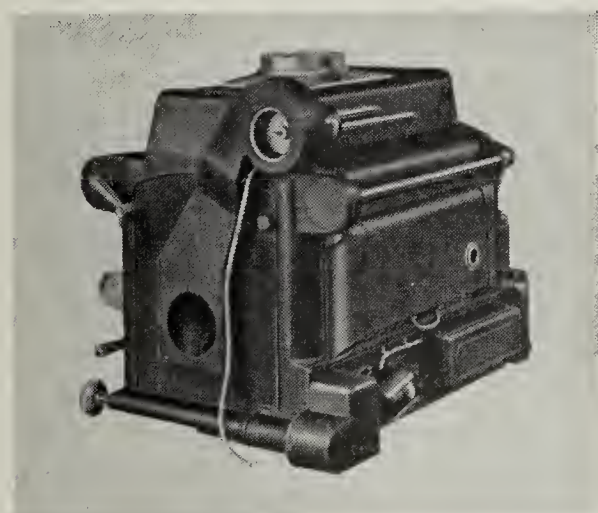
A ball bearing shunt wound motor is mounted on an extension of the blower and duct casting. This motor is connected directly to the arc terminals and has a speed of approximately 3,500 RPM. A squirrel cage fan is mounted directly on the motor shaft so that an extremely high velocity and large volume of air is directed upon the filter glass. Sufficient heat is thus removed to prevent deterioration of the coated surfaces.

Figure 1 of the drawing shows the light beam, directly from the reflector at A, the visible light passes directly through the filter at B, while the heat rays are reflected at an angle at C.

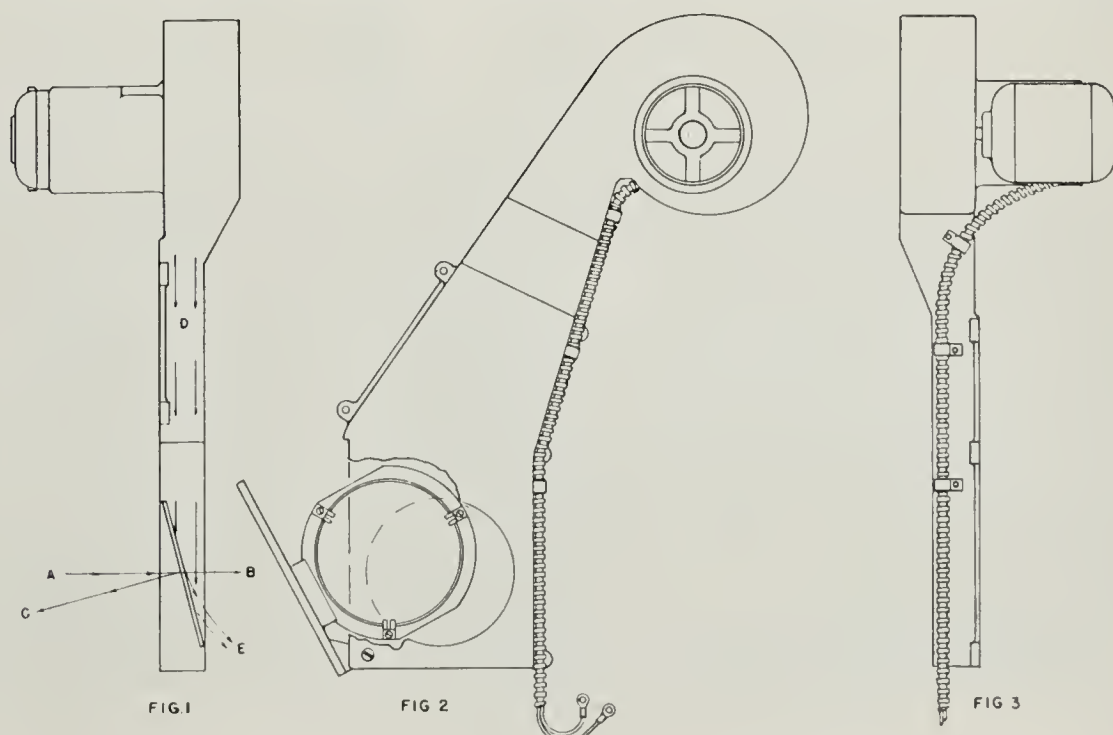
D indicates the air flow from the blower at the top while the deflected air stream, after passing over and cooling the glass is shown at E.

In order to make the filter accessible to the projectionist, the glass mounting frame is cast integral with a door which swivels outward and can be lifted out as shown in Figure 2. When in position, the door is light and air tight. Occasional cleaning of the glass is necessary with pads of surgical cotton.

The fact that the usual rear shutter glass may be discontinued means that even with the heat filter in the light beam, more light will be projected, as the loss in the shutter glass is at least 10 per cent. This is more than the total filter losses.



ABOVE: A view of the Ashcraft Super-high projector with the new unit mounted on the front casting. RIGHT: Diagram explaining how unit permits heat reduction with small light loss.



Three-Dimensional Polarizing Glasses

Discarding Polarizing Glasses to Watch 3-D Films Not in the Foreseeable Future

By Arch Oboler

Any day now I expect to read a release, fresh out of Westwood, or Beverly Hills, or Culver City, or the Labrea Tar Pits, stating that someone in Hollywood has found a way to get three dimensions not only without polarized glasses, not only without the usual screens, but also without projectors.

This certainly is the logical publicity step, considering the great mass of non-sensical press blurbs which have been circulated across the country, re: 3-D developments, since that fateful day when Jerry Zigmond and Marco Wolff started their projectors rolling in their Los Angeles Theatres on "Bwana Devil."

I think it is about time for a simple and truthful discussion of three-dimension as seen through the eyes of a producer who produced the prodigy.

I make no claims to being a stereo expert. Let me make that clear. But I do make claims to having a small modicum of common sense, at least enough to have enabled me to read the simple English of the literature available on stereo.

This study makes it obvious that the only way to get true three-dimensions is the method that nature has evolved over these millions of years of selection, that is, through a left eye and a right eye. That is how you see stereo in life; it is as simple as that. Your left eye sees the view from one angle and the right eye from the other. The combination is stereo vision.

Might I underline here that through all these years of working out the true and the simple of stereo, nature has not stayed with one eye or with three eyes or with four eyes. She has not given us one eye that spreads the view wide. She has not given us three eyes that correlate three separate views.

Let us carry on this discussion of nature's invention; each eye sees what it sees and impresses its image on a separate retina, the left eye on one retina and the right eye on another retina. These two images are then transmitted to the optical brain center. You see, then, not out in space but in your own optical brain center. This is the way you are now seeing the page that you are looking at. When you lift your eyes this is the way you see the three-dimensional room in which you are sitting.

In true three-dimensional theatre operation, then, a left film is projected in the left projector and the right film is projected in the right projector, and the viewer sits and views through a polarizing pair of glasses. The left lens of this polarizing device, seeing the polarized image coming through the left projector, sees only what it should see, and the right eye looking through another polarizing projector film sees only what it should see. The resulting image is mixed not on the screen but in the optical brain center, just as it is in life.

There is no other way known today,

other than by this combination of left and right eye vision mixed in the optical brain center, with which to see true three-dimension.

And there will be no method of viewing true three-dimensions, other than through a polarizing device such as glasses, until a new natural principle of seeing is discovered.

I am not talking about a mechanical principle, understand, but a basic physical principle.

Someone is saying, "But we'll spend millions, we'll do research, we'll find it."

It's not quite as simple as all that. You have to find a new natural principle as basic as magnetism or relativity or gravity or atomic fission.

"Wait a minute," someone is saying. "We licked that, didn't we? We discovered atomic fission, didn't we?"

Wrong again! The physical principle of atomic fission has been known for many years. All that was done at University of Chicago Laboratories, at that historic moment when controlled atomic fission took place, was to work out the mechanical devices necessary for carrying the natural principle into action.

I underline that again—the **mechanical devices were worked out.**

But to find a system of viewing three-dimensional pictures without some means of polarizing light is not a mechanical job—it is a matter of finding a new basic principle.

And Galileo's and Newton's and Einstein's and Maxwell's are not for hire at so much per. They are natural phenomena themselves.

So relax, Hollywood executives! Relax exhibitors! If the audience doesn't mind the polarizing glasses, why should you? It is just a matter of the mind setting up a new set of habit formations. And those happy children I saw exiting the Saenger Florida, and the Paramount, Hollywood, and the Warner, Washington, D. C.—they're starting those polarizing glass habits. Three dimensions and glasses are becoming synonymous to them.

Of course, search for that Einstein of 3-D, why not—but at the same time let us perfect what we have and be happy that it happened.

I, for one, burn candles for those polarizing geniuses Doctors Land and John Dreyer. I bless them three-dimensionally.

A Ozone Sterilizer For Polarized Glasses

NEW YORK—The quest for an effective, odorless method of sterilizing polarized eyeglasses supplied by theatres for use and re-use by patrons viewing 3-D motion pictures has been successful with the discovery that ozone, a form of oxygen, meets all germicidal requirements in this connection, it was recently disclosed jointly by Paul Raibourn, Paramount Pictures vice-president, and Dr.

(Continued on page PT-8)



Graphic proof of Arch Oboler's belief that polarizing glasses and 3-D will remain partners in the future, is this picture of Oboler watching over the shoulder of Walter Green, president of National Theatre Supply, as contract is signed for the exclusive distribution of the new 3-D disposable Magic Vuers.

Coming soon from RCA

A NEW CONCEPT OF THEATRE SOUND FOR ALL MODERN SOUND TECHNIQUES

In line with today's trend toward new thinking and perfection in presentation—RCA engineers have been at work on a completely new concept in sound reproduction.

The object? Brilliant, new sound quality from standard motion picture films and complete adaptability to new 3-dimension sound techniques.

The result? Sound so brilliant, so authentic, you just can't believe it. Now, this new marvel of RCA research is ready to help you match today's new photographic techniques with a thrilling new dimension in sound.

NEW SPEAKER DESIGN

for balanced distribution over the full frequency range—gives new depth and brilliance to any sound film.

NEW SOUND PICK-UP EQUIPMENT

for flutter-free pick-up of magnetic, optical, binaural, and multi-source sound.

NEW AMPLIFIER DESIGN

for greater fidelity even at full power. Logical chassis arrangement for adaptability to multi-track sound plus an entirely new idea in easy accessibility.

NEW AUXILIARY SPEAKER UNITS

for all multi-track sound systems. Small, power-packed speaker units can be placed anywhere in your theatre for 3-dimension effect.

NEW CONTROL EQUIPMENT

for push-button sound changeover. Just press a button to switch projectors or to select the sound system you want.

RCA Sound—designed for the future—built to add a new dimension to today's films—is the newest idea in sound since the advent of sound itself.



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Left-Eye, Right-Eye

A Review of the Basic Methods for Viewing 3-D and Contributions of Polaroid Glasses

By Edwin H. Land*

President and Director of Research Polaroid Corp.

To obtain the truly stereoscopic three-dimensional view of a scene, two pictures must be conveyed simultaneously to every member of the audience and every member of the audience must see one of these pictures with his left eye, and the other with his right.

For over a century, research in the field has been directed to achieving this conveniently. Hundreds of schemes have been explored. Arthur W. Judge, in his standard text (*Stereoscopic Photography*), describes over a dozen schemes in detail.

Only one of these has seriously attempted to avoid the use of some type of viewer by each individual in the audience. This general scheme is known as parallel stereogram. Two very able scientists devoted a good part of their lives to investigating it. Frederic E. Ives and his son, Dr. Herbert Ives. In 1933 the latter summed up the work in an address before the Royal Photographic Society with the conclusion that, "These and other problems are somewhat appalling to contemplate. Along with the consideration of these difficulties, it must be borne in mind that the resultant relief pictures will tend to be of poor definition in front and behind the image plane, so that scenes having great natural depth will not be rendered very satisfactory." To my knowledge, nothing has occurred since 1933 that would change this conclusion, notwithstanding the improvements that have taken place in photographic materials and screens, and the efforts that have been devoted to the scheme.

After 30 years of study, it is my own considered opinion that it is only by a fundamental new discovery concerning the nature of light or the physiology of vision that one could hope to circumvent the need for individual viewing devices.

Possible Types of Viewers

There are three basic types of viewers. One, the anaglyph, accomplishes the separation of the two images on the basis of color. One projected image is green, the other is red. The eyepieces in the viewer are colored to correspond. The system cannot, of course, be used for color pictures. A more serious fault, however, is the retinal rivalry set up by different colors for each eye. Its most recent commercial use, in the thirties, demonstrated its technical inadequacy. There have been no developments in filters since that time that would noticeably improve the system.

The second type is the mechanical viewer, a shutter device alternately covering and uncovering each eye, synchronized with alternating left- and right-eye pictures projected on the screen. The technical and commercial problems are obvious.

The Polaroid viewer is the third and

most practical type. It permits the use of color pictures. It is simple and inexpensive. It preserves the full definition of the picture. It is easy on the eyes.

It is notoriously dangerous to make a flat-footed pronouncement in any field of science. It may be significant, however, that during all of our years of work in this field, no qualified scientist has come forward with a seriously considered proposal for showing three-dimensional pictures for theatre audiences by any means other than the simple Polaroid system that we introduced some 20 years ago, and that is now being used for showing stereoscopic pictures under various producers' trade-names.

Leaders in the industry are apparently making every effort to see that their first stereoscopic pictures are good entertainment as well as good examples of the stereoscopic technique. There is also good reason to believe that they are equally determined to make their pictures comfortable to look at.

The human eye is exceedingly adaptable. It was often affronted, however, in the early days of the motion picture, until the artist and technicians of the industry searched out the ground-rules for comfortable viewing. Conventional movies are now easy on the eyes because they are made to be comfortable. Stereoscopic pictures can be equally comfortable for the audience. Shoot the picture correctly, project it correctly, and it will be comfortable.

Contributions

Assuming, as it now appears, that the industry will apply their best artistic to the technique, we at Polaroid have several basic contributions to make:

1. We can be of special service to the industry in setting forth the technical ground rules required for effective and comfortable stereoscopic photography for theatre-sized screens. This can save the time and effort that might otherwise be spent in repeating research that we and others have already completed.

2. As the source of polarizing materials, we have further opportunity in connection with filters and viewers. We are preparing to meet the huge quantity demands of the whole industry for viewers, both in United States and abroad. We will keep improving the design of the viewer so that it will be even more acceptable to audiences, keeping it, at the same time, so inexpensive that every patron can continue to be given a perfectly fresh viewer for each performance. If there is sufficient demand, we can provide personal glass viewers for those who can afford them.

3. We can make an even greater contribution to the success of the new medium by making available for release prints, Vectograph motion picture film which

(Continued on page PT-12)

Sterilizer (Continued from page PT-6)

Leon J. Warshaw, Paramount medical director.

"A machine has been devised which is capable of sterilizing and deodorizing any of the various kinds of glasses used for viewing three-dimensional movies," Raibourn and Warshaw said. "By exposure to high concentrations of ozone, even the paper frame glasses can be successfully treated in 30 minutes, without any affecting the optical quality of the lenses (both coated and impregnated types) or affecting in any way any part of the frame, paper or plastic."

The tests were made with apparatus designed by Dr. Warshaw, and built by Electro-Aire Corporation of Long Island City, for the Paramount experiments on behalf of the motion picture industry, and produced germicidal results with 3-D glasses far in excess of what are needed to control infections obtained by a short and purely external contact.

They pointed out that among the problems arising from widespread interest in the exhibition of three-dimensional pictures is the shortage of polarizing spectacles necessary for each patron and the relatively high cost of such spectacles that can be purchased. "The solution to this, of course, lies in the collection of glasses from patrons as they leave the theatre so that these can be reissued for others to use."

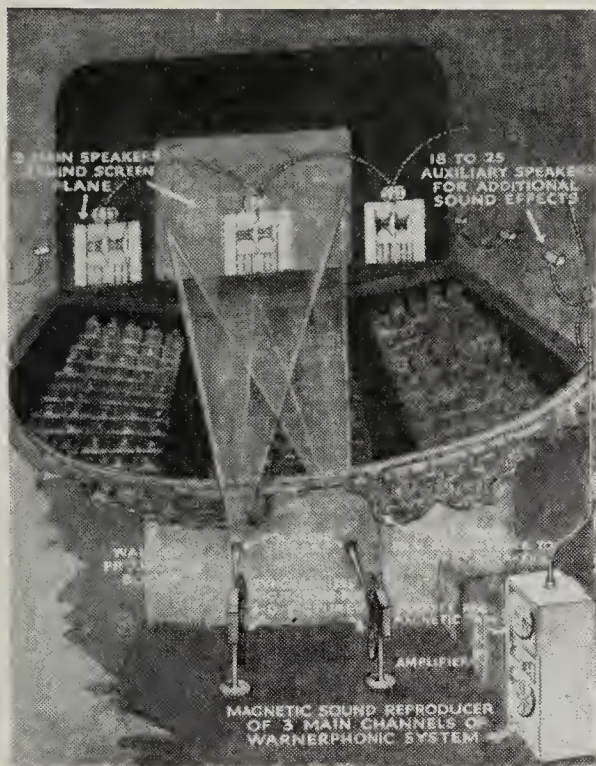
"The shortcomings of sterilizing methods used to date for 3-D glasses include inadequate defense against infections, objectionable residual odor from germicidal solutions, or interference with optical properties of the lenses in consequence of repeated depositions of chemicals on lens surfaces," Raibourn and Warshaw explained. "It is obvious," they added, "that chemical solutions cannot be applied to the paper frames of eyeglasses so constructed."

The Paramount experiment with the Electro-Aire machine consisted of deliberate contaminations of 3-D glasses with contagious forms of skin and eye infections. After 20 minutes' exposure to ozone, the glasses were found to be completely sterile—all of the organisms having been destroyed.

"The machine," Raibourn and Warshaw said, "is intended to be placed in the lobbies of theatres where the patrons may see it in operation. The glasses which have been collected from the patrons leaving the theatre are placed in one of 20 trays, each of which holds from 50 to 100 pairs. The tray is placed in the machine and the automatic time switch turned on. When the switch is on, the large sign on top of the machine lights up announcing: 'Viewers are now being sterilized.' At the end of 30 minutes, the machine shuts off automatically, and the sterilized and deodorized glasses are ready for redistribution. Depending upon the kind of frames used, between 1,000 and 2,000 pairs of 3-D glasses can be treated every 30 minutes."

Emphasizing that Paramount has no investment in, or control over distribution of the machine, Raibourn said the company's only interest in conducting the experiment was to arrive at a quick and effective sterilizing method which could be put at the industry's service.

*From a report presented to the Board of Directors of the Polaroid Corporation, Cambridge, Mass.



This diagram shows what theatres will be like when equipped with 3-D projection and Warner-Phonic sound. The two projectors are mechanically linked to show the two strips of film in synchronization. The magnetic reproducer will handle three sound channels, one for each of the big speakers behind the screen. The three channels are on a single strip of magnetic tape, and a fourth track on the film in the right projector will run to additional speakers along the walls for "panoramic" sound effect. Up to 25 additional speakers may be used, in this hookup.

Engineers Confirm 3-D Progress

NEW YORK—Large scale conversion of the nation's theatres to show 3-D motion pictures with good projection is now possible as a result of industry-wide technical coordination by the committee of the Society of Motion Picture and Television Engineers and the Motion Picture Research Council. In a report to the nation's exhibitors released recently, the Engineers took another big step toward clearing the air for smooth adoption of stereo films. Theatre equipment manufacturers and dealers have successfully equipped a large number of houses to show the first several 3-D films by specially engineering each installation. First showings were made with help from the film distributors.

With early theatre experience to go on, and with recommendations from producing studios, the Society and Research Council have set down several detailed reports as the basis for uniform installation and operation procedures.

As 3-D films go into general release, the SMPTE report said, the industry's equipment will be better standardized and operation clearly understood by theatre owners and their projectionists.

RCA Elects New Board Member

NEW YORK—Lewis L. Strauss was recently elected as a director of the Radio Corporation of America, and the National Broadcasting Company. Strauss, consultant and financial adviser to the Rockefellerers, fills a vacancy on the RCA and NBC boards left by the resignation of Niles Trammell late last year.

Strauss is a director of a number of industrial enterprises and is president of the Board of the Institute for Advanced Study at Princeton. He is also a Trustee of the Sloan-Kettering Institute and Memorial Hospital in New York.

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SMPTE Reports on Polarizing Filters and Viewers for 3-Dimensional Films

As part of its effort to establish standards for 3-D, the Society of Motion Picture and Television Engineers, working with the Motion Picture Research Council recently announced the following report on polarizing viewers and filters for use in the showing of three-dimensional films:

All of the 3-D systems currently in vogue require that a polarizing filter be placed between each projector and the screen and another one be placed between the screen and each eye of the patron.

Filters

Exhibitors have asked if there is a non-fading type of projector filter and if fan cooling is necessary. The polarizing material like most photographic filters becomes less stable with increasing temperature and to prolong its useful life, temperature should be kept down—cooling is necessary.

Filter development is continuing and as specific requirements for high-brightness and high temperature service become more clearly defined, there will be further improvements in stability and optical quality giving longer life to the filter and better definition to the picture.

There have been a number of complaints about poor picture definition traced to the use of polarizing filter made expressly for experimental laboratory use. These were never intended for heavy duty theatre service but are making the rounds unfortunately. A safe rule to follow is—do not improvise—use only filter made specifically for 3-D projection.

If cooling has been inadequate or filters have reached the end of their useful life, they will fail to polarize the projection light. This is easy to check. From down in the house merely look back at the booth through one-half of a viewer rotating the viewer for maximum light cut-off. If the projection filter is in good condition the light coming from the booth should go to a uniform dark blue. If, however, the light is blotchy, then the projector filter is no longer polarizing and should be replaced.

The projection filter has an opening about 5 x 7 inches. It should be held always in a vertical position and should be kept as far from the end of the projection lens as possible. The farther away, the longer the filter will last and the better will be picture detail. However, it should not be stuck against the port glass because the glass may become heated and depolarize the light.

Cleanliness is important. Finger prints

and oil should be kept off the filter but the filter can be cleaned easily with carbon-tetrachloride and kleenex (use with ample ventilation.)

One of the most needed developments is a polarizing projection filter mounted in B-glass and supplied with a permanent holding fixture so that the filter can be easily slipped out or swung away when not needed and so that it can be readily cleaned.

Viewers

For projectionists, theatre managers and for directors of production and directors of photography in studios the paper framed viewing glasses may be inconvenient. These professionals could well acquire permanent 3-D spectacles. For those who wear corrective lenses most of the time anyhow it would be best to have their corrective lenses especially made with the polarizing material inserted as a sandwich. Manufacturers of corrective lenses should be able to do this job with no difficulty and should be instructed to properly orient the viewing filter material for 3-D.

The following nine questions on viewers have been asked and authorities on vision have been invited to submit their recommendations which will be passed along as soon as received.

1. Minimum and maximum limits for light transmission of viewer polarized elements.
Is color correction necessary?
Extinction of opposed image?
2. Angle of polarized elements and allowable deviation limits.
3. Stiffness or gauge of polarized elements for disposable viewers.
4. Specifications of elements in permanent viewers.
5. Area of elements.
Disposal type?
Permanent type?
6. Interocular distance.
Disposable type?
Permanent type?
7. Viewer Bow length.
Disposal type?
Permanent type?
Consideration of people who wear glasses?
8. Construction factors for disposal type viewers—stiffness—color of paper—and black lining, etc.
9. Viewer durability, resistance of polarized elements to heat, moisture and age.

Ballantyne Markets Bal-Lok A 3-D Interlocking Device

OMAHA, NEB.—The Ballantyne Company recently announced that it is now manufacturing and distributing interlocking devices for the projection of three-dimensional films.

Marketing under the name Bal-Lok, the Ballantyne interlock device will be available through the company's dealers in three styles. One is designed for use with RCA, Simplex, and Ballantyne Models eight and nine sound heads, another for

Ballantyne Model six sound heads only, and the Selsyn motor interlock.

Shipments have already gone out to the Martin Theatres of Columbus, Ga., and the Y & W Management Corporation, of Indianapolis.

Collins New Altec V.P.

NEW YORK—D. C. Collins has become vice-president of Altec Service Corporation following his retirement from the Western Electric Company and Westrex Corporation, it was recently announced by G. L. Carrington, Altec president.

This and That Around the Trade

... Nathaniel M. Marshall was recently appointed manager of television equipment sales by General Precision Laboratory, Inc., Pleasantville, N. Y. Marshall had previously been assistant manager, having joined GPL in 1950 as a commercial engineer ...

... The David S. Beyer Memorial award, presented annually by the Liberty Mutual Insurance Company for the best theatrical motion picture on traffic safety, went to Theatre of Life for "Devil Take Us." The picture was filmed with the cooperation of the National Safety Council and the California Highway Patrol ...

... James M. VerMeulen, vice-president and general sales manager of American Seating Company, Grand Rapids, Mich., recently announced that Frank O. Heinsohn was promoted to the position of branch manager of the company branch office in Los Angeles. He fills the position vacated by George W. Peterson, who recently retired after 42 years with American Seating ...

... Kodak Sonotrack Coating, the new magnetic sound track coating service offered by the Eastman Kodak Company, Rochester, N. Y., is now available for double-perforated 16mm. film. The coating is applied to the base side of the film in the same position as sound track appears on single-perforated film ...

... The Tayloreel Corporation recently announced that it had moved to new and larger quarters at 3 Rutter Street, Rochester, N. Y. ...

... Bob Hoff, TESMA president, recently met in New York City with TOA executives to complete program arrangements for the coming conventions of TESMA, TEDA and TOA, and the All Industry Trade Show ...

... Dr. Emmette F. Izard, research associate of the Du Pont Company's film department research laboratory in Buffalo, was named recipient of the 23rd annual award of the Jacob F. Schoelkopf medal of the Western New York section of the American Chemical Society, for his outstanding contribution to chemistry ...

... Frigidaire division, General Motors Corporation, Dayton, O., has introduced a broad new line of bottle and pressure-type drinking water coolers. The new water coolers are available in three pressure-type and two bottle-type models, with new, compact, lower design and new operating features in both. All are self-contained and powered by the Frigidaire Meter-Miser refrigerating compressor, backed by a five-year protection plan ...

... The first issue of "Pioneer Tracks," a new publication for magnetic sound movie makers has recently been released. The new bulletin, edited and published by Bell & Howell Company, Chicago, will serve as a medium for the exchange of ideas and experiences in magnetic sound recording. Makers of magnetic sound films have been invited to submit ideas.

RCA Names Bennett West Coast Mgr.

CAMDEN, N. J.—Appointment of Martin F. Bennett as regional manager of the west coast region of the RCA Victor division, Radio Corporation of America, was recently announced by Charles M. Odorizzi, operating vice-president of the division. Bennett will join the regional staff of Paul A. Barkmeier, vice-president and director of regional operations.

At the same time, Odorizzi announced that Harold R. Maag, vice-president and western manager of the RCA Victor division, will assume broader responsibilities in the supervision of the division's over-all operation on the west coast. In this capacity, Maag will be on the staff of the operating vice-president and will act as the official west coast representative of RCA Victor management.

Prior to his new appointment, Bennett served as assistant manager of the company's eastern region with offices in New York. He assumed this post after more than a year as manager of RCA theatre equipment sales at the division's headquarters in Camden. He joined RCA as a theatre equipment sales representative in the eastern region in 1946, following 14 years association with the motion picture theatre industry.

NTS To Handle Distribution Of New Type 3-D Glasses

NEW YORK—National Theatre Supply was recently appointed the country-wide dealers for Magic-Vuers, a new type of patent-protected polarized glasses for 3-Dimension motion pictures. The announcement was made by Arch Oboler, whose "Bwana Devil", the world's first full-length feature in 3-D, has revolutionized Hollywood. Oboler, the main stockholder in Magic-Vuers, Inc., has exclusive distribution of the polarized glasses, which the Polacoat Company of Cincinnati manufactures for Depth Viewers, Inc.

John Dreyer, president of Depth Viewers and Polacoat, is the inventor of the revolutionary polarizing material used in making Magic-Vuers. The product will soon be available through any of the 29 branches of National Theatre Supply throughout the United States, according to president W. E. Green and veep W. J. Turnbull, who concluded the deal with Oboler.



This scene, at the 9W Drive-In, a Walter Reade Theatre in Kingston, N. Y., was duplicated in all Walter Reade drive-ins on Easter Sunday morning, as the theatres were turned over to local ministerial associations for community-wide Easter dawn services. Sound was piped directly into each car through the theatre's sound system.

MPRC Recommendations on Interlocking Proj. for 3-D and Stereophonic Sound

HOLLYWOOD—The Motion Picture Research Council recently announced the following recommendations for the interlocking of projectors for 3-D pictures, or for stereophonic sound:

Interlocking is required between two projectors when showing 3-D pictures. Where stereophonic sound equipment is installed for either 2-D or 3-D, the separate sound reproducer must be interlocked to the projectors.

The preferred system is an electrical interlock, using 2-pole, 1440 rpm, Selsyn motors, having a peak torque rating of at least 1 lb.-ft. The Selsyn motor is to be coupled to the projector motor, the preferred coupling being a timing belt and sprockets. The sprocket ratio must be exactly the same ratio as exists between the motor and shutter. For most machines this ratio is 49 to 40, which is the ratio of the motor speed (1764 rpm on 60 cycle power) to the shutter speed (1440 rpm). For some machines with 2-pole motors, this ratio is 3528 to 1440, which equals 49 to 20. The coupling ratio is correct when one revolution of the Selsyn produces exactly one revolution of the shutter.

The 2-pole Selsyn, coupled 40/49 to the projector motor to result in a one to one relationship between shutter and Selsyn, is a no error interlock system since it precludes all errors in lineup, provided the Selsyn and shutter are coupled in line on the initial installation. The projectionist simply turns the hand wheel on each Selsyn to an index mark which automatically indexes the shutters.

It is recommended that a timing belt having a short pitch (.242) be used to avoid large sprockets. An acceptable alternate to the timing belt is the 3/16 inch pitch silent chain, but because of lubrication requirements, this is a second choice.

An acceptable alternate to the 2-pole 1440 Selsyn is a 4-pole 720 rpm Selsyn, coupled to the motor on a 20/49 ratio, to produce two revolutions of the shutter for one revolution of the Selsyn. The 720 rpm 4-pole Selsyn should have a minimum peak torque of 2 lb.-ft. The 4-pole Selsyn will line up and interlock at either of two points 180 degrees apart, but in both positions shutters are properly indexed. Selsyn speeds other than 1440 and 720 are not recommended.

RCA's 16mm Projector for TV

CAMDEN, N. J.—A new 16mm. film projector specifically designed to meet the professional requirements of television stations was announced recently by the Engineer Products department of the RCA Victor Division, Radio Corporation of America.

The new type TP-6A projector has been newly engineered from base to reels in order to incorporate improvements resulting from extensive research by RCA into means of improving the broadcast quality of filmed TV programs.

These improvements include a new f/1.5 lens, framing system, and dual focus

arrangement that contributes to its outstanding picture quality, and a new broadcast-quality amplifier that assures high-quality sound, the company reported. Large 4000-foot reels with compensation take-up, a two-three claw intermittent operating in oil, and an automatic lamp change-over combine, RCA stated, to provide maximum operating convenience and "on-with-the-show" reliability.

The new projector will be used in TV studios to project images from 16mm. motion picture sound film into the film camera of a television system, as well as to provide for accompanying sound reproductions.

May We Put in a Plug for Ourselves

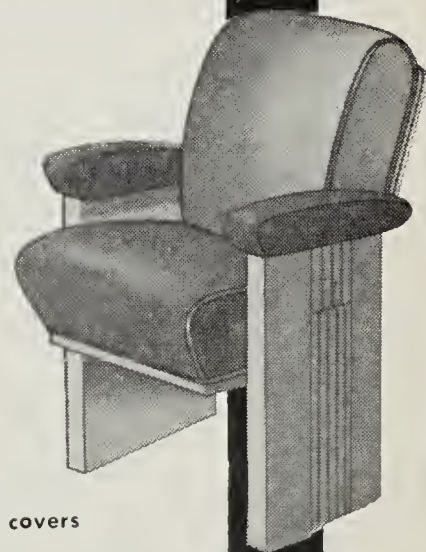
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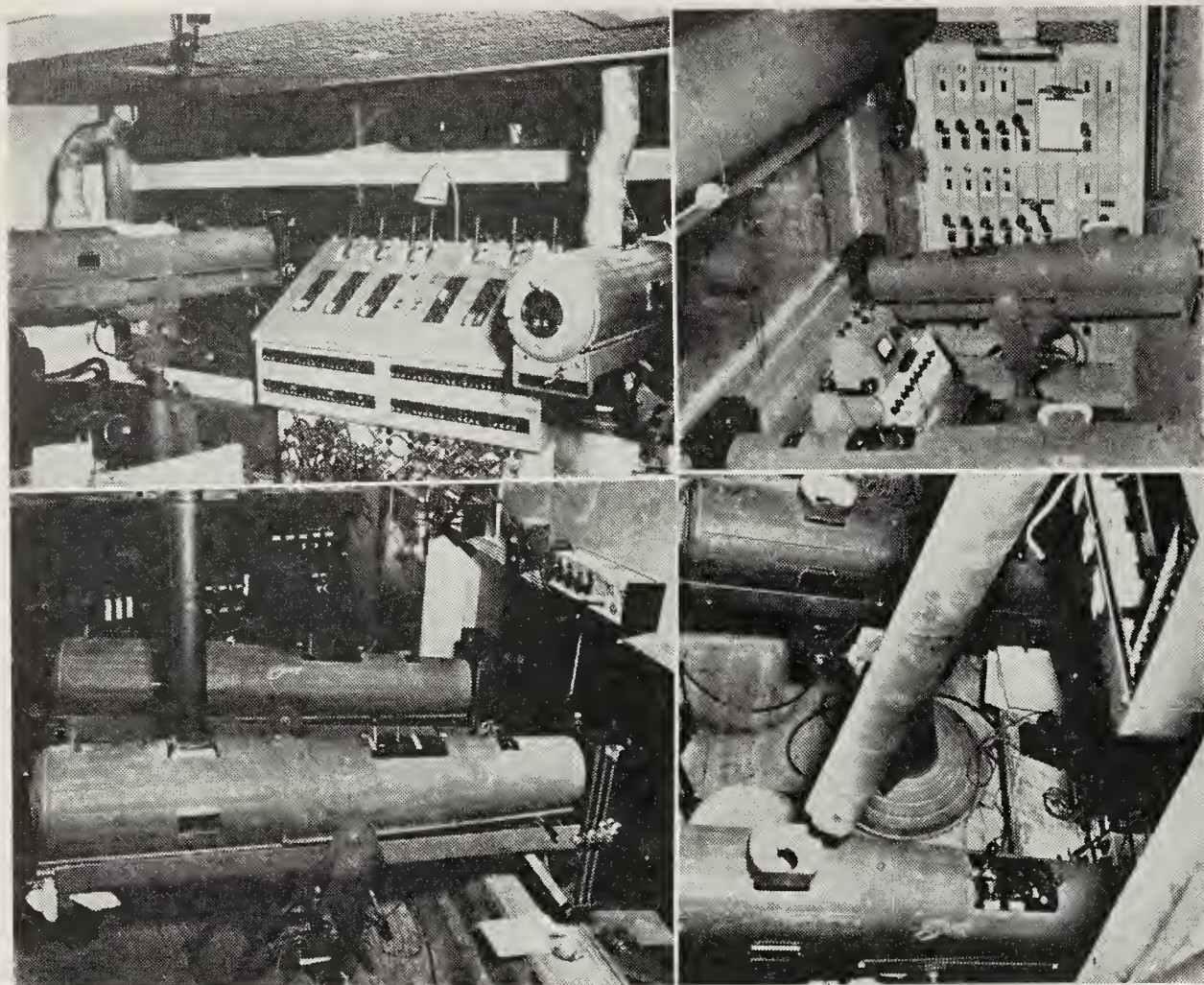
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The regard held for the proper lighting of the pretentious stage and floor shows presented by Las Vegas hotels is evidenced by these pictures of their modern and completely equipped control rooms. The Sahara, Sands, and Flamingo hotels and the Desert Inn have provided for an abundance of exceedingly bright, flickerless light by adopting high-intensity arc spotlights with automatic arc controls. Space in the control rooms has been conserved by using adjustable self-regulating transformers with these spots, rather than spotlights that require heavy rotating equipment. A trim of carbons burns 80 minutes. Using a two-element variable-focal-length, objective lens system together with a silvered glass reflector, these hotels can procure a sharp-edged spot from head to flood. The horizontal masking controls can be angled 45 degrees in each direction. Fast-operating, 6-slide color boomerangs permit the embellishment of any act by the use of light of any color. Equipment installations were made under the direction of Pembrex Theatre Supply Co., Los Angeles. Strong Electric Corp. equipment used.

CinemaScope Lenses From Bausch & Lomb

NEW YORK—An agreement to produce CinemaScope lenses for the revolutionary new wide screen, depth illusion process, was concluded by 20th Century-Fox Film Corporation and Bausch and Lomb, it was recently announced jointly by Spyros P. Skouras, film company president and top executives of the Rochester, N. Y., optical firm. The lenses will be known as CinemaScope lenses and will be produced exclusively for 20th Century-Fox. Each lens will be stamped with the CinemaScope name.

Among the major motion picture companies, Metro-Goldwyn-Mayer already has signed a contract for the CinemaScope lenses and it is believed the film company will start production on its first major CinemaScope motion picture within a few weeks. Many other companies and producers, including independents, who have evidenced strong interests in going forward with CinemaScope productions, will be supplied with CinemaScope lenses shortly, because of the arrangements just completed with Bausch and Lomb.

Deliveries on the first order are to be completed by June 1, Skouras said, following personal negotiations at Bausch and Lomb, during the course of which one of the lenses, known technically as an anamorphic adapter, was made and tested within a record period of one day. CinemaScope requires only one camera and one projector, with an adapting lens on each, the former compressing a wide image onto

ordinary 35mm. film, and the projection unit spreading it out again so that it fills a screen two and one-half times as large as the normal one.

Importance of the contract derives from the fact that the entire motion picture output of 20th-Fox, commencing with the Technicolored spectacle, "The Robe", now in production, will be filmed in CinemaScope. The system was unveiled on the West Coast recently in a series of demonstrations before theatremen gathered from throughout the country, who in the subsequent three weeks have placed thousands of orders with Fox for the CinemaScope units.

Cory Sales Up—Profits Down

CHICAGO—J. W. Alsdorf, President, Cory Corporation, recently disclosed sales and earnings for Cory Corporation, Chicago, and its subsidiaries, manufacturers of Cory, Fresh-and-Aire and Nicro appliances, and Autopoint mechanical pencils and advertising specialties, for the fiscal year ended Dec. 31, 1952.

Sales for 1952 were \$9,951,407 as compared to \$8,355,562 in 1951. This represented an increase in sales of \$1,595,845, or approximately 10 per cent.

Income before provision for Federal and Canadian income taxes for the year 1952 amounted to \$504,680 as compared to 1951 earnings of \$966,537, or a decrease in earnings of 48 per cent.

The net income after provision for Federal and Canadian income taxes for 1952 amounted to \$243,680, or 38 cents per share compared to \$481,537 or 75 cents per share for 1951.

Left-Eye, Right-Eye

(Continued from page PT-8)

carries the necessary left- and right-eye images on one and the same film.

Conclusion

Here is the great challenge and the great opportunity. Over the years, the motion picture industry has given the world a succession of spectacular demonstrations of the power of realism in entertainment; first, with the motion itself; then with sound; then color. Now the talents of this same industry have, quite literally, a new dimension to exploit; all the space in the world (again, quite literally) to work in. This space can be thrown away, as a passing novelty.

Or the industry can determine to use the space, the solid realism of the new dimension, as a true addition to the medium they have created. This would be our best assurance that people will be wearing glasses after the novelty has worn off; they will be enjoying themselves, carried away by the realism of the art.

3-D Sound Systems From RCA

CAMDEN, N. J.—Stereophonic sound reproduction to accompany any type of 3-D motion picture presentation will be made available by a series of theatre sound systems just developed by the RCA Victor Division, Radio Corporation of America, the company announced recently.

Engineering development on the new equipment has been completed and it is now in the early stages of production in the RCA Engineering Products plant here.

The announcement by Barton Kreuzer, manager of the company's theatre and industrial marketing division, followed a preview and demonstration.

FOR FURTHER INFORMATION ON PRODUCTS ADVERTISED IN THIS ISSUE PLEASE CHECK

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Lighting for the well-equipped theatre on the Italian transatlantic liner, the Conte Biancamano, suggests a pattern for motion picture theatres to follow. Designed by engineers of Sylvania Electric Products, Inc., lighting follows the same techniques used for television, where it has been found advisable to furnish a small amount of outside light to avoid brightness contrasts between the screen and the surrounding areas. Fluorescent lamps and fixtures recessed in an overhead cove provide a level of approximately five footcandles of illumination distributed uniformly throughout the room. Fourteen-watt T-12 fluorescent tubes are installed end-to-end close to the edge of the cove and an extra baffle has been used to achieve completely indirect lighting. Because the level of lighting from this cove is low enough, it is not necessary to dim these lights while watching the screen.

Shielded fluorescent lighting fixtures mounted to the ceiling and each containing four fluorescent tubes are turned off during the film presentations but provide extra illumination for the auditorium between shows.

Warmtone lamps, whose color tone closely approximates that of incandescent lighting are used throughout the theatre and provide a soft pleasing atmosphere.

M-G-M Wide Screen Entry Makes Initial Bow In Belgium

NEW YORK—Arthur M. Loew, president of Loew's International Corporation, announced that MGM recently put into use overseas a wide-screen that gives panoramic dimension to conventionally-sized prints.

The system made its debut at the company's Forum, Liege, Belgium. The picture shown was "Ivanhoe", using a regular Technicolor print. This was the first time that this process had been used in a theatre anywhere in the world.

Loew emphasized that this "new look" can be adapted in any theatre and at a minimum of expense. No glasses are required by the viewers.

The panoramic screen, developed from experiments at the MGM studio, is larger in size than the conventional screen and requires a slight alteration in the aperture plate, and a lens of proper focal length.

Screen dimensions at the Forum, Liege, are 18 by 32 feet, which is an aspect ratio of 1.75 to 1. The process will be installed in other MGM theatres abroad.

NPA Forms Task Group to Meet Mobilization Requirements

WASHINGTON, D. C.—Formation of a special photographic film industry task group to develop a program to meet full mobilization requirements and reduce damage from possible enemy attack was announced recently by the National Pro-

duction Authority, Department of Commerce.

The task group will continue a study which was initiated by NPA's Motion Picture, Scientific and Photographic Products division. It will cover mobilization requirements for photographic film, measures to insure maximum post attack production, and possible stockpiling of finished film. Members of the task group are Harold Harsh, Ansco, chairman; Dr. John M. Clark, Du Pont, and Gerould T. Lane, Eastman Kodak.

Stromberg-Carlson Earnings

ROCHESTER, N. Y.—Stromberg-Carlson Company reported net earnings of \$1,240,746 for the year 1952, amounting to \$3.28 per share of common stock outstanding at the end of the year, on a total volume of \$48,098,209. The figures cover income from all divisions of the company, including broadcasting. In a letter to the stockholders, preliminary to more complete information in the company's annual report, the president, R. C. Tait, said that "all divisions of the company operated profitably and each of the manufacturing divisions produced a substantial volume of electronic and communication equipment for the military services in addition to their normal civilian production."

RCA Service Pact Covers 116 Theatres in Schine Circuit

CAMDEN, N. J.—A comprehensive service and parts contract covering the 116 theatres of the Schine Circuit, Inc., of

Gloversville, N. Y., and the RCA Service Company, Inc., was signed the latter company announced recently. Under the new pact, scheduled sound equipment service, emergency service, and sound parts coverage will be furnished to all theatres in the chain. The contract was negotiated for the Schine organization by J. D. Lederer, supervisor of purchases and maintenance.

Theatres involved are located in Delaware, Kentucky, Maryland, New York.

20th-Fox Forms Subsidiary To Distribute New Screen

CinemaScope Products, Inc., a new company has been formed as a subsidiary of 20th Century-Fox Film Corporation.

CinemaScope Products, Inc., will act as sole distributor of the Miracle Mirror Screen, manufactured and patented by the Miracle Mirror Screen Corporation.

Cinerama Places More Orders For Projection Arc Lamps

NEW YORK—That Cinerama not only is here to stay but that it soon will be presented in many cities outside of New York, is evidenced by the order recently placed with National Theatre Supply for 60 more Excelite projection arc lamps. This order brought the total to 72 lamps.

The National Excelite, which is a 75 to 130-ampere, high-intensity, reflector-type projection arc lamp, was selected by Cinerama after exhaustive comparative tests of leading arc lamps.

3-D Boosts RCA Equip. Sales

CAMDEN, N. J.—Sales of RCA theatre projectors and arc lamps have shown a marked increase in the past two months due to current interest in 3-D picture productions, it was disclosed here recently by J. F. O'Brien, manager of RCA's theatre equipment section.

If the current trend continues, sales of these items for the first quarter of 1953 are expected to be considerably higher than for the corresponding quarter of 1952, he said.

"As interest in three-dimensional motion pictures increases," said O'Brien, "many theatres are finding that their current equipment is not in sufficiently good condition to work as a well-harnessed team in the screening of 3-D pictures."



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NEW PRODUCTS

... that have theatre interest

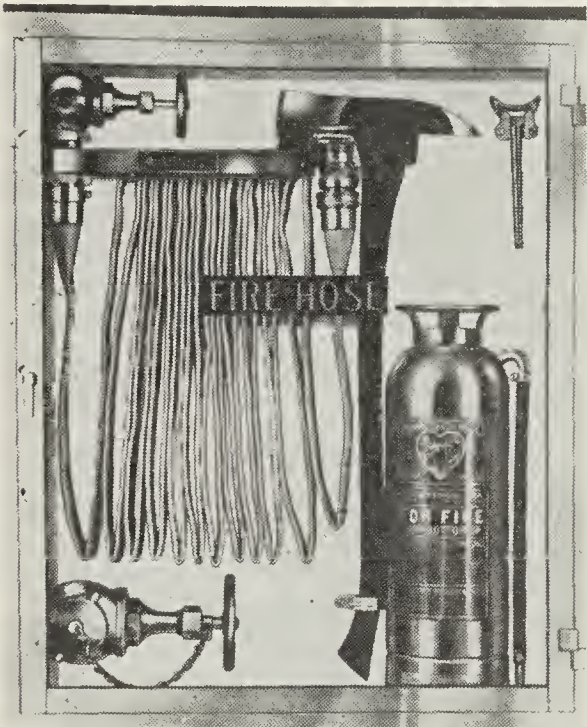


Fire Equipment Cabinet

A complete fire protection package for theatres, in a wall cabinet with satin-finish extruded aluminum door and trim has been introduced by the Elkhart Brass Manufacturing Company, Inc.

An interesting feature of the new hose cabinet door and trim is that it may be installed after plastering so that the architecturally well-designed trim and door are kept free from damage during construction.

The typical hose cabinet door, factory glazed with high quality glass, cushioned rubber channels, is said to put on view the entire contents of the cabinet, including a one and a half inch angle valve with 75 feet of unlined hose mounted on a one-piece rack, and equipped with an approved fog nozzle, plus a two and a half inch valve to be used by local fire fighters, a two and a half gallon 500-pound tested brass drawn shell fire extinguisher, fireman's axe and spanner wrench.



Complete fire protection is offered with this satin finish extruded aluminum hose cabinet, from the Elkhart Brass Manufacturing Company.

Cabinets may be made also to hold a hand extinguisher only. Standard sizes come in five widths and three lengths. The doors may be removed easily for installation of hose rack and hose.

Auto Window Screen

Production of window screens in three sizes to fit all makes and styles of automobiles, except convertibles and hard tops, was recently announced by Gig Manufacturing Company, Chicago.

The Gary Insect Guard, known as "gig" affords insect-free car ventilation throughout the summer months, it is claimed, and is said to be especially valuable at outdoor theatres.

Made of durable screen fabric, each "gig" comes complete with adhesive bor-

ders for applying the screen to either the inside or outside of the window frame in a matter of seconds. When not in use they can be folded and conveniently stored in a space as small as the glove compartment, according to the manufacturer.



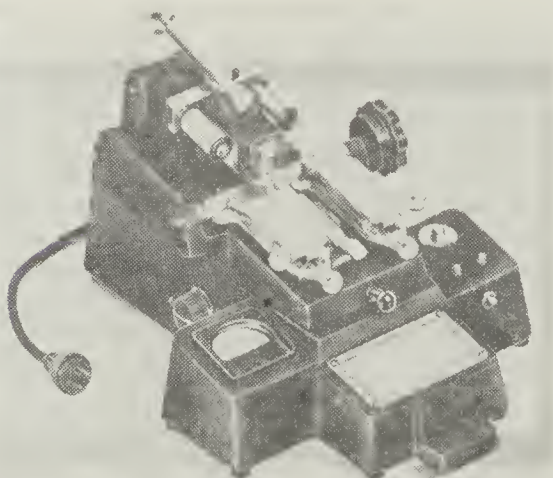
An interesting item for drive-ins is this new window screen designed for automobiles. It is being sold by the Gig Manufacturing Company.

Improved Film Splicer

Prestoseal Manufacturing Corporation is now marketing an improved model of its electric automatic splicer designed to splice 16mm., 35mm., or 70mm. microfilm, motion picture film, magnetic film or tape and striped film without scraping or the use of cement.

The improvements of this PRO-2 model splicer are that a ratchet assembly has been added with advances a teflon tape applying a new pressure surface for each splice, thereby assuring a perfect splice every time, the company claims. An additional improvement has been the addition of a pre-plasticizing assembly which automatically pre-plasticizes the film prior to the splicing cycle. This is said to eliminate any chance of the film becoming brittle, and allows a flexible splice under all conditions.

It is claimed that the complete cycle, including cutting, welding, cooling, and removing the film from the machine, takes 10 seconds after editing.



Prestoseal Manufacturing Corporation recently announced it's marketing its new and improved model electric automatic splicer called PRO-2.

Carpet Color Restorer

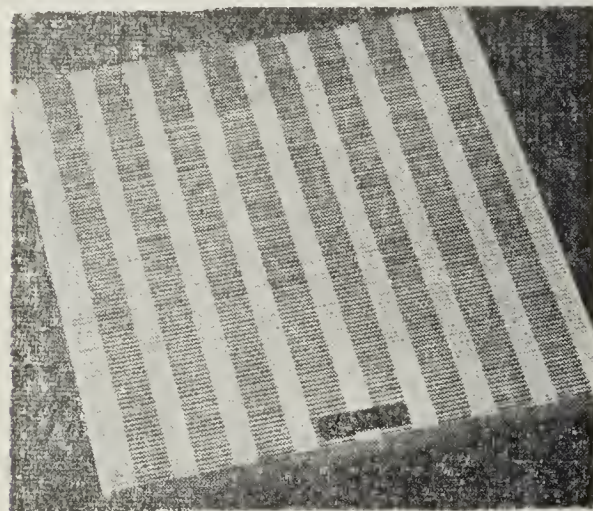
An answer to the question of what to do with dull faded carpets, might be found in the new Re-Color process of the Hild Floor Machine Company, Chicago.

It is claimed that by merely adding Hild Re-Color to the shampoo solution when the fabric is cleaned, much of the vivid beauty is restored to the original colors. It may also be applied in a simple brushing or spraying operation. Faded sections can be toned up to blend with adjoining areas, it is claimed.

Acoustic Tile

Exhibitors who are now using acoustical material that is not in keeping with the mood and color scheme of the theatre, should be interested in a new acoustical tile which is said to offer colors and textures heretofore found only on floors and walls. Made by Tropicraft, San Francisco, this new product is called "Tropi-Tile," and is said to be made from fibrous glass, surfaced with "woven wood." It is claimed that the fiberglass backing gives ideal acoustical value while woven wood surfacing adds strength, as well as beauty, to the tile.

Tropi-Tile can be treated so as to be flame resistant, and is said to be easy to maintain. It is versatile in size and shape and pattern. This acoustical tile is durable, and the manufacturer says that it can be developed to harmonize with any type of decor.



Made from fiberglass backing and "woven wood," this acoustical tile can blend with the color scheme of theatres. It is made by Tropicraft.

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*With Such 3-D and Wide Screen Problems
as Loss of Light and Viewing Angles
Drive-In Operators Are Advised To . . .*

Proceed With Caution

By HERBERT BARNETT*
SMPTE President

THE FUNDAMENTAL PROBLEM in stereoscopic projection is that of projecting a right-eye image that will reach the right eye of the spectator—and only the right eye. And projecting a left-eye image that will reach the left eye, and only the left eye.

The most satisfactory method yet devised for selecting the correct right- and left-eye images is by the use of polarized light.

In case you played hookey the day it came up in school, a normal beam of light consists of electro-magnetic vibrations occurring in all possible planes at right angles to the axis of the beam. Certain crystalline materials have the ability to filter out of the light beam all vibrations save those in a single plane. The beam is then said to be "polarized", and the crystalline filters are called "polarizers."

Light Gates

Polarizers act as light gates. When the right eye of the audience is covered by a filter set to the same angle as the polarizer in front of the right projector, the projected right-eye image can be seen after it has been reflected from the screen.

Since polarizers set at 90 degrees to each other block the transmission of light, the left projector filter and the filter over the left eye of the viewer are set at 90 degrees to the other two polarizers. In this way an almost perfect separation of right- and left-eye images is achieved.

Light Losses

Unfortunately, there are serious light losses. Since a polarizing filter suppresses 50 per cent of the light passing through it, and surface losses and absorption account for another 10 per cent of the projected light, the filter at the projector transmits only about 40 per cent of the projected light. The actual light loss between the projectors and the eyes of the spectators runs as high as 70 per cent.

To compensate for this loss, it has been recommended that the light output from each projector be boosted by roughly a factor of two.

Screens

Only one type of screen can be used—the metallic screen. Conventional matte-white and beaded screens possess diffusing properties which depolarizes the light and so destroy the stereo effect.

The metallic projection screen is coated with finely divided particles of metal, usually aluminum, which cause specular reflection—a kind of reflection resembling that of a mirror. Such a screen has high reflectance and, of course, it reflects polarized light.

*From an address before the National Drive-In Theatre Convention at Milwaukee.

Experiments made to convert drive-in screens to metallic types by spraying have not been satisfactory. The sections of many outdoor screens are not in a single plane, a situation not discernible with a matte-white surface. However, the metallic coating gives the drive-in screen a checkerboard appearance that materially reduces picture quality.

Attempts have been made to cover the outdoor screen with canvas and then apply a metallic coating. Screen and equipment company engineers are trying hard to solve this problem in a practical way.

The light loss caused by the use of polarizers is doubly serious to drive-in theatres already confronted with screen-brightness difficulties. Higher intensity light sources will aggravate your already vexing problem of heat at the projector aperture.

DRIVE-IN THEATRES

The new 3-D films now in production in Hollywood will undoubtedly be mounted on 24-inch reels. A color stereo program can run 110 minutes with a single intermission. These are all 2-film shows, so bear in mind that both projector lamps will be burning at the same time. Your lamp supply facilities must be able to carry that load for an hour of continuous running. If this is too much for your present set-up, another generator or rectifier will be needed to handle the increase in load.

Viewing

In all of the new systems—whether 3-D or Cinerama or CinemaScope—the metallized and curved screens will affect your present viewing conditions. The best view-

ing, of course, will be in the area between the screen and the booth. Cars behind the booth will lose the peripheral vision effects of the wide, curved screens. With the low screen brightness of 3-D systems, seeability will decline sharply on the rear ramps and at the sides. Car spaces near the screen on the side will be virtually unusable for those wishing to see and enjoy the show.

How does all this add up as far as you drive-in owners are concerned? Let's take the stereo motion picture first. It has the great advantage at the moment of high grosses due to its novelty and the peg on which the promotion experts have been able to hang some very effective advertising and publicity. That's in the same category as the gambler who had three reasons for wanting to marry the attractive girl. "First," he said, "I got a lot of money." "Never mind the other two reasons," said the girl, "Let's get hitched."

Practical Limitations

If one can see around the money angle for a moment, there are practical limitations to the use of 3-D in the large drive-in theatre that can't be overcome by wishing. Metallizing your present screen without the checkerboard appearance is the big problem. This will give you a slight gain in illumination at the screen. You have probably done all you can now to increase your light source and to improve the efficiency of your light transmission. Against this, as a result of using the necessary elements of a polarizing projection system, including simultaneous operation of both machines, you end up with around half your original screen brightness. This means you will be forced to accept a marked reduction in the effective area of viewing. And how well can the patrons see even now in the best areas?

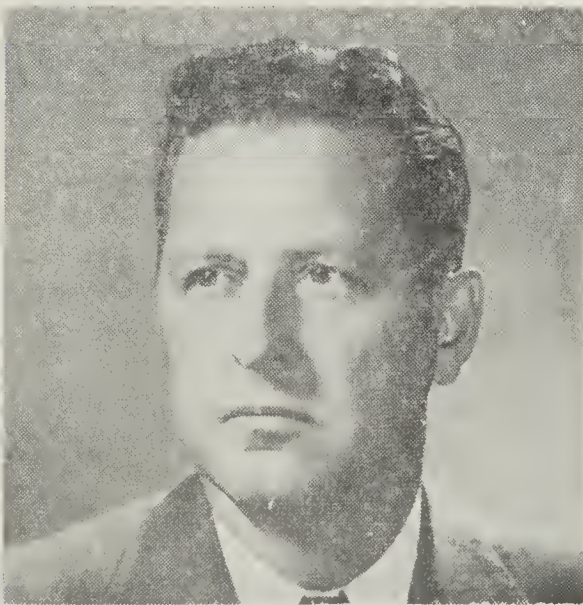
Proceed With Caution

I shall have failed in my mission here if you leave with anything but a desire to proceed with caution. Certainly, all of the processes we have been speaking of, have been tried before, some of them many years ago. But this doesn't mean they are fully developed. On the contrary, it's still the difference between the engineer's model and automobile in production. In between there must always be a vital try-out on the proving grounds.

What of the future? I think I can safely predict that 3-D movies without polarizing viewers are too far away to concern us here. The obstacles to be overcome are enormously complex.

The public will make the final decision about present stereo systems, conventional 2-D pictures and wide-screen presentations such as Cinerama and CinemaScope.

The public may decide it wants them all.



HERBERT BARNETT

Let's Talk Business...



Yes . . . let's talk business! Good Business! And how can you as a drive-in exhibitor insure good business? . . . well, here's one way . . . give the perfect combination of good pictures, easy to see and easy to hear, and you build the reputation and good will that makes your patrons want to come back again and again.

How can you be sure of superior projection and sound? . . . do as thousands of satisfied exhibitors have done . . . install SIMPLEX projection and sound for your drive-in! For SIMPLEX is proved over the years . . . proved for performance . . . proved for superiority . . . and proved for satisfaction, for you and your patrons. For new and established drive-ins . . . specify

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NEWS OF THE

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BRANCHES

Atlanta

In on the Row were: Chas Ellis, Ace, Eustis, Fla.; Gault Brown, Madisonville, Tenn., and Mrs. Wallace Smith, Gem, Barnesville, Ga.

The Gem, Lenior City, Tenn., closed. . . . The Bar-X Drive-In, Jasper, Fla., has been reopened by James Biddell, owner. . . . A group headed by Larry Morris purchased the Ritz, Hollywood, Fla. . . . John McKinnin has been appointed as manager, Miracle, Coral Gables, Fla. . . . The Victory Drive-In, Columbus, Ga., held an anniversary celebration.

Jack Sims returned to Charlotte with 20th-Fox in the booking department. . . . New owner of the Sumter Drive-In, Sumter, S. C., is E. C. Jackson. Former owner was Max Edelsburg.

Albert E. Rook was appointed southern division manager, IFE Releasing Corporation. He will make his headquarters at the IFE office, and will also cover the exchange areas of Jacksonville, Oklahoma City, Memphis, Dallas, and New Orleans. Rook, who, for the past two years, has been operating his own booking office here, has been in the distribution and exhibition end for over 30 years. Recently, he owned and operated the Lauderdale, Fla., Drive-In, and was a partner in ABC Theatrical Enterprises.

A new drive-in is under construction in Georgia, the Hi-Do, Forest Hill, Augusta.

Charlotte

MGM branch manager Jack ReVillie announced that "The Naked Spur" outgrossed any other regular admission feature at a drive-in in the Columbia, S. C., area, when it played the Skyway Drive-In, and also in the Charleston, S. C., area, when it was shown at the North 52 Drive-In.

Harris Theatre Sales, Inc., moved to 321 South Church Street from 315 South Church Street. Frank Harris, president, said the feature of the new store will be a private office for use of theatre owners who have business in the city, and will be available to all exhibitors. A complete line of 3-D equipment will be stocked.

Contracts have been let for the building of a new 500-car capacity drive-in at Adamsville, N. C., along the Snow Hill Highway. Estimated cost will be between \$75,000 and \$100,000. Plans call for an elaborate snack bar featuring complete grill service. The entire car park area will be flooded with artificial moonlight from three directions. The public is being asked to name the new theatre. A \$25 award will be made to the person submitting the most acceptable name.

Jim Howard, manager, Waco Drive-In, Goldsboro, N. C., will direct activities.

Stewart and Everett Theatres took over the Gay, Gibsonville, N. C. . . . The Iwo Jima, Jacksonville, N. C., opened, owned and operated by Stewart and Everett Theatres. . . . The Fox Drive-In, Spartanburg, S. C., opened.

The Ainer, operated last year for Negroes, was purchased by Doc Theimer, who made extensive remodeling, and reopened it for white patronage. . . . Gus Mason, owner, Echo and Capitol, Laurens, S. C., announced that the Echo will close. . . . Walter L. Titus, Jr., Republic home office, New York, stopped off to confer with branch manager Cy Dillon. . . . Vera Robinson, cashier, Republic, was home after several weeks in the hospital.

Theatre Booking Service will handle the buying and booking for the following drive-ins: Skyview Drive-In, Walterboro, S. C.; Hampton Drive-In, Hampton, S. C., and Butner Drive-In, Creedmoore, N. C. . . . The following theatres reopened: Hookerton, Hookerton, N. C.; Midford Drive-In, Great Falls, S. C., Mrs. L. E. Edwards, owner; Sundown Drive-In, Greensboro, N. C., Mrs. Mae Stanley, owner, and the Bright Leaf Drive-In, Mt. Airy, N. C., E. L. Davis and E. R. Forrest, owners. Queen City Booking Service will handle buying and booking.

In town were: Walter Brown, Boyd, Winnsboro, S. C.; Roy Champion, Champion Theatres, Wilson, N. C.; Jimmy Earnhardt, Taylor, Edenton, N. C.; O. T. Kirby, Palace, Roxboro, N. C.; Cary Caudell, Danca, Wallace, N. C., and Dennis Ramsey, Rosehill, Rosehill, N. C.



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Memphis

Jack Beresin, International Variety Clubs Chief Barker, was due in for the banquet of Tent 20. . . . New manager at Colonial Pictures is Ted Tedesco.

A group of movie folk including Joan Elam, Dorothy Bromily, Audrey Dalton, and Don Taylor will be in at the Strand for a stage appearance along with "The Girls Of Pleasure Island."

George Jessel was in Memphis in behalf of the Jewish Welfare Fund.

20TH-FOX — Visitors were N. B. Fair, Somerville, Tenn.; J. W. Wofford, Eupora, Miss.; C. N. Eudy, Houston, Miss.; Moses Sliman, Luxora, Ark.; William Elias, Osceola, Ark.; W. F. Ruffin, Jr., Covington, Tenn.; W. P. Dowling, Palace, Greenwood, Ark.; Leon Rountree, Holly Springs, Miss.; J. K. Jamison, Bald Know, Ark.; J. K. Jamison, Jr., McCrory, Ark., and Henly Smith, Pocahontas, Ark.

20th-Fox head inspectress Edith Jansen, off for two weeks due to illness, was recuperating.

NATIONAL THEATRE SUPPLY — A new drive-in being built by Russell Baxter at Monticello, Ark., will open around May 10. . . . Paul Harrington, Covington, Tenn., is building a drive-in at Calvert City, Ky. . . . R. L. Bostick returned from a trip to Oklahoma City. . . . Executive Batch made a business trip to Eldorado, Monticello, and Warren, Ark.

MONOGRAM — Visitors were L. Landers, Batesville, Ark.; Mr. and Mrs. Buford Partlow, Sault, Miss.; J. D. Shepherd, Rex, DeValls Bluff and Palestine, Ark.; Jimmy Singleton, Marked Tree, Ark.; J. S. Hestetler, Holcomb, Mo.; Louise Mask, Bolivar, Tenn., and A. Bishop, Houlika, Miss.

Monogram salesman F. J. Kaiser had a narrow escape near Perryville, Ark. In avoiding a collision with another car, his car overturned, and was badly damaged. Outside of being a little shaken up, Kaiser is okeh, although two dozen eggs in the car broke all over him.

The following drive-ins are now in operation: Tommies Drive-In, Kennett, Mo.; Haven Drive-In, Wynne, Ark.; Skyway Drive-In, Forrest City, Ark., and 67 Drive-In, Corning, Ark.

A plea by a Sevier County farmer to force the Horatio, Horation, Ark., to pay him a "Bank Night" prize he did not claim until after the theatre's time limit on the award had expired, was rejected by the State Supreme Court. The theatre is operated by K. Lee Williams Theatres, Inc. The farmer claimed he was ignorant of the 24-hour time limit set by the theatre on the "Bank Night" feature. The amount involved was \$70.

The Sunset Drive-In, West Memphis, Tenn., held "Crittenden Memorial Hospital Night," with all proceeds going to the hospital. The owner paid all the expenses.

New Orleans

Jill Jackson, mistress of ceremonies, who brings Hollywood right into homes via "Jill's Hollywood" radio show and "Let's Join Jill," is observing her 12th year in radio.

20th-Fox's William Briant advised that between May 1 and May 15, the regional demonstration of CinemaScope will take place at Loew's State and the Saenger. . . . Mr. and Mrs. Neal Robinson, Crestview, Fla., were in buying and booking for Robinson-Barrows theatres.

Drive-in owners seen around were C. H. "Preacher" Crossley and his associate, E. Jenner, Midway, Lake Charles, La.; William Shiell, Marrero; Frank Corbitt, Dixie, Columbia, Miss.; S. E. Mortimore and Lyle Shiell, Skyvue; Billy Fox Johnson, Fox, Alexandria, La., and Fox, Bunkie, La.; Mr. and Mrs. Neal Robinson, Dixie, Crestview, Fla.; Lawrence and Bernard Woolner, Drive-In Movies and Airline; Herb Hargroder, Beverly, Hattiesburg, Miss.; J. P. Guitreau, Gonzales, La.; Ed Ortte, Hi-Way, Bay St. Louis, Miss.; W. E. Wiltse and manager E. W. Jones, St. Bernard, La., and Sidney Otis, Algiers, Algiers, La.

Harold "Babe" Cohen on April 17 rounded out his 51st birthday. . . . Mr. and Mrs. Henry Glover and family visited in Tempa, Fla.

Exhibitors calling were Mayor Lew Langlois, New Roads, La.; Bernard Fonseca, Ashton; Harold Dacey, Race-land-Lockport, La.; F. G. Prat, Jr., Vacherie, La.; T. G. Solomon, N. Solomon Theatres, McComb, Miss.; Mr. and Mrs. Ed Thomasie, Royal, Marrero, La.; Billy Fox Johnson, Alexandria, La.; Frank Olah, Star, Albany, La.; Ernest Drake, Ideal, Ponchatoula, La.; Floyd Murphy, Alexandria, La.; Joseph Barcelona, Regina, Baton Rouge, La., and E. W. Ansardi, Burras, La.

Vernon Pelegrin, son of Usy Pelegrin, Rex, Chauvin, La., is recovering after a heart attack. . . . The Brad Drive-In, Plaquemine, La., named for one of its owners, Bradford W. Stevens, opened. William Cobb, head, Exhibitors Poster Exchange, is interested in the project. Tom Neely, National Theatre Supply, furnished the equipment and several of the concession dispensers. Ralph Reid, Exhibitors Poster Exchange, is handling the buying and booking.

Mrs. O. Barre was in in the interests of her theatres in Luling, Paradis, Vacherie, and Edgard, La.

Mrs. Henrietta Coig, after illness, is back as head inspectress at Republic. . . . The El Rancho Drive-In, DeRidder, La., was robbed of cartons of candy and gum.

The Belmont, Pensacola, Fla., closed. It was taken over by Marion Sims. The Sorrento, Sorrento, La., is another house which shuttered.

J. C. Stout, brother of George Stout, Krotz Springs and Washington, La., scheduled the reopening of the Livonia,

Livonia, La. . . . Charles Waterall, Sr., closed the Bolinger, Bolinger, Ala. . . . Fred T. McLendon Theatres assumed ownership-operations of the Sundown Drive-In, McKenzie, Ala., from H. C. Jenkins. Al Morgan, booker, advised that operations will resume shortly, and that it was renamed the Star-Vue Drive-In.

Florida

Jacksonville

20TH-FOX — Marvin Skinner, booker, was vacationing in Texas. . . . Mrs. Evelyn Carter, booker, took time off when her child acquired chicken pox. . . . The branch had special exploitation for the Tampa, Fla., first-runs of "The President's Lady" and "Call Me Madam." . . . Miss Lucille Johns, film inspectress, was married. . . . Mary Smith is a new addition to the stenographic staff. . . . Auditor George Cooper was in.

COLUMBIA — Paul Hargette, branch manager, left on a business trip with R. J. Ingram, Atlanta office. . . . Joan Smyth announced her marriage to Arthur Sterritt. . . . Gene Ascherseld is a new booker.

WARNERS — Max Blackman, New York office, was here. . . . Also here was J. B. Woodard, exploitation. . . . Claude Browning joined the booking department as a clerk, and E. L. Harrell is a new assistant in the shipping department.

Miami

The Coral, Coral Gables, Fla., played "Macbeth" in connection with the third annual University of Miami Shakespearean Festival. . . . The sixth week of Wometco's showmanship contest found the Parkway zooming to first place in the house management portion, with the Carib still leading in campaigns and benefits, and the Lincoln still ahead on quota. . . . John Alleman is now assistant, Essex, Hialeah, Fla., and James E. Rice has been engaged as assistant, Tower. . . . The new board of governors of the Wometco Old Guard includes Stanley Stern, Betty Stokes, Van Myers, Harvey Fleischman, and Labe Mell. They will be installed at the annual banquet in May. Among employees now eligible for membership are Freda Goldberg, John Barbuscia, and Van Myers, main office, and Harry Armstrong, Center; Harry Troeger, Miami; Dick Treccase, Surf; Dick Gersley, 27th Avenue Drive-In, and Everett Walshon, Skydrome Drive-In, West Palm Beach, Fla.

South Carolina

Columbia

A bill to reduce state taxes on theatres was reported out by a General Assembly committee. The bill would trim the present annual tax, ranging from \$1 to \$2 a seat, depending on community's population, and would levy a flat tax of so much on any theatre having up to so many seats, and so on, on a graduated scale. It also would apply to drive-ins. The House Ways and Means Committee agreed to get the bill out with a divided report, half favorable, half unfavorable.

NEWS OF THE

Territory

Chicago

The Clintonia, Clinton, Ill., received complete renovations.

Ralph Smitha, Essaness executive, who was general chairman of theatre audience Heart Fund collections, and John Jones, Chief Barker, Variety Club, presented a check for \$71,580.62 to La Rabidia Sanitarium as a result of the drive.

Boris Riedel, dean of theatrical poster creators, who turned in his brush after 25 years with B and K, was given a farewell dinner.

Anthony Stuver, Oriental assistant manager for four years, retired. . . . Ray Thompson, with Balaban and Katz 25 years, and for the past 12 manager, Chicago, was promoted to general manager.

Simon Simansky, 82, pioneer theatre owner and partner of Jack Miller in the operation of a circuit here and in the suburbs, passed on. . . . The Frisina Amusement Company gave its Effingham, Effingham, Ill., a modern front.

A supplementary claim in the Congress anti-trust rental suit was filed by attorney Thomas McConnell. An additional \$900,000 is asked, bringing the total to \$2,400,000. . . . Central Illinois Theatres, Inc., is building a 500-car drive-in near Mattoon, Ill.

Charles Nesbitt, State-Lake manager was promoted to Chicago manager.

Dr. Herman F. De Feo, 738 West 79th Street, was named to the Variety Clubs' Will Rogers Hospital examining board.

Committee chairmen of the 1953 convention and trade show of the Theatre Owners of America from Nov. 1-5 were named by convention chairman David Wallerstein. The TOA trade show will be combined with that of the Theatre Equipment and Supply Manufacturers Association. Wallerstein announced the following chairmen: Honorary, John Balaban; convention co-chairmen, James Coston, George Kerasotes, Al Kvooll, and Edwin Silverman; coordinator, Abe Platt; convention and trade show director, Charles E. Lewis; hotel reservations and transportation, Charles McBreen; finance officer, Elmer C. Upton; publicity and advertising, William K. Hollander; entertainment, Nate Platt; banquet, Charles Cottle; decorations, Herb Wheeler; arrangements, William B. Holden; reception, Ralph Smitha; film exchanges, Harry Lustgarten; newsreels, Alex Halperin; printing and badges, Dave Jones, and women's committee, Mrs. John Balaban, Mrs. James Coston, Mrs. Edwin Silverman, and Mrs. David Wallerstein.



Edward Arthur, Chief Barker, Variety Club, Tent 4, St. Louis, looks over plans for the South Side Day Nursery with architect Arthur E. Koelle, right, at recent ground-breaking ceremonies. At left is Albert Poos, an Assistant Chief Barker, and in center is Paul Krueger, Dough Guy. The tent has adopted the nursery project as its major charity.

Dallas

Duke Clark completed his work on the organizational part of the campaign for elimination of the 20 percent federal admission tax, and is no longer connected with National COMPO in this capacity. He has been working closely with Colonel H. A. Cole.

L. J. "Larry" Linck, controller, Theatre Enterprises, Inc., was in from Los Angeles. . . . Film Row was flooded when a 12-inch water main burst. . . . J. O. Hill, district manager, Southwestern Theatre Equipment, spent a week in Longview, Tex., on business, and A. V. Collins, same office, was in Pecos, Tex.

Phil Isley and C. O. Wise, general manager, Phil Isley Theatres, were in Houston, Tex. . . . Jefferson Amusement Company's new Circle Drive-In, Henderson, Tex., had a successful opening. . . . The Coronet wanted a print of MGM's "Best Foot Forward," to be staged as the State Fair musical this summer. A current exhibit at the Coronet is the work of Jan Brunson, young Dallas artist.

C. D. Leon, Leon Drive-In Theatres, donated the Denton Road Drive-In for a special midnight showing of a double bill sponsored by the Men's Club, St. Luke's Church. . . . William Lewis, manager, Capitan, announced May 2 as the date for "Limelight."

When "Oiltown, U. S. A." gets two Texas premiere showings, it will be open to the public without charge, with free-will offerings taken to further Billy Graham's religious work.

A picture of Joe Milam, salesman for an office supply company, was on the front page of a local newspaper. . . . MGM's Debbie Reynolds, Pier Angeli, and Carleton Carpenter had a brief stop before taking off on a goodwill tour of South America.

The trade mourned the passing of Lowell Russell, secretary-treasurer, Ezell and Associates, who passed away following a heart attack. He is survived

by his wife, a son, Dowlen Russell, also with Ezell, and four brothers. The deceased came to Dallas in 1926, and had been associated with Claude Ezell for years. Active in community life, he will be missed. Pallbearers at the funeral were Hugo Plath, Gene Finch, Meyer Bachofsky, C. H. Ballard, Mayes Bassett, and Al Reynolds.

WB's "House Of Wax" was shown to the trade at the Majestic prior to its regular opening, and made a big impression. The local showing received plenty of attention in the newspapers and columns.

The Terrace Drive-In, Albuquerque, N. M., had its grand opening of a giant twin screen. A complete program may be seen on either screen.

Jefferson Amusement Company announced the closing of the Tivoli, Beaumont, Tex., for complete renovation. . . . The Odem, Odem, Tex., reopened with T. C. Bostick as manager.

"Hot From Hollywood," the TV show produced by George O'Bannan and sponsored by the drive-in owners in and around Dallas, made several "firsts." O'Bannan had 16mm. pictures of a session of the convention meeting, which he showed to the conventioners when he dedicated the program to them, and also announced the new president of the Association. Voting had been by secret ballot, and it was the first notice the members had of whom they had elected president. On the same program, O'Bannan was handed a news flash "hot from Dallas," announcing the seven attractions offered by the Community Course for the 1953-54 season. Another "first" made a front page news story coverage when Admiral Hoskins appeared in person to tell of his experiences. . . . Jack Zern, Altec manager, returned from New York.

C. D. "Toad" Leon, Leon Theatres, in from Abilene, Tex., announced that work is under way on his new twin drive-in being erected in Fort Worth, Tex. The seating capacity is slightly less than 1,500 cars. It will be named the Twin, and will be equipped with RCA sound equipment. The theatre is expected to open about June 1.

G. S. Hill, general manager, Leon Theatres, announced the removal of the office staff and records to 965 South 1st Street, Abilene, Tex. Harold Brooks, buyer and booker, will remain here at 2011-1/2 Jackson Street. Miss "BB" Bell, accountant, left for the Abilene office to train someone to take over her duties before returning here. Hill will return to the Dallas office frequently.

PETTICOAT PRATTLE — One of the hardest working and least known women active in the industry is Gertrude Haefner, Variety Club, Tent 17. Mrs. Haefner's official title is auditor's assistant, but she insists she is the "sidekick" in the office of D. C. "Jack" Bryant, executive director. The first woman ever to work in the office, Mrs. Haefner was employed three-and-one-half years ago,

and works with Bryant, Jack H. Morris, auditor, and E. C. "Ed" Bryan, recording secretary. Mrs. Gertrude Haefner has had an interesting life. Her seven brothers were all born in America, but, the youngest of the family, she was born in Germany when her parents returned on business. She graduated from the largest school of nursing at Cottbus, Germany, which now is part of Poland, and served as a nurse during World War I. In 1921, Mrs. Haefner came to America, and took out naturalization papers. Mrs. Haefner has three married daughters. In 1942, Mrs. Haefner went overseas as a Red Cross nurse, and went through the blitzkrieg in London. She was hospitalized in Germany from 1945 to 1947. A German accent still flavors her speech and seems a sort of keynote to the strength of character.

Denver

David Cantor, home office exploitation manager, RKO, was in to set plans for the world premiere of "Split Second."

Harold Wirthwein, Allied Artists western sales manager, was in. He also visited Omaha and Des Moines.

In Butte, Mont., Fox-Intermountain announced the sale of its lease on the Fox to Clarence Golder, Great Falls, Mont. Golder operates the Civic Center, Great Falls, and also has theatre holdings in Havre and Lewistown, Mont. . . . In Helena, Mont., the Sunset Drive-In, operated by E. R. Munger, opened. . . . In Wolf Point, Mont., Chris Gorder, owner-manager, Fort, Poplar, Mont., will build a new 200-car drive-in about one-half mile east of Poplar. It will be equipped by National Theatre Supply Company.

In Missoula, Mont., the Mount-View Drive-In reopened. . . . In Helena, Mont., the Sky Hi Drive-In opened for the season. . . . In Glasgow, Mont., Ed Davison, manager, Survant, announced the building of a new theatre by the Harvey Theatre Construction Company, San Francisco. The building will be California Gothic style, and will seat 750.

A ban on smoking in all local theatres, except drive-ins, was recommended to City Council by the County Grand Jury in its final report. . . . A drive-in being erected by M. J. Konemann at 2300 East Fourth Street, Pueblo, Colo., should be ready in about a month. A \$140,800 project, the spot will accommodate 500 automobiles. Konemann said he designed its 3-D facilities himself, and has applied for a patent on it.

James Auten, manager, Fox, Longmont, Colo., was arrested for running a game of chance in front of the theatre as part of the exploitation for "The Mississippi Gambler." Since the winnings were to go to charity, the Elks paid the fine of \$50, and the police turned the money over to the cerebral palsy fund.

Seen on Film Row were: Mr. and Mrs. Fred Hall, Akron, Colo.; Mr. and Mrs. Owen Anderson, Bayard, Neb.; R. D. Ervin, Kremmling, Colo., and Merle Benkleman, Neb.

Des Moines

Howard Ross arrived from Denver to assume his position as manager, Allied Artists.

Kansas City

Howard Larsen, whose drive-in right outside Webb City, Mo., is going to be a show place, expects to open around May 15. . . . Mr. and Mrs. Jack Winningham, National Screen Service, are planning on a Nevada and California vacation. . . . The H and F, Westmoreland, Kans., has been dismantled. . . . Durwood Theatres, Inc., purchased the Belt-Drive, St. Joseph, Mo., from C. H. Martin.

Commonwealth Circuit purchased the Meade Drive-In, Meade, Kans. . . . Don Blair's Blair Drive-In, Smith Center, Kans., opened. . . . The Eureka Drive-In, Eureka, Kans., owned by M. J. Aley and the Homer Strowig estate, opened. . . . The Rocket Drive-In, Herington, Kans., owned by C. McVey and the Strowig estate, opened.

Ray Culley, Medicine Lodge, Kans., opened his new Pageant Drive-In. . . . William C. Silver opened a new drive-in at Cameron, Mo. . . . P. A. Delhanty opened the Star Drive-In, Marceline, Mo.

Dale Danielson, Russell, Kans., opened the Star-Vue Drive-In, which he purchased. . . . George Moore's new 350-car drive-in at Plainville, Kans., opened.

Don Davis, RCA, returned from Omaha. . . . Hap Easton, publicist, RKO, replacing William Brooker, was in from St. Louis.

Dudley Doolittle, Jr., Uptown, Cottonwood Falls, Kans., returned home after undergoing an appendectomy at the Emporia Hospital, Emporia, Kans. . . . Rube Harris is the new manager, Commonwealth's newly acquired drive-in at Excelsior Springs, Mo. . . . Basil Fogelson purchased the Uptown, Marceline, Mo., from the Midcentral Circuit. . . . The Roxy reopened. Due to a fire, this Durwood house had to be redecorated.

Los Angeles

The Edwards Circuit reopened its State, Azusa, Cal. The house was severely damaged by fire. . . . A county zoning board filed a negative recommendation in connection with the proposed construction of a \$500,000 drive-in and restaurant in Bellflower, Cal. Residents raised a strong protest. . . . Recuperating after undergoing surgery at California Hospital was Lee Grundin. . . . The Green Meadows has been converted into offices and a warehouse by Cecil Vinnicoff, who entered the metal window field. . . . The shuttered Burbank, Burbank, Cal., has been converted into store rooms by owner Ray Howard. . . . Jack Sherriff, Realart, was off to Arizona. . . . Alex Cooperman, IFE western division sales manager, checked in from Salt Lake City, where he appointed H. C. Fuller as salesman for that city and

Texas D-I Meet Is A Big Success

DALLAS — With over 250 registered, the first convention of the Texas Drive-In Theatre Owners was a complete success.

Before the first convention session, Allied Theatre Owners of Texas held a board meeting, led by Phil R. Isley, Dallas, president.

The drive-in convention was opened by Charles W. Weisenburg, president, and the keynote address given by Claude Ezell. Kendall Way, Interstate executive, reported on the national drive-in convention in March at Milwaukee, and the Variety Club sponsored a cocktail party for conventioners and their wives.

At the second session, James Skinner, Interstate engineer, spoke on 3-D and its possibilities for drive-ins. Joe Caffo, Theatre Enterprises, covered concession selling in small drive-ins, and Al Reynolds, Ezell and Associates, discussed the same topic in large drive-ins. A maintenance clinic panel consisted of Bill Smith, General Paint Company; Deacon Bell, Rowley United Theatres, and Hugo Plath, Ezell and Associates, all of Dallas.

Weisenburg discussed his experience with twin drive-ins and concluded that they were not a sound investment.

R. J. O'Donnell was guest of honor at a luncheon, with Paul Short, National Screen Service Corporation, acting as toastmaster. At the head table with O'Donnell were Short, E. L. Pack, Weisenburg, Claude Ezell, William McCraw, Phil R. Isley, Reynolds, Claude Motley, Tim Ferguson, and Jack Farr. Ray Beall, Beall Advertising Agency, talked on the practicability of group advertising for drive-ins, and Isley reported for Colonel H. A. Cole on the progress of the campaign to repeal the federal admission tax.

Secret balloting was held to elect new officers, with the results announced on George O'Bannon's drive-in-sponsored television show, "Hot From Hollywood."

Preston Smith, Lubbock, Tex., was elected new president. Other officers are Pack, vice-president; Ferguson, treasurer, and Weisenburg, secretary. It was decided during the convention that the Texas Drive-In Theatre Owners next annual meeting would be held in Fair Park, Tex., on Sept. 23 to 25 in conjunction with the TOA, Allied, and COMPO conference.

Party hosts were Associated Popcorn Distributors, Southwestern Theatre Equipment Company, Victor® Cornelius, Dr. Pepper, Lippert, Cohen Candy Company, Falls Theatre Service, and Film Transfer.

Denver. . . . The new Rodeo Drive-In has been opened by the MGA Corporation, headed by J. D. McCormack and Wade Allen. Booking and buying chores are being handled by Judy Poynter. . . . In from San Diego, Cal., was George Fink. . . . Exhibitors on the Row to buy and book were: Ben Bronstein, Joe Markowitz, and Bill Alford.

Milwaukee

The Port Outdoor Drive-In, Crafton, Wis., will be opened by mid-May. It is a 575-car outdoor. . . . The Lakes Drive-In, Delavan, Wis., tried a free show for its opening night, and turned them away. . . . The cancer show at the Wisconsin drew \$13,000. Stars were Jack Carson, Lola Albright, Dan Dailey, Forrest Tucker, Connie Russell, and Jeffrey Hunter, as well as Louis Perini and Charlie Grimm.

A. Allard, Crandon, Wabeno, and Laona, Wis., was in booking. . . . Jerry Gruenberg, Outdoor Theatres, was seen in booking.

Erwin Nowak, West Allis, Wis., one of the owners of the Port Outdoor, near Port Washington, Wis., advises that he expects the outdoor to be opened about May 15. . . . The Unity Theatre Management Company contracted for "A Day In The Country," 3-D featurette, from Screen Guild.

Minneapolis

The Senate Small Business Subcommittee will conduct hearings in Minneapolis on alleged discriminatory trade practices. North Central Allied has several witnesses who will testify.

Art Anderson, Warner district manager, was in. . . . Ethel Bartholomew is the new Warner stenographer. . . . Alice Kuhlmann, cashier, Warners, was vacationing in Florida. . . . M. B. Zoellner, MGM short subjects sales manager, was in. . . . Recent out-of-town exhibitors on Film Row were M. R. Debaut, Minneota, Minn.; Roy Prytz, Duluth, Minn.; Clarence Kaake, Duluth, Minn.; M. R. Madsen, Hector, Minn.; Dan Peterson, Brookings, S. D.; Ray McMinn, Superior, Wis., and Robert Hodd, Abbottsford, Wis.

Ben Berger, president, Berger Amusement Company, and North Central Allied, was in New York for the finals of the Minneapolis Lakers. Berger is part owner of the Lakers. . . . Don Urquhart is the new salesman at Warners, replacing Robert Branton, resigned.

Quad-States Theatre Service is doing the buying and booking for the Durand, Durand, Wis. . . . Frank Eisenberg has taken back the Lake, Washburn, Wis. He will continue as salesman, UA, and his wife will manage the house. . . . Charles Weiner, UA salesman, is on leave. . . . V. C. Myhre is the new manager, Chilton, Chilton, Wis., replacing John Dombrock. . . . An inadequate well and pump system forced the Starlite Drive-In, Aberdeen, S. D., to apply to the city for permission to use city water.

North Central Allied Independent Theatre Owners, Inc., announced that the theme of the convention on May 4-5 at the Hotel Nicolle will be "How To Buy and Sell Pictures." Highlights will be a report by Wilbur Snaper, president, National Allied; addresses by H. M.

Richey, public relations manager, MGM, and Leon Bamberger, public relations man, RKO; a complete discussion of 3-D and wide screen developments led by experts; a film clinic, and a merchandising clinic. A directors meeting of the North Central Board will be held just preceding the first day's session.

Oklahoma City

Theatre receipts for February, as reported by the State Tax Commission, were \$28,066.24. A year ago they were \$30,889.42.

Omaha

The Golden Spike Drive-In was left minus electricity when a cattle truck and auto collided at the entrance to a nearby steak house, slammed into a brace wire of a power pole, and snapped the electric circuit for the area. . . . The building committee of Opportunity Center is investigating possible sites and buildings for the organization's work and play center. The project is sponsored by the Variety Club, which sparked a fund drive that brought in \$23,000.

Larry Caplane, manager, Brandeis, was all smiles these days. "Peter Pan" had three big weeks.

F. A. Van Husan, ex-Western Theatre Supply owner, and Mrs. Van Husan were visiting relatives in Virginia. . . . Supply companies are still being besieged by 3-D inquires. A number are equipping, but just as many are clinging to the "wait and see" policy. Oky Goodman is set to open with 3-D at his Villisca, Ia., theatre on April 30.

Portland

Two hundred exhibitors from key cities met to discuss industry problems and organize an Oregon unit of Theatre Owners of America. Present and participating in discussions were Alfred Starr,

Nashville, Tenn., TOA president; Herman Levy, New York, general counsel; Mitchell Wolfson, past president, and Roy Cooper, United California Theatres, San Francisco. Hosts for the all-day session included Art Adamson, Adamson Theatres; Jesse Jones, Jones Theatres, Ray Grombach, Esquire, and others.

Harold Wirthwein, Allied Artists western division sales manager, returned to his office following a trip here. He met with Jack Felix regarding release plans.

St. Louis

In Herrin, Ill., the Egyptian Drive-In turned over the entire receipts one night to the Herrin Township High School's music department.

In Mattoon, Ill., some 2700 persons viewed "Bwana Devil" at the newly re-decorated Mattoon. Special ceremonies were conducted.

New American Bodiform chairs have been installed in the Vista, Centralia, Mo., owned by Emil F. Bebermeyer, purchased from National Theatre Supply.

"Children of the World" was discussed by Dr. John Bracken, superintendent of schools, Clayton, Mo., school district, at a meeting of the Better Films Council of Greater St. Louis.

Damages for four-year-old Nancy Storey, daughter of Mr. and Mrs. Arnold Storey, Ridgdale Homes, Granite City, Ill., in the sum of \$14,000 was asked in a suit filed against U-I in the Circuit Court. The basis for the alleged damages is a reported hair-pulling incident involving a chimpanzee known as Bonzo at a department store, in the store's auditorium. Bonzo was making personal appearances in connection with "Bedtime for Bonzo."

TODAY'S CRITICAL THEATRE GOERS

demand sparkling bright pictures... which means that if you have a giant-size screen, you must use Motiograph Hi-Power 75/115 ampere Arc Lamps. They assure brilliant pictures of unwavering intensity—much more light at much less cost—more screen lumens at 100 amperes—with better distribution—than condenser type lamps operating at 180 amperes with heat filters . . . and carbon costs are less than half. Furthermore they can be operated with less expensive current conversion equipment.





For convincing proof, request a free demonstration in your own theatre. For smaller screens, Motiograph also has 46 ampere lamps and 40 ampere lamps.

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In Anna, Ill., the Rodgers Drive-In is rapidly nearing completion.

In Gainesville, Mo., Sunset Theatres, Inc., has been incorporated. The company will operate the Sunset Drive-In, 208-car capacity.

In Mattoon, Ill., the Skyway Drive-In, given a rough time in a windstorm, opened under its new owner, the Mattoon Theatres Company, which also owns the Mattoon, Time, and Clarke. Harold Lawson is manager.

In Harrisburg, Ill., the official opening of the Starlite Drive-In, near Wasson, Ill., by Turner-Farrar Theatres was held.

In Tamaroa, Ill., a completely new concessions building and a new fence were among the improvements provided for the Melody Drive-In by Frank Glenn.

The big three-state parley-party for members of the Kansas-Missouri Theatres Association and the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, on May 5-6 at the Kirkwood Lodge, Osage Beach, Lake of the Ozarks, was attracting considerable attention. Those planning to attend the two-day gathering should send their checks to either Myra Stroud, 3330 Olive Street, St. Louis, 3, or to George Baker, 114 West 18th Street, Kansas City. The entire cost at the Kirkwood Lodge is only \$12.50 per person, including quarters (two in a room), meals, etc. The round-trip bus fare, if buses are chartered, would be not more than \$5.50 per person from either Kansas City or St. Louis.

In White Hall, Ill., funeral services for Joseph Lyman, 63, owner, Princess, and head of a general insurance agency, were held. . . . In Mount Vernon, Ill., Homer Marvel, 60, who retired about four years ago as city manager for Fox Midwest, died.

John E. Jordan, veteran member, Local 6, died after several months illness. He was about 60, and had been a member of the stagehands union since the early 1920's.

In Jefferson City, Mo., certificates of incorporation were granted to the Clay County Theatre Corporation, Kansas City. The incorporators were C. A. Schultz, J. C. Bryan, and Hiliary A. Bush, Jr.

The 12-story American Hotel and theatre building, erected in 1907, is to be torn down to make way for a \$1,500,000 modern, multi-story 1500-car parking garage.

Out-of-town exhibitors seen included: Mrs. Ora Redford, Auburn, Ill.; Leon Jarodsky, Paris, Ill.; Bill Waring, Jr., Cobdin, Ill.; Howard Bates, Cape Drive-In, Illmo, Mo.; Harold Larkin, Ellington, Mo.; Lee Norton, Sullivan, Ill.; Bill Collins, DeSoto, Mo.; Joe Goldfarb, Alton, Ill.; Luther R. Ausbrook, West Salem, Ill.; Izzy Wienshienk, district manager, Publix Great States, Alton, Ill.; Judge Frank X. Reller, Wentz-

ville, Mo.; Mrs. Frieda Paul, Carlinville, Ill.; Forrest Pirtle, Jerseyville, Ill.; Charley Beninati, Carlyle, Ill.; Bernard Temborius, Breese, Ill.; Ben Adams, Eldorado, Kans.; C. W. Locke, Memphis, Mo.; Everett Maxfield, Summersville, Mo., and Tom and Wesley Bloomer, Belleville, Ill.

San Antonio

Among the exhibitors in to book were Earl J. Tinsman, Ples-Tex, Pleasanton, Tex.; Genaro Trevino, Alta Vista, Beeville, Tex.; Ignacio Luna, Luna, Crystal City, Tex.; Miguel Benitez, Benitez Circuit; Eddie Reyna, Frels Circuit booker, Victoria, Tex.; Dave Young, Sr., Mexico, Brownsville, Tex., and Harry Grief, El Campo, Tex.

Cecil B. DeMille will be a guest of the East Texas Shrine Club at Tyler, Tex. . . . Interstate Circuit is transferring the Orpheum, Waco, Tex., to the Louis Novy Trans-Texas Theatres Circuit. . . . Mrs. Alpha Allen has taken over the operation of the Palace, Abilene, Tex., formerly managed by A. L. Smith. . . . Carmen Lopez reopened the Encanto, Galveston, Tex. . . . Construction has been started at Longview, Tex., on a new 600-car capacity drive-in to be operated by William Goates. . . . O. B. Hancock is the new owner-operator, Palace, Plano, Tex. Hancock, from Durant, Okla., purchased the Palace from Medlin Carpenter.

Thurman Barrett is currently constructing a new 500-car capacity drive-in which will be known as the Palo Alto Drive-In. Barrett owns and operates the Kelly Drive-In. . . . Raymond B. Willie, assistant general manager, Interstate Circuit, was in. . . . Children under 12 are being admitted without charge each Thursday and Friday at the Guadalupe.

Among the out-of-town exhibitors in were Lloyd Munter, Aztec and Yolande, Eagle Pass, Tex.; Mike Benitez, Jr., for the National, Weslaco, Tex., and other theatres in the Benitez Circuit; Frank Fletcher, Ritz, Houston, Tex.; Enrique Flores, Reo, Mission, Tex.; Pete Stoilis, Venus, Victoria, Tex., and Mr. and Mrs. Alvin Strait, Runge, Runge, Tex.

San Francisco

Producer Nat Holt, Jan Sterling, Rhonda Fleming, Forrest Tucker, and Tony Romano are expected at the Paramount for personal appearances in connection with "Pony Express." . . . Colonel Phillip Booker, treasurer, Paramount, announced the birth of his second grandchild, a girl, born to the wife of his son, Jerry. . . . Harry Rice, publicist-manager, Embassy, on leave of absence, checked out of Ross Hospital.

Bill David, industrial designer, has been given the assignment to convert Blumenfeld's Raphael, San Raphael, Cal., to 3-D, and Barney Nobler, Redwood City, Cal., is the architect to draw plans for the \$200,000 theatre Harvey Theatre Construction Company will build for the John Survant estate at Glasgow, Mont. . . . The Terrace Drive-in is now on full-time. . . . Earl Williams, Royal

Amusement, was ill. . . . Mickey Chonos is now assistant manager to Edward Coffey, Laurel, San Carlos, Cal. . . . Al Barbero, popular lease clerk, National Screen Service, was scheduled to fight professionally in Hollywood, his fourth professional fight.

The Row was saddened with news of the death of William Paull, brother of Gladys Paull, Warners' head contract clerk.

North Coast Theatres' district manager Graham Kislingbury sold the Bachelor's Club the idea of using "Moulin Rouge," United Artists, as the theme of their highly publicized yearly ball.

When Columbia's "Man In The Dark" played the Orpheum, it made district manager Graham Kislingbury a happy man. A charge of 10 cents was made for glasses. . . . Jules Kirsten, National Screen Service, received his American citizenship papers the same day his son Gary was inducted into the army. Kathy Hamilton, NSS secretary, was busy making plans for a shower she is giving for Mabel Dahir, booker. . . . John DiStassio, owner, Liberty, Sacramento, Cal., was in. . . . Al Balbero, NSS clerk, married Lucy Lucero. . . . Gene Haydon will open his new Virginia City theatre in Virginia City, Nev., soon. . . . L. S. Hamm, president, California Theatres Association, was in the hospital for a checkup. . . . RKO salesman Don Fuller resigned, and is now with the Alexander Film Company.

The Gilboy Company, film transport firm operating in Northern California, asked the Public Utilities Commission for a 25 percent rate raise.

Seattle

L. E. Gillespie was still fighting the admission tax in his house in Oroville, Wash., through the donation angle, the same as he did in his theatre in Okanogan, Wash. . . . Dorothy Laramore, 20th-Fox biller, became the bride of Eugene Christopher. . . . Eldon Pallock is doing the booking and buying for his theatres in Mount Vernon, Bothell, and Burlington, all in Washington, while Eddie Snow takes a month off for a vacation. . . . Dorothy Ashmun is a new biller at Paramount, replacing Eileen Parton. . . . Delores Sanderson, bookkeeping machine operator, 20th-Fox, gave notice that she is leaving the Company. . . . Warners announced the retirement of Guy Maxey. His position as office manager has been taken over by head booker Craig Turner, with Lou Kahn as assistant booker. . . . Miriam Goodrich was in town with Mrs. Viva Green, new owner, Vista, Everson, Wash. . . . Visitors included Corbin Ball, Ephrate, Wash.; Mike Barovic, Puyallup and Sumner, Wash.; LeRoy Johnson, Renton, Wash., and Frank Kleins, Liberty, Lynden, Wash.

Leo Walsh, manager, Granada, adopted a unique promotion when he showed "Invasion, U. S. A." He had his picture taken donating a pint of blood to the Seattle blood bank.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Away on business were Jay Goldberg, Realart branch manager, to Springfield and Dayton, O.; Edward Salzberg, Screen Classics, to Columbus, O., and Philadelphia; Harris Dudelson, Lippert division manager, and James S. Abrose, Warners branch manager, to Dayton, O.; Rube Shor, S and S Amusement Corporation president, to Washington, D. C., and E. M. Booth, MGM branch manager, to West Virginia points.

Among those attending the convention of the Kentucky Association of Theatre Owners in Louisville, Ky., were Robert McNab, 20th-Fox branch manager; T. O. McCleaster, 20th-Fox division manager; William Blum, U-I branch manager; T. M. Fisher, secretary-treasurer, Midwest Theatre Supply; James A. Conn, manager, National Theatre Supply, and R. A. Guettler, division manager, and Don Q. Roberts, concession supervisor, Manley, Inc.

James W. McDonald, office manager and booker since 1945 for Theatre Owners Corporation, a cooperative group booking and buying for 48 houses, has been elevated to general manager, president Willis Vance announced. McDonald succeeds Rex A. Carr, who purchased the Zaring and Ritz, Indianapolis, from Mannie Marcus.

The opening of the Cincinnati Reds baseball season and the Colloseum dinner attracted many out-of-town exhibitors. Among them were George Turlukis, Hamilton, O.; Fred Krimm and Roy Wells, Dayton, O.; Carl Pfister and Moe Potasky, Troy, O.; Jack Needham, Columbus, O.; Harley E. Bennett, Circleville, O.; Frank Nolan, Athens, O.; Fred Donahue, New Boston, O.; Melvin Gilbert, Grove City, O.; Dorman Law, Roseville, O.; Mrs. Brent McCoy, Wilmington, O.; Charles Williams, Oxford, O.; Guy Greathouse, Aurora, Ind.; Charles Scott, Vevay, Ind.; John Joseph, Salem, W. Va.; Mrs. T. M. Thomas, Parkersburg, W. Va.; Frank Allara, Matewan, W. Va.; Harold Moore, Charleston, W. Va.; Frank Mandros, Cabin Creek, W. Va.; George B. Lively, Huntington, W. Va.; J. Woodrow Thomas, Oak Hill, W. Va.; Jack Custer, Dunbar, W. Va.; Lester Rosenfeld, St. Albans, W. Va.; Charles Bowles, Beattysville, Ky.; A. M. Miles, Eminence, Ky.; Charles Behlen, Lexington, Ky.; R. L. Gaines, Carrollton, Ky., and Robert Dinkle, Raceland, Ky.

Selig J. Seligman, vice-president and general manager, Northio Theatres Corporation, is author of a novel, "Honey On The Hill," to be published in May. He is now writing another book with the film business as the theme. He formerly was assistant to Edward L. Hyman.

Exhibitors Seek
Support For Tax Bill

HARRISBURG, PA — Exhibitors throughout the territory were banding together to support the Waterhouse-Andrews Bill H-1097, introduced in the House of Representatives of the Pennsylvania legislature.

The bill would remove theatres and motion picture places as subjects of local taxation.

More than 500 attended the annual Variety Wives donor luncheon in the Hotel Netherland Plaza, at which vaudeville acts featured the program. Co-chairmen were Mrs. Arthur Van Gelder, Mrs. Robert Jacobs, and Mrs. Herman Hunt.

Leavitt J. Bugie, in the industry many years and now a salesman for the American Sign Company, was resting comfortably in a hospital after becoming ill in Charleston, W. Va.

The downtown Albee ran a "Miss 3-D" contest in connection with "House Of Wax." . . . In opening his Mount Healthy Drive-In for the season, Louis Wiethe announced he would run special "family programs" two nights weekly. . . . The suburban Cheviot closed temporarily.

A print of "Children Limited," a film on retarded children, has been presented by the Variety Club to the public library, where it is available on loan. . . . A thousand passes to various local houses were given as prizes in the "Hollywood in Cincinnati" show.

New on Film Row are Eli Kalisch, MGM Kentucky salesman, and Mel Lischkoff, Ohio salesman, National Screen Service. . . . Moe Dudelson, UA division manager, was in.

Cleveland

With Paramount's "The Girls Of Pleasure Island" already booked in 325 key cities, the picture's stars approached the half-way point in their country-wide promotion tour. Don Taylor, Audrey Dalton, Joan Elan, and Dorothy Bromiley were in for the opening.

"Moulin Rouge" is the unanimous choice of the Cleveland Critics Circle as the best picture shown here during the month of March.

When Dorothy Freeman leaves Loew's on May 1, where she has been secretary to the district manager for 13 years, she will turn her duties over to Mildren Cohen. Miss Freeman is leaving to be married to Nat Hillier, New York. . . . In the MGM exploitation department, Herbert Reed resigned, and Alvin Golin is his successor.

The SW Uptown celebrated its 25th anniversary in January, and now Dick Wright, SW Theatres district manager, announced that it goes on a weekend policy, Friday through Sunday. Julius Lamm, manager, Uptown, for 22 years, has been transferred to the Colony, Shaker Heights, as manager. He replaced Lou Milder, transferred to the

Vogue, where he succeeds Alan Ruben, resigned. During his many years as Uptown manager, Lamm was president, Glenville Corner Businessmen's Association, and took part in all events.

Moe Dudelson, United Artists district manager, and Pete Dana, U-I eastern division sales manager, were visitors. . . . Wedding bells rang for Evelyn Vargo, Paramount secretary, and Daniel Schill. She will be back at the exchange after a honeymoon. . . . Bernard Rubin, head, Imperial, was in New York. . . . Mary Maxwell is leaving Modern Theatres, allegedly for a vacation. Emily Ischlietz is her successor at the switchboard. . . . Herbert and Jack Ochs, Ochs drive-ins, and their wives journeyed to Kalamazoo, Mich., over the weekend to attend the marriage of Bob Ochs, son of the Al Ochs, and Dolores Allen, Kalamazoo. Al Ochs also operates drive-ins. . . . Leslie Allen, Cardinal Films, Limited, Canada, was in for a private screening of "Reaching For Heaven," produced by the Lutheran Synod of St. Louis, scheduled by Herb Ochs, who might take on the Canadian distribution rights.

The Motion Picture Council of Greater Cleveland sponsored a formal unveiling of eight original oil paintings for "The Robe" by Dean Cornwell in the Higbee Music Auditorium. Among those present were William Ward, curator, Cleveland Museum of Art; Mrs. E. V. Carran, past president, Cleveland Federation of women; Mrs. Clair Brewer, motion picture chairman, Ohio Federation of Church Women; I. J. Schmertz, 20th-Fox branch manager; Mrs. William G. Sullivan, Motion Picture Council president, and members of the Council and the Cleveland Cinema Club. This was arranged by 20th-Fox publicity representative Sol Gordon.

Joe Longo, RKO exploiter, neglected to tell his associates, when he was transferred to Boston, that he had matrimonial plans. It now comes out that he married Dolores Gargan. . . . New student booker at U-I is Max Lebo. . . . Barry Bernard is handling RKO publicity.

May 3 is the date set by Shirley Goldman, secretary to RKO branch manager Jack Bernstein, for her marriage to Al Brauman. . . . "Duke" Hickey is back after a prolonged trip arranging for the personal appearances of Ruth Hampton and Erika Nordin.

Art Leazenby, Paramount exploiter, was in from his Detroit headquarters.

Detroit

Maurice Bergman, U-I director of public relations, will be guest speaker at the May 1 luncheon meeting of the Greater Detroit Motion Picture Council.

Altec has been working on the stereophonic sound installation at the Fox and the Michigan.

A conference of buyers will be held here by National Allied. The meeting, headed by Wilbur Snaper, will discuss un-

fair practices, and will be held immediately after the Allied Theatres of Michigan annual convention.

United Detroit Theatres is sponsoring a "Miss 3-D of Detroit" contest in connection with "House Of Wax," Michigan. . . . Butterfield Theatres of Michigan appointed Ellsworth Hamer, former manager, Wuerth, Ann Arbor, Mich., to replace Don Quick as assistant, Michigan and State. Quick has been transferred to Flint, Mich.

Ray Branch, Bay City, Mich., exhibitor and now vice-president, Film Truck Service, is back from a Florida vacation. . . . Gil Lubin returned from California ready to reopen the East Side Drive, which was damaged by fire.

Dale Patrick, manager, Theatre Trucking Service, moved the organization to new quarters. He now has his own terminal. Former headquarters were in the Film Exchange building. Patrick appointed Lewis Gianotta, formerly with United Detroit Theatres, as director of personnel and public relations. Donald Fitzsimmons, former dispatcher, was appointed operations manager.

Jack Zide, Chief Barker, Variety Club, announced that the annual tournament will be held on June 29. He also announced that the Variety Hollywood House is now under construction. The money received from this project will be used to benefit the Variety Cerebral Palsy Fund.

Business has been getting better during the past several weeks. "This Is Cinerama," Music Hall, is packing the crowds in daily. Extra performances have been added, according to Bill Green, publicity manager.

Indianapolis

There was a good representation from Indianapolis at the KATO convention in Louisville, Ky. . . . The mother of Herbert Hart, Auburn, Ky., exhibitor, was still in a serious condition at Auburn, Ind. . . . George Feller, Monroe, Monroeville, Ind., with the cooperation of merchants launched a birthday celebration for children having birthdays.

Abe Kaufman has taken over the Fountain, Terre Haute, Ind. . . . The Lakeland Drive-In held its opening. It is operated by M. H. Stucky. . . . Joe Bohn, Realart, visited the exhibitors in Louisville, Ky.

Salesman Herman Hallberg, 20th-Fox, was confined by illness. . . . C. A. Hill, 20th-Fox, was in for business meetings with the union committees. . . . Tom McCleaster, division manager, 20th-Fox, and representative Alex Harrison, attended the convention in Louisville. W. T. Keith, Indianapolis branch manager, also attended the affair.

On Film Row were Chris Kalafat, Tri-Hi Drive-In, Garrett, Ind.; William Kalafat, York, Churubusco, Ind.; J. F. Griffis, Boswell, Boswell, Ind.; C. Becker and John Micu, Indiana-State, Fort

Wayne, Ind.; E. E. Smith, Devon, Francisville, Ind., and Nick Paikos, Diana, Tipton, Ind.

Pittsburgh

Altec has been working on the stereophonic sound installation at the Stanley.

20th-Fox booked the first-run of "Tonight We Sing" in the Squirrel Hill, art house. . . . Kenneth Sutton has been promoted from assistant manager, Warner, to the same post at the Stanley.

Ruth Knee, secretary to National Screen Service branch manager Perry Nathan, resigned to enter another field. . . . Writer director F. Hugh Herbert came along with Don Taylor and the Paramount starlets to plug "The Girls Of Pleasure Island." The troupe made four stage appearances in Loew's Penn.

Ken and Dorothea Hoel celebrated their 27th wedding anniversary. He is the former publicity head for Harris Theatres, and is now with the Norman Burke ad agency. . . . Dinty Moore's rapidly growing buying and booking office added the Basle, Washington, Pa.; two houses in Brownville, Pa., and the two Basle drive-ins to his list of accounts.

The first 3-D picture to play the J. P. Harris will be Columbia's "Fort Ti," late in May. . . . Si Fabian and Harry Kalmine, top men in the new Stanley Warner Circuit, were in for conferences and inspection of theatre properties.

"Gunsmoke" and "Ma and Pa Kettle On Vacation" were set by U-I to make their first-run showings locally as a double bill in more than 30 first-run and suburban houses. About one double bill a month seems to be presented this way with large ads in downtown papers and special exploitation so the theatre owners playing these attractions have formed a permanent organization to set up programs and follow through on plans for the pictures.

Rosellia Wernet, at the Warner for 20 years, is away on a leave of absence. . . . The Variety Post Legion members were hosts at a recent Friday night open house.

Harold V. Cohen, drama and moving picture critic, The Post Gazette, was a victim of the flu. . . . Joe New, resident manager, William Penn Hotel, resigned, much to the sorrow of Film Row, as he has helped many an executive get a room when the hotel was near filled.

Harold Diebold, manager, State, Washington, Pa., and his family are back after a vacation at Daytona Beach, Fla. . . . Harry Passarell, Paramount office manager, became a grandfather with the arrival of a daughter at the home of Mr. and Mrs. Harry Passarell.

Kentucky Louisville

The two-day convention of the Kentucky Association of Theatre Owners at the Seelbach Hotel marked a new high for the organization. Among those

addressing the body were Alex Harrison, 20th-Fox; Mrs. Barry Bingham and Harry W. Schacter, discussing the Bookmobile project; Arthur Mayer, author of "Merely Colossal"; Trueman Rembusch, Indiana exhibitor leader, and others. The meeting was presided over by James McClanahan, president, with a showmanship clinic conducted by Bob Fox, Schine Theatres zone manager, and Chester Friedman, New York. Pat McGee, co-chairman, COMPO tax repeal committee, spoke at the banquet which ended the two-day confab. A supply dealers exhibit was arranged by W. E. Carrell, president, Falls City Theatre Equipment, who was also host at a cocktail party before the banquet.

Ohio Columbus

The West Fifth Avenue Auto Theatre, first to be located within the city limits, will open on May 1. It is owned by Frank Yassenoff, who opened the first Franklin County drive-in, the Riverside, 16 years ago. The 550-car, \$100,000 theatre, is located at 900 West Fifth Avenue.

City Attorney Richard Gordon filed an appeal with the Ohio Supreme Court from an Appellate Court decision reversing a Municipal Court conviction of a local charity "Bingo" game.

Pennsylvania Butler

The Capitol, owned by the Altoona Publix Circuit, has been completely dismantled, and is now leased to a dry cleaning establishment.

Corry

The annual spring meeting of the Blatt Brothers managers was held here.

Erie

The old Gem, owned by William G. Seyboldy, which was closed for two years, later renamed the Cinema, and then operated with an art policy, was closed again by Charlie Bick.

Joe Gold did a fine job in replacing the screen tower of the Star Drive-In after the old tower was hurled to the ground when a heavy windstorm struck. The house is under lease to the Blatt brothers.

The Super 19 Drive-In, near here, owned by Peter Camerlo, is on the market for lease or sale. Several people from New York State were in negotiating a deal.

Franklin

Ray Woodard, general manager, Kayton Amusement Company, is back from Delaware after setting up details for the opening of a new drive-in for the company.

Oil City

Horace Heidt and his amateur opportunity show were booked in the Drake under the auspices of the Rotary Club.

NEWS OF THE

Territory

Boston
Crosstown

Exhibitor opinions on the advisability of equipping theatres for 3-D vary. Spero Latchis, Latchis Circuit, admits that he is a bit skeptical about rushing out to buy 3-D equipment, although his circuit of 10 theatres in Vermont and New Hampshire is being prepared for new-type wide screens for any eventuality. He agrees with David Hodgdon, who operates three neighborhood houses in Massachusetts, when he says, "We are moving slowly when it comes to converting our theatres for true 3-D, but we are convinced that some type of wide-angle screen will survive. We are biding our time." Philip Smith, president, Smith Management Company and Midwest Drive-Ins, Inc., is equipping his 15 conventional theatres for 3-D, but is awaiting developments for the proper presentation of 3-D and wide-screen films for his 21 drive-ins. "To take care of the current releases, our conventional theatres are being equipped with 3-D mechanisms," he said, "but we will not convert any of our 21 drive-ins for 3-D for 1953. Our own engineers are working on the development of new 3-D and wide-angle screen projections which we hope to have ready for installations for the 1954 season." The Snider Circuit, with first-runs in the larger cities, signed for CinemaScope, as have many of the large circuits.

Following two days of meetings with exhibitors and film critics, radio-TV appearances, and tape recording sessions, Don Taylor, Audrey Dalton, Joan Elan, and Dorothy Bromiley, in Paramount's "The Girls of Pleasure Island," left for Washington for a similar round of activities for the film. Boston was the third stop on the stars' 16-city tour, which followed a world premiere trip to Korea where they visited with hospitalized United Nations soldiers, and entertained fighting men in various battle zones.

Once a week, projectionist Joe Cohan travels to the House of Correction at Deer Island to show films to the prisoners. One week, he brought with him the Red Cross blood film, and, with the help of Deputy Cloran, addressed the men, asking for volunteer blood donations. Cohan is proud to relate that to date 276 pints of blood have been collected, with more to come. A member of Local 182, Cohan also handles the buying and booking for films for the Casino and Old Howard.

Russell Ordway, former manager, Webb, Wethersfield, Conn., has been promoted to district manager, Lockwood and Gordon Enterprises. He will handle theatres in New Hampshire, Rhode Island, and Connecticut. Ordway replaces Dick Darby, who resigned to be-

Hy Fine Again
Leads Palsy Drive

BOSTON — For the fourth consecutive year, Hy Fine, district manager, New England Theatres, Inc., has been appointed chairman for the motion picture theatres in New England for the National Cerebral Palsy drive. New England's part in the drive will run from May 10-May 23, inclusive.

This year's trailer, "One Woman's Family," is narrated by Joan Crawford, and runs slightly less than three minutes. All managers in New England, including Connecticut, will receive a letter from Fine advising of the details, and each letter will include a return postcard inviting managers to fill in their trailer play-date preferences.

On receipt of the postcard, Fine will make arrangements with National Screen Service to furnish each theatre with a print of the trailer and a complete kit. Fine said, "This year the National Cerebral Palsy's goal is seven-and-one-half millions. That's a lot of money, and the plight of these unfortunate victims of cerebral palsy, both children and adults alike, is serious, but it has been established that proper treatment and training can help them to lead normal, self-supporting lives."

come manager, Post Drive-In, East Haven, Conn., owned by Morris Pertofski and booked by Affiliated Theatres Corporation.

The Tegu brothers, Andrew and Peter, have set May 1 for the opening of the first drive-in. In Woodsville, N. H., the theatre is being booked by affiliated Theatres Corporation.

With increase in March of 13,979 television sets, the total distribution of TV sets in the Greater Boston area exceeded the million mark. The figures released by WBZ-TV and WNAC-TV show that there are now 1,043,130 TV sets installed in homes and public places.

George Latchis, a sophomore at the University of New Hampshire and the son of Spero Latchis, Latchis Circuit, entered the army.

Eliminations announced by the Bureau of Sunday Censorship included the following: "A Perilous Journey," parts 1 to 9. (Deletions: Dialogue: "One half hour in Panama and I couldn't guarantee the virtue of a female groundhog." In part 1), Republic; "Serpent Of The Nile," parts 1 to 9, (Deletions: Eliminate side to side body movements during woman's dance, in part 3), Columbia; "Split Second," parts 1 to 9. (Deletions: Dialogue: "No, I'll be nice to you and then you give me a lot of your money." In part 6), RKO.

Film District

The annual banquet of the Theatrical Bowling League will be held on May 5 at the Lieutenant Vernon Macaulay Post, American Legion headquarters, according to an announcement from Jack

New England Bowling

Theatrical Bowling League

TWELFTH WEEK'S BOWLING (Second half)			
Affiliated 4	United Artists 0
MGM 0	Harry's Snack Bar	. 3
Independents 4	All Stars 1

STANDINGS

	Won	Lost
Affiliated 29	19
Harry's Snack Bar 28	20
United Artists 26	22
All Stars 24	24
MGM 20	28
Independents 17	31

High single: J. Freeman—131. High team single: Independents—530 (season's high). High three single: J. Freeman—334 (season's high). High team three: Independents—1485.

INDIVIDUAL AVERAGES

J. Freeman 101.5	Rahilly 90.9
Jennings 99.0	Sandler 90.5
Kirchick 95.4	Hy Young 90.4
Prager 95.1	Berlone 89.7
Farrington 94.4	Feinstein 87.3
Owens 93.6	Clements 86.4
Smith 92.9	Larson 85.3
Bradley 92.8	Glazier 84.8
Gates 92.8	Pugh 84.0
Serra 92.3	Lynde 83.8
Hill 92.0	L. Freeman 83.4
Segal 91.6	McCarthy 81.0
Field 91.3	Cohan 80.5
J. Young 91.2	Rowe 77.3
Asdot 91.1	McSorley 74.1

Alternates

Hochberg 86.9	Almon 86.3
Katz 91.6		

Hill, Wholesome Films, president. This gala affair winds up the bowling season, and is always a hilarious time. The election of officers will take place before dinner, and prizes will be awarded to winners of the various events.

Stanley Farrington, booker, Affiliated Theatres, has been receiving congratulations, and he has something of which to be proud. His mother, Mrs. Kate Farrington, 80, was named "Massachusetts Mother of the Year for 1953" by the State Federation of Womens Clubs. In 1926, when her husband, Captain Thomas Farrington, went down with the yacht Miramar off the Florida coast, she was left with six children to support and turned to the catering business. One of her sons, Thomas, is assistant manager, Hotel Statler.

While Clifford E. Parker, Alexander Film Company, was working in the New England territory with district manager Irving Saver, he received word of his promotion from northern sales manager to general sales manager. He has been with Alexander for 20 years.

Harold Rubin, Globe Premium Company, has sold a dictionary and encyclopedia deal to the Rialto, Lowell; Strand, Haverhill; Adams, Quincy, and Central, Lawrence, all in Massachusetts, and to the Uptown, Providence; Laurier, Woonsocket; Community, Centerdale, and Darlton, Pawtucket, all in Rhode Island.

Up from Florida to set the campaign for "Torpedo Alley" and "Hiawatha," Paramount and Fenway, was Harry Goldstein, exploitation director, Allied Artists. For "Torpedo Alley," Goldstein, publicist Jack Saef and managers Art Morton and Jack O'Brien set up special department store windows with the cooperation of the Navy Department, featuring the latest submarine exhibits. For "Hiawatha," they covered the school systems, taking advantage of the school vacation week.

To attempt to take care of the critical shortage of 3-D magazines, Charles Cifre, veteran theatreman, has made arrangements to have them manufactured in Boston, to be assembled and distributed by him at 20 Piedmont Street. They will be in the new 25-inch diameter set by the Society of Motion Picture Engineers. Cifre claims that they will be of rigid construction, and promises May deliveries from his headquarters at 20 Piedmont Street.

Johnnie McGrail, U-I publicist, brought in Mari Blanchard, U-I star, in "Abbott and Costello Go To Mars," and whisked her around town. She presented an award to the winner of the "Abbott and Costello" contest at the Elm Farms store, Dorchester, Mass., launched the opening of the season of the swan boats at the Public Garden, paid a visit to the polio wards of the Children's Medical Center, served coffee to servicemen at the Buddies Club, and met the local press at a luncheon at the Hotel Ritz Carlton, besides signing autographs. She planned to Hartford, Conn., for personal appearances at the Allyn, and drove to Springfield, Mass., to appear at the Arcade.

Clayton Eastman, former branch manager for UA and WB, resigned, and has moved his family to Rutland, Vt., where he is co-manager of a variety store with his son-in-law. . . . Frederick Katz, a shipper at Warners for six years, has been promoted to booker, where he is handling the Maine, New Hampshire, and Vermont theatres.

New Haven Crosstown

Franklin Ferguson, Whalley manager, United Nations Project chairman, Council of Social Agencies, assisted with the celebration of "United Nations Week." . . . The "I Love Melvin" contest which Morris Rosenthal, Loew's Poli, arranged with a local photographer received attention. . . . The Pequot installed new projection equipment. . . . Eddie Boppert, Poli projectionist, made the newspapers with a photograph showing four generations of his family. . . . Folks were sorry to hear of the death of Oswald V. Grannis, known in musical circles. . . . Irving Hillman, Roger Sherman, set a 3-D photo contest with a \$25 bond as one of the prizes in conjunction with "House Of Wax."

Jim Darby, Paramount, had a good campaign for "Anna" including striking windows, disc jockey plug songs, attractive window cards, and Italian language newspaper and radio programs. . . . Morris Rosenthal, Loew's Poli, for "Trader Horn," set a contest with WELI whereby children were invited to compete. Rosenthal asked for letters on "Why I Want To See Trader Horn." Radio and TV were also being used in the exploitation as well as newspaper herald and lobby angles.

Meadow Street

Stanley Warner had a screening of "House Of Wax" at the Roger Sherman for managers and members of the press

Mass. Open-Air Slackening Puzzles

BOSTON — The slackening of drive-in construction in Massachusetts has theatremen puzzled.

With over 60 drive-ins in operation in Massachusetts for the 1953 season, as of the middle of April, only one permit was granted for a new open-airer. This one is in Marshfield, and although the selectmen have granted permission for a drive-in to be built, owners Abraham and Moritz Feinberg have not as yet started construction. In other years, there have been numerous new theatres rushing construction for June or July openings.

One of the reasons given by equipment companies is that the town selectmen and city aldermen are tightening up on permits apparently due to pressure from outside sources. Theatremen in the know feel that there is room for attractive, well-operated open air theatres in sections of the state where there are none within a radius of 25 miles.

They believe that the town and city fathers should be advised of the value of this type of family entertainment, and any stigma which might be attached to open-airers should be erased.

It is a known fact that at least a half-dozen permits for new ozoners have been turned down this year.

The growth of drive-ins everywhere attests to acceptance by civic groups, church leaders, and others, all of whom are cognizant of the value of the open-airers as part of the entertainment and community scene.

and radio. . . . The Christ Church Guild sponsored a show at the Luxor, Unionville. . . . For the "Pilgrim Fellowship Conference Fund," Congregational Church, New Milford, a benefit show was held at the 20th Century. . . . The Danbury Drive-In opened. . . . Thelma Lois Chasin, 20th-Fox, was married to Gilbert Kenneth Strickler in Indianapolis. She resigned her position.

Eugene D. Jacobson, son of Morris Jacobson, general manager, Strand Amusement Company, Bridgeport, has been elected president, Nu Sigma Nu, medical fraternity of the College of Medicine, University of Vermont. . . . John Miller, stagehands union, went to Boston to attend a meeting.

Circuits Loew Poli

Division chief Harry F. Shaw was in New York to attend a division meeting. . . . The Globe, Bridgeport, closed for the summer, and Al Domian, manager, was moved to Loew's Poli, Bridgeport, as acting house manager. Charles Gaudino, assistant, Poli, was moved from the Park City theatre to the New Haven Loew's Poli as acting assistant manager.

Manager Bob Carney, Loew's Poli, Bridgeport, left with Mrs. Carney for a trip to Florida. . . . Manager Morris

Friends To Fete Abraham A. Spitz

PROVIDENCE, R. I. — Undoubtedly the oldest active exhibitor in the world today, Abraham A. Spitz is celebrating his 100th birthday on May 1, and his theatre friends are gathering at the Hotel Sheraton-Biltmore to pay him honor.

The affair, limited to 50 friends, is in the capable hands of Judge James E. Dooley, Narragansett Racetrack, an old friend and business associate.

Each morning, "Uncle Abe" is driven to his office in the Woolworth building, where he remains until 4 p.m., when he is driven back to his home in Cranston, a suburb of Providence. So it has been for years, and his friends hope it will be so for many years more.

On May 1, 1853, he was born in Bangor, Me., but moved to Providence with his family when he was 10. As a very young man, he became manager for M. B. Leavitt's "Gigantic Minstrels," his first experience in show business. Seven years later, he borrowed \$25 from a friend, and started his own minstrel show, later adding prize fighters and boxers. He made a deal with John L. Sullivan to appear in the show, and opened it at the Old Howard, Boston. It became a financial success.

After operating a theatrical agency in Boston, Spitz became manager, Pawtucket, Pawtucket, R. I., and later took over the lease on the old Lothrop Opera House, where the Keith Albee now stands. He turned this into the Nickle, which he claims was the first regular film house in the United States. He next built the old Empire, which was torn down in 1915. Since, then, he has had a succession of theatres. In 1932, he became associated with Judge Dooley, and, in 1938, Ralph Snider took over the active interests of many of his theatres, with Spitz retaining much of the real estate.

Abe Spitz is not only the oldest active theatreman today, but is also the oldest Elk in the country. He joined that order in 1882. He is eagerly looking forward to the birthday celebration.

The dinner committee includes Edward Fay, Meyer Stanzler, Snider, and Sam Haase. Among others from Massachusetts planning to attend are Bill Canning, Samuel Pinanski, Martin Mullin, Herman Rifkin, E. M. Loew, Tom Donaldson, Arthur Lockwood, Louis Gordon, Tom Duane, Herbert Copellman, Larry Herman, Maurice Wolf, Frank Dervin, Herbert Schaefer, Herman Mintz, Al Swerdlow, John Scully, Joe Cifre, Al Bevan, Bill Koster, and others.

Rosenthal, Loew's Poli, New Haven, went on a vacation. . . . For "Moulin Rouge," Matt Saunders, Loew's Poli, Bridgeport, assisted by Charles Gaudino, arranged for a nice bally campaign, can can girls in front of theatre, a full page of co-op. ads in The Herald, and other tieups. . . . Division manager Harry F. Shaw is a member of the committee planning the dinner to The Hartford Times publisher, Francis S. Murphy, at the Hartford Club on May 4.

NEWS OF THE

Territory

New York City
Crosstown

Sam Pearlman, manager, Loew's State, for 21 years, leaves that post to take over operation of the Warner when it reopens with "This Is Cinerama."

Carl Fishman, publicist, Loew's State, returned from a Florida vacation.

The Indian Ambassador to the United States, Gaganvihari L. Mehta, served as host to United Nations diplomats and other notables at the premiere of "Mahatma Gandhi, 20th Century Prophet," at the Guild.

E. S. Gregg, vice-president and general manager, Westrex Corporation, left for London to study market conditions in Great Britain, Ireland, France, Italy, Switzerland, Denmark, and Sweden.

Otto Preminger arrived from Hollywood for conferences with executives of United Artists on release plans for "The Moon Is Blue." . . . At the annual meeting of stockholders of Metropolitan Playhouses all directors were reelected. They are M. G. Bogue, A. H. Frisch, Hans Heinemann, James M. Landis, Samuel Rinzler, George P. Skouras, Spyros S. Skouras, Milton Weisman, Ray V. Wemple, and Milton Weiss. Weisman was elected to fill the vacancy caused by the resignation of Charlton Hibbard.

Office manager for the New York Film Board of Trade, Henry R. Danziger became a grandfather for the third time when his daughter, Edith Lerner, had a girl, Ellen, at Jewish Hospital, Brooklyn, on April 10. . . . The Center, Sunnyside, will now be operated by the AIME Operating Corporation, with Liggett-Florin doing the buying and booking. . . . The Island Theatre Circuit is doing the buying and booking for the Venice.

Adolph O. Schimel, executive vice-president and general counsel, U-I, has been named chairman of the amusement industry drive for the United Jewish Appeal. He was unanimously elected to this position at a special campaign cabinet meeting at the office of Barney Balaban, president, Paramount Pictures, Inc. Although the campaign has been well under way in the amusement industry for some time, Balaban had been serving as chairman pro-tem. The announcement of Schimel's acceptance of the chairmanship was made by Robert S. Benjamin, vice-president and chairman of the board, United Artists, last year's chairman.

"Bright Road," MGM picture, had its benefit world premiere at the 55th Street Playhouse, sponsored by the Forest Neighborhood House, Bronx, an inter-racial institution.

William Ornstein, MGM publicist, returned from a two-week vacation.

A gala preview of "Bellissima" and a personal appearance of its star, Anna Magnani, will take place at the Museum of Modern Art tonight (April 29) for the benefit of the program fund. The benefit was arranged through the cooperation of Italian Films Export.

Si Fabian and Sam Rosen, Fabian Theatres, will be the joint guests of honor at the annual luncheon of the amusements industry for UJA on May 26 at the Plaza Hotel.

Mort Sunshine, Independent Theatre Owners Association, underwent surgery at the Brooklyn Jewish Hospital.

Rae Cocking, 22-year-old soprano selected as "Australia's Modern Melba," arrived for the second stop of the world tour she won with her victory in the quest for a young Australian singer in the tradition of Dame Nellie Melba, whose glamorous career is depicted in UA's "Melba."

Samuel Goldwyn, producer of "Hans Christian Andersen," sailed for Europe with Mrs. Goldwyn. They will remain abroad for approximately three months.

J. Milton Salzburg, president, Pictorial and Cornell, left for Europe to negotiate contracts in England and Italy for more product to distribute over here.

New York State
Albany

H. L. Ripps, assistant to John P. Byrne, MGM, was in on business.

Torrential rains caused several area drive-ins to close on recent nights. The downpours have not only cut grosses, but have damaged drive-in surfaces. March was one of the wettest in the long history of the Albany weather bureau, and the first half of April ran a close second. One man commented, "Our business was off 40 percent from the same period last year."

Larry Lapidus, Stanley Warner Theatres booker, made the trek from New Haven for conferences with zone manager Charles A. Smakwitz and others. . . . Sid Kulik, Bell, checked in from New York. . . . Joe Miller, Menands Drive-In, was in New York on business.

Edward Fabian, son of S. H. Fabian, gave Albany and Troy theatres the double-o, with Louis R. Golding and Saul J. Ullman, Albany division chief. The pair, with Bernard Brooks, chief buyer-booker, are directing the affairs of Fabian Theatres while S. H. Fabian and Samuel Rosen devote their attention to the new Stanley Warner Theatre Corporation.

Louis W. Schine, Schine Circuit, Gloversville, and Mrs. Schine were visitors. . . . Johnny Cooney, Union Square, Pittsfield, Mass., arranged bookings on a visit. . . . Bob Baranoff,

during a stopoff, reported his new drive-in near Levittown, Pa., completed. Baranoff operates the Valley Drive-In, Little Falls, with Ben Coleman. He also has bought and booked for the Carman Drive-In, Guilderland.

Four youths, 16-18, were arraigned in Albany Police Court, charged by police officers with participation in the burglarizing of Hellman's Royal last October, again in March, and then in April.

Two familiar faces have been welcomed back. One is Irving Shiffman, new sales director for United Artists in the Albany territory and former Eagle-Lion salesman. The other is Ray Powers, who for many years efficiently headed the booking department at Warners and who had been away from the industry since 1950. Powers was a WB booker in Albany for 18 years. Shiffman took over the reins from Irving Mendelson, transferred to Boston as successor to Tom Duane. Mendelson returned to the city where he served as UA salesman for six years, and where he latter worked as district manager for Lippert. Moe Dudelson, UA district manager, and Manny Brown, branch manager, Buffalo, checked in for the switchover. The local branch is supervised from Buffalo.

The Strand, Ritz, Madison, and Delaware had shadow boxes to advertise "House Of Wax," Strand. Strand manager A. O. La Flamme, in cooperation with Best Displays, also built a 3-D lobby display.

Lillian Ann Paulus, MGM staff, was married to John Butler Meany.

Buffalo

The threatened five percent tax on admissions was defeated when the City Council passed a revised 1953 budget appropriation. . . . Philomena Cavanaugh, former member, Shea advertising staff, and now retired, passed another milestone when she celebrated her 82nd birthday. She survived a severe fall in her home which hospitalized her. She is the beloved veteran of local show business, having started her career with the late Michael Shea.

Bill Shirley, United Artists representative, was in working with Ed Meade, Shea's publicity director, on "Moulin Rouge." Among the highlights of the campaign was the appearance of 15 artists and models of the Buffalo Albright Art School in the Buffalo lobby. The art students sketched Lautrec characters, vieing for a prize.

Charlie Baron worked for two weeks with Bill Brereton, Basil's Lafayette, on "Salome." . . . Condolences go to Mrs. James Guilfoyle, former secretary to the late A. Charles Hayman, Lafayette, on the sudden passing of her mother, Mrs. Kathryn Walsh. . . . Clayton Eastman, former Warner branch manager, left for Rutland, Vermont.

It is hoped for the complete recovery of Al Teschemacher, former shipper, National Screen Service. He suffered an

attack at his home. . . . Andy Horn, owner, Horn Film Service, was back in Buffalo General Hospital for treatment.

Dave Leff, former United Artists branch manager, has taken office space in the Eastern Theatre Supply Company headquarters, and is distributing "Anna." . . . Charles McLeary, Shea's Elmwood manager, is back after his recent siege of the flu.

Sugar Ray Robinson, Louis Armstrong, and all-stars shared headline honors at Shea's Buffalo.

Jack Sawyer, chief of projection, Shea's Theatres, flew to the west coast to attend the SMPTE convention.

Edward L. Hyman, vice-president, AB-PT, was in to visit Arthur Krolick, district manager, Buffalo Paramount Theatres. He also attended a wedding anniversary.

Audrey Wagner, Monogram book-keeper, became a grandmother when her daughter gave birth to a new baby. . . . Joe Genco, cashier, 20th-Fox, and Bert Kemp, booker, Warners, left for Florida on their vacations. . . . George Mason, manager, Century, says all attendance records were shattered during the showing of "Peter Pan."

Jim Michaels, son of Dewey Michaels, Michaels Circuit, and Chief Barker, Variety Club, resigned as manager, Mercury, to become a foreign correspondent.

Joe Leboworth was in from the 20th-Fox home office to work with Charlie Taylor, Paramount ad chief, and Leon Serin, Center manager, on "Call Me Madam." . . . Mrs. Rose Preston, contract clerk, 20th-Fox, resigned after seven years with that exchange to welcome "Sir Stork." She was replaced by Alice Thompson.

New head of the local Colosseum loge is Herb Gaines, with John McMahon, secretary, and Michael Jusko, treasurer.

A testimonial cocktail party was tendered Marian Gueth on April 26 at the Variety Club rooms upon the occasion of the silver anniversary of Film Row's "sweetheart."

—M. G.

Long Island

Skouras' Long Island managers fared well at the recent awards presented for the "Skouras Maturity Drive." At the awards presentation Spyros Skouras, Jr., presented many managers with money-awards. Max Cooper, manager, Cove, Glen Cove, came in with the most winnings, with John Endres, manager, Calderone, Hempstead, running second. In the "Exploitation-Picture-Combined" category, Cooper took first place, and Endres took third. Tony Rosato, Playhouse, Great Neck, came in fourth. For the "Special Activity Award," Ted Allen, Rivoli, Hempstead, and Endres were cited for their safety show which permitted some 4,000 youngsters into the thea-

EYEING THE

Exchanges

NEW YORK —Bookers and salesmen at 20th-Fox had three weeks extra pay in their envelopes after the exchange captured the flag in a national feature drive. Plans are being made for a party on May 1 to celebrate.

MGM — Contract clerk Marilyn Youngman is a new addition. . . . Biller Betty Bailly is back after the measles. . . . Booker's assistant Betty Hoffman was ill. . . . Shipper Bernard Mannion and inspectress Mae Burke were out of the hospital. . . . Inspectress Kitty Schwartz was on sick leave. . . . Birthday congrats go to Harriet Allen, head, contract department, on May 6; Laura Takin, film room, on May 4, and Charlotte Cohen, film room, on May 6.

U-I — Bookers' typist Terry Schwartz was back after illness. . . . Cashier Walter Bernard was sick. . . . District manager David Levy was back from Florida.

REPUBLIC — Rene Goldstein, cashier's department, was back. . . . Booker Dave Bass had to work while spending the weekend at salesman Tony Ricci's summer home.

ALLIED ARTISTS — Sina Piscitelli will fly to Florida after her May 3 wedding. Ethel Israel will be subbing. . . . Nat Furst will be going to Miami, Fla., to attend the Allied Artists convention. . . . Phil Turrisi, film room, has set a baseball pool.

COLUMBIA — Two new 3-D inspection machines have been installed. . . . New is Howard Goldstein. . . . Boxoffice clerk Norman Rubin has taken up pipe smoking. . . . Switchboard operator Barbara Granton has taken leave to spend more time with her husband, a Korean veteran. . . . Marty Pearlberg is the new office club president. . . . Birthday cards went to typist Frances Taylor.

BONDED — The new inspectress is Anna Buvalick. . . . Benny Rosen joined the night staff. . . . Shipper Rocco Serapiglia is allergic to halavah. . . . A weekly high-low and 13-run pool has been initiated.

tres free of charge to view films, and receive lectures on safety. Allen and Endres recieved full cooperation of the Hempstead Police Department and press. In individual picture categories, Long Island managers also did well, as follows: "Way Of A Gaucho"—first, Cooper; second, Jules Koenig, Beacon, Port Washington, and third, Miss Lillian McVeigh, Manhasset; "Man In The White Suit"—second, Frank DiGennaro, Merrick, Queens; third, Tony Rosato, Playhouse, Great Neck, and fourth, Endres; "Plymouth Adventure"—first, Cooper; second, Irving Schmetz, Forest Hills, Queens, and third, Ted Allen, Rivoli, Hempstead, and "Just For You"—first,

UNITED ARTISTS — Typist June Hill and her cousin, Carol Ehmer, Rugoff and Becker, are aiming for 200 in their bowling sessions. . . . Assistant cashier Hilda Frishman was ailing. . . . Booker Calvin Young moved in to his new apartment.

RKO — Happy birthday goes to night shipper Mervin Houser and clerk Phillis Friedman. . . . Long Island booker Dorothy Post spent her vacation in Florida. . . . Biller Dolores Lee is expecting in August. . . . In for a visit was Maurie Miller, Passaic, N. J. . . . Boxoffice clerk Phil Heydeck is looking for a publisher for his latest short story, "The Decision." . . . Box-office clerk Sonny Robbins will soon be a graduate speedwriter. . . . Norman Lareau christened his new antique shop with a cocktail party.

PARAMOUNT — Ledger clerk Bill Monohan returned from his Florida honeymoon. . . . Ledger clerk Reginald Bagnal was in Boston. . . . Booker Harvey Epstein and his wife, Lucille, were in Florida celebrating her recent graduation from Brooklyn College. . . . Clerk Louise Grattini was ill.

WARNERS — Night shipper Adolph Cohen was dead of a heart attack at 63. At one time he owned a poster service which he sold to NSS. . . . Katherine Hanley, head, contract department, was back from her California vacation.

RAMBLIN' 'ROUND — A special meeting of the members of Local B-51 passed a resolution giving the executive board power to call a strike without recourse to a strike vote. . . . Bert Freese now represents Favorite in New Jersey and upstate territories. . . . Favorite got "Gambler And The Lady" on the circuits. . . . Franchise owners in for a visit at Realart included Bernie Rubin, Cleveland; Sylvan Leff, Albany; Joseph Levine, Boston, and Don Swartz, Minneapolis. . . . Realart booker Ben Levine received birthday congrats. . . . Max Cohen, Rialto, Monticello, was in for a visit at Realart. . . . 20th-Fox salesman Abe Blumstein was ill. . . . Ethel Levinson, booker, Ligget-Florin, spent her vacation in Florida. . . . Arnold Jordon, SW, New Jersey, booker for quite awhile, resigned, Lou Bernhard is taking his place.

—J. A. D.

Koenig; second, Endres, and fourth, Cooper. The "Host and Hostess" category for management of staff personnel went to Miss McVeigh, who also copped the best Christmas lobby award with DeGennaro placing third. Miss Margy Keinath, Jackson, Jackson Heights, placed fourth. Moe Baranco, district manager, Nassau and Queens, spoke on new managers and cooperation received. The "High School Hi-Jinks" presentation at the Calderone, Hempstead, was cited by many guest speakers as being outstanding, although the event did not take place during the drive.

—R. E. D.

NEWS OF THE

Territory

Philadelphia
Crosstown

First field demonstration of CinemaScope will be held today (April 29) at 9:30 a.m. at the Mastbaum, with 20th-Fox President Spyros Skouras; Al Lichtman, director of distribution, and Charles Einfeld, vice-president in charge of advertising, publicity, and exploitation on hand. Various portions of current productions are scheduled to be shown as well as other footage. In addition to the trade and press from city and state, representations from Pittsburgh and Washington are also due in.

Reports were again current that the AB-PT Tower and Nixon would reopen on or about May 13. Opening of the Tower was delayed pending clarification of the bidding situation in the area and the 28-day clearance now enjoyed by the Clifton Heights Drive-In, Clifton Heights, Pa. The circuit's other houses, the Nixon and Roosevelt, likewise, had their reopening delayed. These are already bidding situations. The Nixon, however, is now reported ready to open at about the same time as the Tower with "Peter Pan" the opening attraction. The Tower's opener was said to be MGM's "I Love Melvin." The Roosevelt situation remains in abeyance for the time being.

William Goldman returned from a five-week trip to Europe.

Bob Hanover will get his wide-screen Photorama going at the Byrd on or about May 8.

The World was broken into by robbers, who made off with approximately \$2,600.

20th-Fox's "Invaders From Mars" was given preview at the Fox.

Vine Street

Art Silber and Bob Abel, directors, were hosts to the quarterly meeting of the board of directors of the National Dari-Delite Association, which met at the Ritz Carlton on April 20-21. Plans and policies were discussed, and there was plenty of optimism, particularly as regards the current expansion in the theatre and drive-in fields.

The trade was happy to learn that Mrs. Joe Engel, wife of the Screen Guild branch manager, was back home, fully recovered, after a siege in Hahnemann Hospital.

Former exhibitor Phil Chain is now out in Burbank, Cal., interested in something called "Justice In Divorce Laws, Inc.," a crusade for the revision and emendation of the marriage and divorce laws.

Jack and Joe Engel, Harry Brillman, and all the Screen Guild exchangeites were enthused over the 40 day-and-date bookings in the area on April 26 on

Ben Bache Named
Washington WB B. M.

PHILADELPHIA — Ben Bache, Philadelphia and suburban salesman, Warners, has been promoted to manager, Washington exchange, succeeding Pete DeFazio.

In subsequent moveups, Dave Cooper, former upstate Pennsylvania salesman, takes over Bache's post; Joseph Quinlivan, former upstate Pennsylvania booker, moves into Cooper's salesmanship slot, and Lew Lerro, a booking clerk, succeeds Quinlivan as booker.

"The Tall Texan" and the Lippert 3-D short subject, "A Day In The Country." The biggest opening of this type in the vicinity so far, it was preceded by a big newspaper campaign.

His many industry friends were glad to note that Melvin Fox, injured in an automobile collision, was well on the road to recovery. . . . Sam Diamond, 20th-Fox branch manager, was back from a fast trip to Florida and a respite in the sun. . . . RKO booker John Phelan was still in Germantown Hospital undergoing tests. . . . Ann Norvick, RKO contract clerk, a recent pneumonia victim, was out of Temple Hospital recuperating at her home.

Laura Nunemacker is the new general clerk at Warners, where Irma Sturgatch has been promoted from general clerk to biller. . . . Locals F-7 and B-7 were still marking time awaiting word from New York before taking further action.

Paramount salesman Herman Rubin, who entered Albert Einstein Medical Center, Northern Division, for an operation, was in need of blood donors. Get in touch with the Variety Club or the Motion Picture Associates.

Circuits
Stanley-Warner

John Pasquale, who operated the Earle building barber shop for 18 years, is now affiliated with the PSFS building barber shop, 12 South 12th Strteet, and is taking appointments from 8:30 a.m. to 4:30 p.m. He will be pleased to see his former customers.

Barney Sackett, formerly Earle assistant manager, is now at the Aldine in the same capacity, looking and feeling fine after his operation.

Final arrangements have been made for moving the Stanley Warner offices from the Earle building to the Frankel building, 1300 Arch Street, on May 9. Business will go on as usual, starting on May 11. The new telephone number is LOcust 4-1200.

Paramount brought Don Taylor, Audrey Dalton, Dorothy Bromiley, and Joan Elan for personal appearances at the Aldine and to meet the press and radio people in connection with "The Girls Of Pleasure Island," Aldine. . . . The Stanley Warner Club's Philadelphia and suburban employees celebrated the spring party at Palumbo's. Invited guests included all department heads from the local office. Arrangements were under

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the supervision and direction of Ben Blumberg, president, and Jack Goldman, vice-president in charge of entertainment, who did a masterful job.

Sarah Faberman, proud grandma, has gorgeous new photos of little Susan, one of the future glamour girls of Philadelphia. . . . Thirteen theatres opening "Bwana Devil" had super-duper promotion campaigns put on to exploit the picture. Real first-run campaigns were executed by all the managers after several meetings conducted by Paul Castello and Jack Flynn.

District of Columbia Washington

Sam Roth, operating the Plaza and Little here and owner, Valley Enterprises, announced the opening of the Silver Springs, Silver Springs, Md. This is the old Seco, and only the ceiling and three walls remain of the Silver Springs landmark. With a large living room-like lobby, equipped with a Hammond organ to entertain the patrons while they are waiting to be seated and a bank counter like boxoffice, in front of the theatre, the remodeled house will seat 600, with free parking space for all. Roth's Silver Springs is a direct outgrowth of his art operation at the Plaza and Little, and the Silver Springs will play a day-and-date policy with the Plaza or the Little.

Theatre goers mourned the death of Percy Booth, who for many years sold tickets at the National and, lately, at the Shubert theatre.



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Exhibs Seeking Support For Tax Bill

HARRISBURG, PA. — Exhibitors throughout the territory were banding together to support the Waterhouse-Andrews Bill H-1097, introduced last week in the House of Representatives of the Pennsylvania legislature.

The bill would remove theatres and motion picture places as subjects of local taxation.

K-B Circuit played the 16mm. version of "Julius Caesar" at the Apex and Flower. . . . Florenz Hines, lately of the Stanley Warner Theatres publicity and advertising staff, transferred his professional allegiance to the Raleigh Hotel.

P. F. Rosian, U-I division manager, visited the exchange, and accompanied branch manager Joe Gins to Baltimore, Md. . . . Friends of United Artists booker Doris Chown are mourning the death of her mother. . . . Cliff Jarrett, Warner salesman, is sporting a beautiful shiner. The explanation is, "He fell." . . . Sam Galanty, Columbia's mideast division manager, was in New York attending a home office meeting.

Congratulations go to Sara Young, 20th-Fox booker, who became a grandmother for the third time. The parents are Mr. and Mrs. Richard Young, and the baby weighed seven pounds, bedside. He will carry the monicker of Benjamin Franklin Young.

ALLIED ARTISTS — The new cashier is Larry Friess. . . . Auditor R. V. Graber, Jr., was in making a routine audit. . . . Lloyd Lind, vice-president, and Ed Morey, home office, visited. . . . It is rumored that Al Wheeler, office manager, was seen without a cigar being "chawed on."

Out-of-town exhibitors in booking were Olin Thrush, Liberty, Keyser, W. Va.; Lena Doll, Maryland, Kitzmiller, Md.; Ellis Doll, Barton, Barton, Md.; Jack Levine, Irvington, Baltimore, Md.; Yolanda Bisheilds, Majestic, Mount Savage, Md., and Stu Thomson, Rendezvous, Hempstead, Md.

Joyce Selznick, special exploitation representative, Columbia home office, was in to set up tiein merchandise for "The 5000 Fingers of Dr. T."

VARIETY CLUB NOTES — Happy birthday to the following barkers: Arthur Jacobson, April 22; David Sackett, (24); Jerry Adams, (24); Daniel D. Young, (26); Irving Morton, (27), and John Rose, (30).

A round of intensive activities in the promotion of Paramount's "The Girls Of Pleasure Island," was part of the schedule of picture's stars, Don Taylor, Dorothy Bromiley, Audrey Dalton and Joan Elan. Television appearances, tape recording sessions, and newspaper interviews occupied the players.

Major Bob Saunders, Park Drive-In, Petersburg, Va., and Super 17 Drive-In, Cradock, Va., flew in from his office in

Jack Beresin Feted By Industry Friends

PHILADELPHIA — In recognition of his outstanding service to the Variety Club of Philadelphia, Tent 13, over the past years, Jack Beresin, International Chief Barker, was honored at a dinner at the Bellevue Stratford Hotel, given by civic and industrial leaders under the chairmanship of William A. Schnader.

The entire proceeds from the \$100 affair attended by nearly 900 persons, provided funds for the building of a new Variety Club recreation hall at Tent 13's camp for underprivileged children to be dedicated to the memory of Beresin's parents.

Beresin in 1935 helped found the Philadelphia tent, and became its Chief Barker in 1938. Since 1938 he has served as chairman of the Heart Fund, and is now International Chief Barker of the tents around the world.

Principal speakers were Dr. Robert B. Whyte, a former Philadelphian, now pastor, Old Stone Church, Cleveland; Colonel William McCraw, executive director, Variety Clubs International; Danny Kaye, and Hy Gardner, The New York Herald-Tribune.

The invocation was delivered by Dr. David H. Wice, rabbi, Rodeph Shalom, and the benediction by Rev. Sylvester McCarthy, chaplain, Tent 13.

Others on the dais were Edward Emanuel, VCI Representative At Large; George Eby, Pittsburgh, International Dough Guy; James A. Finnegan, president, City Council; Ralph W. Pries, Chief Barker, Tent 13; Bob Christenberry, New York State Athletic Commissioner; Francis J. Myers; Ted Schlanger, former Chief Barker, Tent 13; Leo Posel, president, Variety Club camp for handicapped children, and Victor H. Blanc, Councilman-at-large and a former Tent 13 Chief Barker.

Beresin was presented a scroll by Schnader for his many years of unselfish devotion to philanthropic work.

Music for the occasion was by Joe Frassetto and orchestra.

Wooster, O., to do some dating. . . . Julie Gordon, Palace and Wythe, Newport News, Va., was seen hustling along Film Row. . . . Johnny Bromas and Curtis Hildebrand, Valley Enterprises execs, made one of their infrequent visits to New Jersey Avenue, accompanied by Laynie Payne, Pitts Circuit. . . . Harry Silver was booking the Columbia, Baltimore, Md., while Harry Vogelstein basks in the Florida sunshine. . . . Mike Leventhal, Lord Baltimore, Baltimore, Md., was in to see the opening ball game, which was attended by quite a few local film folk.

Harley Davidson's Independent Theatre Service is booking and buying for the new Del-Air Drive-In, Dagsboro, Del. . . . Rube Shor was in from Cincinnati booking his Elkton Drive-In, Elkton, Md., and Delmar Drive-In, Delmar, Del. . . . George E. Ward, Palace, Cape Charles, Va., was elected president, Cape Charles Chamber of Commerce.

COLUMBIA GEMS — May Johnson, typist, was in the hospital for observation. . . . Max Rutledge, booker, entertained his "in-laws" in for a visit from Florida. . . . Elmer Moore, booker, officiated at the Forestville, Md., Volunteer Fire Department horse show. . . . Sid Zins, publicity, was knocking himself out setting up campaigns in Petersburg, Va., Richmond, Va., and Baltimore, Md., on "Salome" and "Man In The Dark." . . . Ben Caplon, branch manager, is all smiles while "Salome" breaks all house records at the Trans-Lux. . . . Marty Kutner, salesman, had two flat tires at the same time traveling through Virginia.

George Wheeler, District Theatres head booker, is visiting the houses and holding meetings with the managers in Richmond and Petersburg, Va.

—F. S.

Delaware Dover

CinemaScope Products, Inc., has been chartered in the office of Secretary of State John N. McDowell with capital of \$1,000.

Wilmington

Mr. and Mrs. Robert W. Maclary, Pleasant Hill Drive-In, are the parents of a daughter, born at the Wilmington General Hospital. . . . Dick Evans is now handling theatre advertising copy for The Wilmington Sunday Star in place of Stanley A. Damiecki, who resigned. . . . The Wilmington Record is now carrying ads of the Queen, Arcadia, and Playhouse. . . . The Rialto did not display a show card announcing that "Call Me Madam" records were sold in the Warner lobby, as a lost line of type in EXHIBITOR made it appear. The Rialto did display a show card announcing that "Call Me Madam" records were on sale at Robelen's. There were "Peter Pan" records sold in the Warner lobby.

—H. L. S.

Maryland Baltimore

Rodney Collier, manager, Stanley, attended the \$100-a-plate dinner of the Variety Club, Tent 13, Philadelphia. Other Baltimoreans present included Wilton Schwaber, Mike Rendelman, Isador M. Rappaport and son, Bob, Bill Brizendine, Howard Wagonheim, and Joseph Schwaber, Jr. . . . Oscar Doob, general theatres executive, Loew's, Inc., was in on business.

Mrs. Russell Harrington, wife of the Motion Picture and Television Projectionists' Union president, is a patient at Sinai Hospital. He's also projectionist at the Redwing.

Friends are mourning the death of George Despeaux, Keiths' projectionist, following an illness. . . . The Howard County Board of Commissioners boosted the amusement tax, including movies, from one-half percent to one-and-one-half percent of admissions. The commissioners are given power to set the amount of this tax by the Maryland code.

Jack Sidney, Century's manager, was a Sunday night judge on a talent show over WAAM-TV. . . . Walter Gettinger, who operates the Howard, and his wife were in New York.

Through courtesy of J. Lawrence Schanberger, owner, Keiths, 1130 parochial school children who participated in 1952 street fairs to help a free camp program were entertained at a showing of "Off Limits." . . . Dick Dizon, assistant, Little, made a special trip to Washington.

—G. B.

Leonardtwn

A new stunt proving popular at the 235 Drive-In, California, Md., is the taking of children's pictures riding the ponies. McCoy Grantham is now assisting W. N. Hodgdon at the spot. . . . Joe Connetti is the new projectionist at the Plaza, Lexington Park, Md. . . . Jeanette Ickes, Plaza staff, is now at the 235 Drive-In, California, Md. . . . Mrs. Ruth Thumbstein, chief concessionist, Park, Lexington Park, Md., celebrated her 20th wedding anniversary.

New Jersey Medford

Ephraim Tomlinson, Jr., owner, Medford, announced that Eugene Edwards, New Egypt, New Egypt, N. J., will do the buying and booking for his house.

Pennsylvania Allentown

Lou Golding, Fabian Theatres, New York City, paid a call.

Max M. Korr, owner-operator, Earle and Allen Vending Company, acquired the majority capital stock of the Allen Plumbing Supply Company. He has been operating head of the plumbing supply house since Jan. 1, when its operations were changed from a wholesale-retail basis to strictly wholesale. Korr will be president. His company will handle a complete line of all supplies, and Korr will continue to operate his theatre interests.

Hallstead

Harvey English announced that the Capitol would close on May 4.

Harrisburg

For "The Blue Gardenia," Jack O'Rear, manager, Colonial, had two radio stations playing numbers from the picture for at least three weeks prior to the showing.

Jack Trumbo, manager, Elton, Steelton, Pa., celebrated his birthday, and was given a surprise party by the theatre staff. He was also presented with a wallet and tie.

B. J. Bispeck, manager, Senate, had a strep throat. He was taken suddenly ill while his family was visiting in Ohio.

Reading

Paul H. Esterly, manager, Strand, was reelected a director, Reading Fair. . . . Congressman George M. Rhodes in his weekly broadcast from a Reading station, reaffirmed a recent declaration that the

outlook for a repeal of the federal tax on theatre tickets is promising.

Theatremen were impressed with the statement of Representative George M. Rhodes before the Ways and Means Committee in Washington seeking to end the 20 percent federal amusements tax. He pointed out, among other things, that in 1948 there were 21 theatres in full-

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TRADE SCREENINGS

PHILADELPHIA

MGM — (1233 Summer) May 11, 2, "Dangerous When Wet" (Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel) (Technicolor).

PARAMOUNT — (248 North 12th) May 4, 11, "The Vanquished" (John Payne, Jan Sterling, Lyle Bettger) (Technicolor); 2, "Stalag 17" (William Holden, Don Taylor, Otto Preminger).

time operation in Berks County, and today seven have closed their doors, five are part-time, four have changed hands one or more times, and another five are on the verge of closing unless relief is forthcoming. He also gave other figures to show the plight of the theatres, and said that businesses allied with the industry also suffer. Elimination of the 20 percent tax would not only help the theatres but other businesses as well, he said.

Scranton

Rebuilding plans of the Comerford organization on the site of the former State, destroyed by fire last year, include a 13-foot high bridge spanning Oakford Court, permitting entrance from Wyoming Avenue, original entrance of the State, to the mezzanine of the Capitol, one block distant on Penn Avenue. The new structure will house two stores, together with a ramp that will ascend to the span through to the Capitol, affording this theatre two entrances.

Changes have been made by the Comerford home office. Margaret West goes into the home office from the Comerford, Mary Nolan goes to the Comerford from the Capitol, where the vacancy is filled by Helen Harris, formerly of the Rialto, and Ann McCrone replaces Miss Harris at the Rialto.

Gerard Adams, son of Gerard Adams, Comerford Theatres, Honesdale, Pa., was placed on the Dean's list at the University of Scranton. . . . Dr. Joseph Comerford, nephew of the late M. E. Comerford, has been appointed head, medical panel, Lackawanna County Civil Defense Organization. . . . The wife of H. Brazille, Comerford Theatres, is a



When some of the committee chairmen recently held a meeting in Richmond, Va., to discuss the Virginia MPTA convention to be held on May 5-6-7 at the Hotel Chamberlin, Old Point Comfort, Va., on hand were, seated, left to right, Syd Gates, convention co-chairman; Mrs. Helen Smith and Mrs. Constance Crosby, co-chairmen, ladies committee, and Leonard Gordon, convention co-chairman, and, standing, left to right, Jerome Gordon, refreshments; William E. Jasper, registration; Hal J. Lyon, president's cocktail party; Julian Gordon, games; Earle Westbrooke, transportation; J. K. Crockett, registration; James Booth, exhibits, and Robert Levine, film clinics.

medical patient at Hahnemann Hospital. . . . Comerford home office's Tony Howley has been appointed a member of the Miners baseball committee. . . . The Comerford organization is mourning the loss of George Phillips, former stage hand.

Comerford Theatres, Inc., will ready 14 houses for early 3-D programming, it was disclosed by the RCA Victor Division, Radio Corporation of America. Complete 3-D projection and sound stereophonic equipment will be installed in the Majestic, Providence, R. I.; the Capitol, Binghamton, N. Y., and the Capitol, Williamsport, Pa. In addition, 11 other Comerford theatres will soon convert to 3-D. The announcement followed a sales conference by former Postmaster General Frank Walker, president of the board, Comerford Theatres, Inc.; his son, Thomas Walker; J. J. O'Leary, Charles Ryan, and Byron Linn, all of the circuit, and J. F. O'Brien, RCA theatre equipment manager.

Virginia Abingdon

Field Theatres Corporation was formed, with T. D. Field, Bristol, as president, for the purpose of operating theatres and other places of entertainment.

Richmond

Syd Gates and Leonard Gordon, co-chairmen, Virginia MPTA annual convention, announced two more features of the three-day affair to be held on May 5, 6, 7, at the Hotel Chamberlin, Old Point Comfort. George C. Ritch and Standard Vendors, Inc., Baltimore, Md., will give a round-trip to New York for two, accommodations at the Waldorf-Astoria Hotel for two, and two tickets to Cinerama to an exhibitor present at the convention. The winner will be announced at the banquet. Irving Mack and Filmack Trailers, Chicago, have donated two clocks to be given as door prizes to exhibitors.

Variety Club

Tent 13, Philadelphia

Chief Barker Ralph W. Pries announced that on May 4 a general membership meeting will be held in the Clover Room of the Bellevue-Stratford Hotel. Dinner will be served, and top sports personalities will be on the dais.

American Airlines announced their fast schedules and low fares to Barkers intending to attend the Variety Clubs International convention in Mexico City on May 18-19-20-21.



Nearly 1000 traders, industrialists, city, state, and national leaders gathered at the Bellevue-Stratford to pay tribute to Jack Beresin, Chief Barker, Variety Clubs International, for his many philanthropies, especially for his work for the

Heart Fund. Most of the funds raised will provide for the building of a new recreation hall at Tent 13's Camp for Handicapped Children, to be dedicated to the memory of Beresin's parents.

Allied Artists (Monogram)

BATTLE ZONE—ACD—John Hodiak, Linda Christian, Stephen McNally—Routine Korean war film—82m.—see Nov. 19 issue—(5301).
BOMBA AND THE JUNGLE GIRL—AD—Johnny Sheffield, Karen Sharpe, Suzette Harbin—Okeh series entry for the duallers—70m.—see Dec. 17 issue—Leg.: B—(5208)—(Monogram).
CANYON AMBUSH—W—Johnny Mack Brown, Lee Roberts, Phyllis Coates—Routine western—53m.—see Oct. 22 issue—(5244)—(Monogram).
FANGS OF THE ARCTIC—MD—Kirby Grant, Chinook, Lorna Hansen—Okeh programmer for the duallers—63m.—see Feb. 25 issue—(522)—(Monogram).
FLAT TOP—MD—Sterling Hayden, Richard Carlson, Phyllis Coates—Naval air meller rates with the better numbers—85m.—see Nov. 5 issue—(Cinecolor)—(5201)—(Monogram).
FORT VENGEANCE—OD—James Craig, Keith Larsen, Rita Moreno—Northwest Mounted Police show will fit neatly into the duallers—76m.—see Apr. 8 issue—(Cinecolor)—(5303).
GHOST OF CROSSBONE CANYON, THE—W—Guy Madison, Andy Devine—Routine western—56m.—see Apr. 8 issue—(Monogram).
HIAWATHA—MD—Vincent Edwards, Yvette Dugay, Keith Larsen—Well-made entry should please younger crowd and family trade—79m.—see Dec. 17 issue—(Cinecolor)—(5202)—(Monogram).
HOMESTEADERS, THE—W—Wild Bill Elliott, Robert Lowry, Barbara Allen—Okeh western—62m.—see Apr. 22 issue—(5323).
JALOPLY—C—Leo Gorcey, Huntz Hall, Jane Easton—Okeh series entry—62m.—see Apr. 8 issue—(5318).
KANSAS PACIFIC—ACD—Sterling Hayden, Eve Miller, Barton McLane—Outdoor action show has the angles—74m.—see Mar. 11 issue—(Color)—(5302).
MARKSMAN, THE—W—Wayne Morris, Stanford Jolley, Elena Verdugo—Okeh outdoor entry for the duallers—60½m.—see Apr. 8 issue—(5333).
MAVERICK, THE—W—Wild Bill Elliott, Phyllis Coates, Florence Lake—Okeh program western—71m.—see Dec. 31 issue—(5322).
NO HOLDS BARRED—C—Leo Gorcey, Huntz Hall, Marjorie Reynolds—Better "Bowery Boys" entry—66m.—see Nov. 5 issue—(5214)—(Monogram).
STAR OF TEXAS—W—Wayne Morris, Rick Vallin, Robert Lee Rice—Okeh western—67m.—see Jan. 28 issue—(5332).
TANGIER INCIDENT—MD—George Brent, Mari Aldon, Bert Freed—Espionage melodrama will fit into the duallers—78m.—see Jan. 28 issue—(5316).
TORPEDO ALLEY—MD—Mark Stevens, Dorothy Malone, Charles Winninger—Okeh service film can be exploited—84m.—see Nov. 19 issue—(5308).
WHITE LIGHTNING—ACD—Stanley Clements, Steve Brodie, Gloria Blondell—Okeh for the duallers—61m.—see Mar. 25 issue—(5326).
WYOMING ROUNDUP—W—Whip Wilson, Tommy Farrell, Phyllis Coates—Routine series entry—53m.—see Dec. 3 issue—(5254)—(Monogram).

TO BE REVIEWED OR IN PRODUCTION

AFFAIR IN MONTE CARLO—Richard Todd, Merle Oberon, Leo Genn—(Technicolor)—(English-made)—(5307).
BOWERY KNIGHTS—Leo Gorcey, Huntz Hall, Angela Greene, Bowery Boys—(5319).
COW COUNTRY—Edmond O'Brien, Helen Westcott, Peggie Castle—(5310).
CLIPPED WINGS—Leo Gorcey, Huntz Hall, Bowery Boys.
MAZE, THE—Veronica Hurst, Richard Carlson, Hillary Brooke—(3-D).
MURDER WITHOUT TEARS—Craig Stevens, Joyce Holden, Richard Benedict—(5328).
NORTHERN PATROL—Kirby Grant, Chinook—(5330).
REBEL CITY—Bill Elliott, Marjorie Lord—(5324).
ROAR OF THE CROWD, THE—Howard Duff, Helene Stanley—(Color)—(5311).
SAFARI DRUMS—Johnny Sheffield, Barbara Bestar—(5314).
SON OF BELLE STARR—Keith Larsen, Peggie Castle, Dona Drake—(Cinecolor)—(5309).
TRAIL BLAZERS—Alan Hale, Jr.—(5329).

Astor

BORN TO THE SADDLE—W—Chuck Courtney, Donald Woods, Leif Erickson—For the lower half—77m.—see Feb. 11 issue—(Trucolor).
LOVE ISLAND—AD—Paul Valentine, Eva Gabor, Malcolm Lee Beggs—Tropical adventure will fit into the lower half—66m.—see Jan. 28 issue—(Cinecolor).
SEEDS OF DESTRUCTION—D—Kent Taylor, Gloria Holden, Gene Lockhart—Anti-communist film has the angles for the selling—85m.—see Sept. 10 issue.
THIEF IN SILK—MD—Eduardo Casado, Philip Reed, Jean Bradley—Import will fit into the lower half—88m.—see Apr. 22 issue—(Made in Cuba).

TO BE REVIEWED OR IN PRODUCTION

RETURN OF RAFFLES—George Barraud, Carmilla Horn—(English-made).

Columbia

(1951-52 releases from 4C1
1952-53 releases from 501)

ALL ASHORE—MUC—Mickey Rooney, Dick Haymes, Peggy Ryan—Pleasant programmer—80m.—see Feb. 25 issue—Leg.: B—(Technicolor)—(534).
AMBUSH AT TOMAHAWK GAP—OD—John Hodiak, John Derek, Maria Elena Marques—Okeh outdoor show—73m.—see May 6 issue—Leg.: B—(Technicolor).
BANDIT OF SHERWOOD FOREST, THE—COSMD—Cornel Wilde, Anita Louise, Jili Esmond—Reissue has the names and angles—87m.—see Mar. 11 issue—(544).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 49, No. 26

APRIL 29, 1953

BLUE CANADIAN ROCKIES—WMD—Gene Autry, Pat Buttram, Gail Davis—Routine Autry—58m.—see Nov. 19 issue—(472).
EIGHT IRON MEN—MD—Mary Castle, David McMahon, Bonar Colleano—Suspensive war film—80m.—see Oct. 22 issue—(515).
FIVE ANGLES ON MURDER—MYMD—Jean Kent, Dirk Bogarde, Susan Shaw—Well-made mystery import—88m.—see Feb. 11 issue—Leg.: B—(English-made)—(543).
FOUR POSTER, THE—CD—Lilli Palmer, Rex Harrison—High rating offering will get best response in art and class spots—103m.—see Oct. 22 issue—(519).
GLASS WALL, THE—MD—Vittorio Gassman, Gloria Grahame, Ann Robinson—Interesting meller—80m.—see Mar. 25 issue—(541).
HANGMAN'S KNOT—OMD—Randolph Scott, Donna Reed, Claude Jarman, Jr.—Okeh action entry—81m.—see Nov. 5 issue—(Technicolor)—(512).
INVASION U.S.A.—MD—Gerald Mohr, Peggie Castle, Dan O'Herlihy—For the duallers—74m.—Leg.: B—see Dec. 17 issue—(513).
JACK MC CALL, DESPERADO—OMD—George Montgomery, Angela Stevens, Douglas Kennedy—Okeh action entry for the duallers—76m.—see Mar. 25 issue—(Technicolor)—(537).
LADIES OF THE CHORUS—ROMCMU—Marilyn Monroe, Adele Jergens, Rand Brooks—Monroe name should help reissue—61m.—see Oct. 22 issue—(514).
LAST OF THE COMANCHES—WMD—Broderick Crawford, Barbara Hale, Johnny Stewart—Okeh action entry—85m.—see Dec. 31 issue—(Technicolor)—(511).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. 3-D Indicates pictures being made in any third dimensional process.

Abbreviations following titles indicate type of picture.

AD—Adventure drama	MUCD—Musical comedy drama
ACD—Action drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
BUR—Burlesque	MYCM—Mystery comedy musical
C—Comedy	MYD—Mystery drama
CAR—Cartoon feature	MYMD—Mystery melodrama
CD—Comedy drama	MYMU—Mystery musical
CDMU—Comedy drama musical	MYW—Mystery western
CFAN—Comedy fantasy	NOV—Novelty
CFANMU—Comedy fantasy musical	OPC—Operatic comedy
CMD—Comedy melodrama	OPD—Operatic drama
CMU—Comedy musical	OD—Outdoor drama
COMP—Compilation	OMD—Outdoor melodrama
COSMD—Costume melodrama	PD—Psychological drama
D—Drama	ROMC—Romantic comedy
DFAN—Drama fantasy	ROMCMU—Romantic comedy musical
DMU—Dramatic musical	ROMD—Romantic drama
DOC—Documentary	ROMDMU—Romantic drama with music
DOCD—Documentary drama	SAT—Satire
DOCMD—Documentary melodrama	SFD—Science fiction drama
ED—Educational feature	SCD—Sex-comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Farce musical	WCMU—Western comedy musical
HISD—Historical drama	WD—Western drama
MDMU—Melodrama musical	WMD—Western melodrama
MD—Melodrama	WMDMU—Western melodrama musical
MUC—Musical comedy	WMU—Western musical

MAN IN THE DARK—MD—Edmond O'Brien, Audrey Totter, Ted de Corsia—3-D angles should react well box-office—70m.—see Apr. 22 issue—(3-D).
MEMBER OF THE WEDDING, THE—D—Ethel Waters, Julie Harris, Brandon De Wilde—Interesting drama will best fit into the art and specialty spots—91m.—see Dec. 31 issue—(521).
ON TOP OF OLD SMOKY—W—Gene Autry, Smiley Burnette, Gail Davis—Routine series entry—59m.—see Mar. 11 issue—(572).
ONE GIRL'S CONFESSION—MD—Cleo Moore, Hugo Haas, Glenn Langan—Okeh for the lower half—74m.—see Mar. 11 issue—Leg.: B—(528).
PATHFINDER, THE—MD—George Montgomery, Helena Carter, Jay Silverheels—Okeh programmer for the duallers—78m.—see Dec. 31 issue—(Technicolor)—(516).
PRINCE OF PIRATES—AD—John Derek, Barbara Rush, Carla Balenda—Swashbuckler will fit into the duallers—80m.—see Jan. 28 issue—Leg.: B—(Technicolor)—(524).
PROBLEM GIRLS—MD—Helen Walker, Ross Elliott, Susan Morrow—For the lower half—70m.—see Mar. 25 issue—Leg.: B—(526).
SALOME—D—Rita Hayworth, Stewart Granger, Charles Laughton—Well-mounted, colorful Biblical drama should ride into the better grosses—103m.—see Mar. 25 issue—Leg.: B—(Technicolor)—(545).
SAVAGE MUTINY—AD—Johnny Weissmuller, Angela Stevens, Lester Matthews—Routine series entry—73m.—see Jan. 28 issue—(539).
SERPENT OF THE NILE—COSMD—Rhonda Fleming, William Lundigan, Raymond Burr—Costume action show will fit into the duallers—81m.—see Apr. 22 issue—Leg.: B—(Technicolor).
STRANGE FASCINATION—D—Cleo Moore, Hugo Haas, Mona Barrie—Interesting programmer for the lower half—80m.—see Oct. 8 issue—Leg.: B—(505).
TARGET HONG KONG—MD—Richard Denning, Nancy Gates, Richard Loo—Routine melodrama for the lower half—66m.—see Dec. 17 issue—(517).
VOODOO TIGER—AD—Johnny Weissmuller, Jean Byron, James Seay, Jeanne Dean—Okeh series entry for the lower half—67m.—Leg.: B—see Nov. 5 issue—(518).
WINNING OF THE WEST—W—Gene Autry, Smiley Burnette, Gail Davis—Routine Autry—57m.—see Jan. 28 issue—(571).

HONEST OPINION



based on KNOWLEDGE!

Here is a summary of the **FACTUALLY HONEST** Data as originally published in our "Pink Section" **REVIEWS**. It is **ALL** of the facts in a nutshell . . . as up-to-date as last Friday!

Check these running times and other data against your records!

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF MESSALINA, THE—Maria Felix, Georges Marshall—(Mexican-made).
BIG HEAT, THE—Glenn Ford, Gloria Grahame, Jocelyn Brando.
BIG JUMP, THE—Alan Ladd, Susan Stephens, Leo Genn—(Technicolor)—(Made in England).
CHARGE OF THE LANCERS—Paulette Goddard, Jean Pierre Aumont—(Technicolor).
CHINA VENTURE—Edmond O'Brien, Barry Sullivan, Jocelyn Brando, Alvy Moore.
CONQUEST OF COCHISE—John Hodiak, Robert Stack, Joy Page—(Technicolor).
CRUISIN' DOWN THE RIVER—Dick Haymes, Connie Russell, Billy Daniels—(Technicolor).
5,000 FINGERS OF DR. T., THE—Peter Lind Hayes, Mary Healy, Tommy Rettig—(Technicolor).
FLAME OF CALCUTTA—Denise Darcel, Patric Knowles—(Technicolor).
FORT TI—George Montgomery, Joan Vohns, Ben-Estar—(Technicolor)—(3-D).
FROM HERE TO ETERNITY—Montgomery Clift, Burt Lancaster, Deborah Kerr, Frank Sinatra.
49TH MAN, THE—John Ireland, Richard Denning, Suzanne Dalbert.
GOLDTOWN GHOST RIDERS—Gene Autry, Smiley Burnette, Gail Davis—57m.
HELL BELOW ZERO—Alan Ladd, Basil Sydney, Joan Tetzel—(Made in England)—(Technicolor).
I RIDE ALONE—Randolph Scott, Claire Trevor—(3-D)—(Technicolor).
JUGGLER, THE—Kirk Douglas, Milly Vitale, Paul Stewart—(Made in Israel)—(520).
KILLER APE, THE—Johnny Weismuller, Carol Thurston, Bert Wenland.
LAST OF THE PONY RIDERS—Gene Autry, Smiley Burnette, Kathleen Case.
LAST POSSE, THE—Broderick Crawford, Wanda Hendrix, John Derek, Charles Bickford.
LE PLAISIR—Jean Gabin, Danielle Darrieux, Claude Dauphin—(French-made).
LET'S DO IT AGAIN—Jane Wyman, Ray Milland, Aldo Ray, Valerie Bettis—(Technicolor).
MISS SADIE THOMPSON—Rita Hayworth, Aldo Ray—(Technicolor)—(3-D).
MISSION OVER KOREA—John Hodiak, John Derek, Audrey Totter.
PACK TRAIN—Gene Autry, Smiley Burnette, Gail Davis.
PANHANDLE TERRITORY—Jack Mahoney, Smiley Burnette, Jarma Lewis.
PRISONERS OF THE CASBAH—Gloria Grahame, Cesar Romero, Turhan Bey—(Technicolor).
PROUD ONES, THE—Michele Morgan, Gerard Philipe, Carlos Lopez Moctezuma—(Made in France and Mexico).
SAGINAW TRAIL—Gene Autry, Smiley Burnette, Connie Marshall.
SCALPEL—Charlton Heston, Elizabeth Scott.
SERPENT OF THE NILE—Rhonda Fleming, William Lundigan, Raymond Burr—(Technicolor).
SIREN OF BAGDAD—Paul Henreid, Patricia Medina, Laurette Leuz—(Technicolor)—Leg.: B.
SKY COMMANDO—Dan Duryea, Frances Gifford, Touch Connors.
SLAVES OF BABYLON—Richard Conte, Linda Christian, Terry Kilburn—(Technicolor).
STRONGARM—Broderick Crawford, Roberta Haynes—(3-D).
VALLEY OF THE HEADHUNTERS—Johnny Weissmuller, Christine Larson, Nelson Leigh.
WILD ONE, THE—Marlon Brando, Mary Murphy, Lee Marvin.

Lippert

(1951-52 releases from 5101)

BAD BLONDE—MD—Barbara Payton, Tony Wright, Frederick Valk—Interesting English melodrama will fit neatly into the duallers—81m.—see Apr. 22 issue—(English-made)—(5211).
GAMBLER AND THE LADY—MD—Dane Clark, Kathleen Byron, Naomi Chance—Gangster meller will fit into the bottom half—71m.—see Dec. 17 issue—(English-made)—(5204).
I'LL GET YOU—MD—George Raft, Sally Gray, Clifford Evans—Raft starrer will fit into the duallers—79m.—see Feb. 11 issue—(Made in England)—(5206).
MR. WALKIE TALKIE—C—William Tracy, Joe Sawyer, Margia Dean—Service comedy for the lower half—65m.—see Dec. 31 issue—(5203).
SCOTLAND YARD INSPECTOR—MD—Cesar Romero, Lois Maxwell, Bernadette O'Farrell—For the duallers—79m.—see Nov. 5 issue—(English-made)—(5202).
TALL TEXAN, THE—OD—Lloyd Bridges, Lee J. Cobb, Marie Windsor—Above average western—82m.—see Apr. 22 issue—(5207).
TROMBA, THE TIGER MAN—MD—Rene Deltgen, Angelika Hauff, Krone Circus—Import will fit into the lower half—63m.—see Nov. 5 issue—(German-made)—(Dubbed English dialogue)—(5201).
TWILIGHT WOMEN—See WOMEN OF TWILIGHT.
UNKNOWN WORLD—FANMD—Victor Killan, Bruce Kellogg, Marilyn Nash—Fantastic melodrama will fit into the duallers—73m.—see Nov. 7 issue—(5101).
WOMEN OF TWILIGHT (TWILIGHT WOMEN)—MD—Freda Jackson, Rene Ra, Lois Maxwell—Exploitation should help sell well-made import—89m.—see Feb. 25 issue—(English-made)—(5217).

TO BE REVIEWED OR IN PRODUCTION

BACHELOR IN PARIS—Dennis Price, Anne Vernon, Mischa Auer—(Made in France and England)—(5213)—83m.
CAIRO—George Raft, Maria Canale—(Made in Italy).
GHOST SHIP—Dermat Walsh, Hazel Court—(English-made)—(5228).
GREAT JESSE JAMES RAID, THE—Willard Parker, Barbara Payton, Tom Neal—(Anso Color)—(5221).
JOHNNY THE GIANT KILLER—Animation feature—(Technicolor)—(French-made)—(5205).

PERILS OF THE JUNGLE—Clyde Beatty, Phyllis Coates—63m.—(5214).
SLASHER, THE—James Kenney, Joan Collins—(5218).
SPACEWAYS—Howard Duff, Eva Bartok.
WHITE GODDESS—Jon Hall—(5224)—73m.

Metro

(1951-52 releases from 201

1952-53 releases from 301)

ABOVE AND BEYOND—D—Robert Taylor, Eleanor Parker, James Whitmore—Well-made drama—122m.—see Nov. 19 issue—(313).
BAD AND THE BEAUTIFUL, THE—D—Lana Turner, Kirk Douglas, Barry Sullivan, Dick Powell—Name values should make the difference—118m.—see Dec. 3 issue—Leg.: B—(315).
BATTLE CIRCUS—MD—Humphrey Bogart, June Allyson, Keenan Wynn—Name draw should help heroic story or army medical staff in Korea—90m.—see Jan. 28 issue—Leg.: B—(321).
BRIGHT ROAD—D—Dorothy Dandridge, Philip Hepburn, Harry Belafonte—Racial film may find attention in art and Negro spots—67m.—see Apr. 22 issue—(326).
CLOWN, THE—CD—Red Skelton, Tim Considine, Jane Greer—Father and son drama has the angles for the merchandising—91m.—see Dec. 31 issue—Leg.: B—(316).
CODE TWO—MD—Ralph Meeker, Sally Forrest, Keenan Wynn—Okeh programmer for the duallers—69m.—see Mar. 11 issue—(329).
CONFIDENTIALLY CONNIE—C—Van Johnson, Janet Leigh, Louis Calhern—Pleasing programmer for the duallers—71m.—see Jan. 28 issue—(322).
CRY OF THE HUNTED—MD—Vittorio Gassman, Barry Sullivan, Polly Bergen—Chase melodrama will fit into the duallers—80m.—see Mar. 25 issue—(330).
DESPERATE SEARCH—MD—Howard Keel, Jane Greer, Patricia Medina—Search meller will fit into the duallers—71m.—see Dec. 3 issue—Leg.: B—(314).
DREAM WIFE—C—Cary Grant, Deborah Kerr, Walter Pidgeon, Betta St. John—Name draw should help—99m.—see Mar. 11 issue.
EVERYTHING I HAVE IS YOURS—CMU—Marge Champion, Gower Champion, Dennis O'Keefe—Champions' dancing should help pleasing musical—92m.—see Oct. 1 issue—(Technicolor)—(306).
FAST COMPANY—C—Howard Keel, Polly Bergen, Marjorie Main, Nina Foch—Moderate racetrack comedy will fit into the duallers—67m.—see Apr. 22 issue—(332).
GIRL WHO HAD EVERYTHING, THE—D—Elizabeth Taylor, Fernando Lamas, William Powell—Names may help programmer—69m.—see Mar. 11 issue—(328).
HOAXTERS, THE—DOC—Narrated by Marilyn Erskine, Howard Keel, George Murphy, Walter Pidgeon, Dore Schary, Barry Sullivan, Robert Taylor and James Whitmore—High rating expose of Communist danger has lots of selling angles—36m.—see Dec. 17 issue—(319).
HOUR OF 13, THE—CMY—Peter Lawford, Dawn Addams, Roland Culver—For the lower half—80m.—see Oct. 8 issue—(Made in England)—(309).
I LOVE MELVIN—CMU—Donald O'Connor, Debbie Reynolds, Richard Anderson—Pleasing musical—77m.—see Feb. 11 issue—(Technicolor)—(323).
IVANHOE—COSMD—Robert Taylor, Elizabeth Taylor, Joan Fontaine—High rating adventure entry—106m.—see Jan. 28 issue—(Made in England)—(Technicolor)—(307).
JEOPARDY—MD—Barbara Stanwyck, Barry Sullivan, Ralph Meeker—Name draw will help taut melodrama—69m.—see Jan. 28 issue—Leg.: B—(317).
LILI—ROMD—Leslie Caron, Mel Ferrer, Jean Pierre Aumont—High rating romantic drama for the class and art spots—81m.—see Mar. 25 issue—(Technicolor).
MILLION DOLLAR MERMAID—BID—Esther Williams, Victor Mature, Walter Pidgeon—Headed for the better money—110m.—see Nov. 19 issue—(Technicolor)—(312).
NAKED SPUR, THE—OD—James Stewart, Janet Leigh, Robert Ryan—Well-made outdoor show—91m.—see Jan. 14 issue—(Technicolor)—(318).
NEVER LET ME GO—MD—Clark Gable, Gene Tierney, Bernard Miles—Names should help interesting melodrama—93m.—see Apr. 8 issue—(Made in England)—(327).
PLYMOUTH ADVENTURE—D—Spencer Tracy, Gene Tierney, Van Johnson—Picturization of voyage of Pilgrims deserves the best selling—104m.—see Nov. 5 issue—(Technicolor)—(310).
PRISONER OF ZENDA, THE—COSMD—Stewart Granger, Deborah Kerr, James Mason—Headed for the better money—100m.—see Oct. 22 issue—(Technicolor)—(308).
ROGUE'S MARCH—MD—Peter Lawford, Richard Greene, Janice Rule—Okeh for the duallers—84m.—see Dec. 31 issue—(320).
REMAINS TO BE SEEN—MYC—June Allyson, Van Johnson, Louis Calhern—Pleasing mystery comedy has names to help—89m.—see May 6 issue—(331).
SCANDAL AT SCOURIE—CD—Greer Garson, Walter Pidgeon, Donna Corcoran—Name draw should help pleasing family-type show—90m.—see May 6 issue—(Technicolor).
SKY FULL OF MOON—D—Carleton Carpenter, Jan Sterling, Keenan Wynn—Okeh programmer for the duallers—73m.—see Nov. 5 issue—(311).
SMALL TOWN GIRL—CMU—Jane Powell, Farley Granger, Ann Miller—Pleasing comedy with music—93m.—see Mar. 11 issue—(Technicolor)—(325).
SOMBRERO—ROMD—Ricardo Montalban, Pier Angeli, Vittorio Gassman, Yvonne DeCarlo, Cyd Charisse, Rick Jason—Will need plenty of push—103m.—see Mar. 11 issue—(Technicolor)—(324).
STORY OF THREE LOVES, THE—D—Pier Angeli, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer—Artistic dramatic entry has names to help—122m.—see Mar. 11 issue—(Technicolor)—(Made in England).

TO BE REVIEWED OR IN PRODUCTION

AFFAIRS OF DOBIE GILLIS—Bobby Van, Barbara Rulck, Debbie Reynolds.
ALL THE BROTHERS WERE VALIANT—Robert Taylor, Stewart Granger, Ann Blyth—(Technicolor).
ARENA, THE—Gig Young, Polly Bergen, Robert Horton—(Anso Color)—(3-D).
BAND WAGON, THE—Fred Astaire, Cyd Chariss, Nanette Fabray—(Technicolor).
BIG LEAGUER, THE—Edward G. Robinson, Vera-Ellen, Jeff Richards.
BIG MIKE—Gig Young, Jane Greer, Robert Horton.
DANGEROUS WHEN WET—Esther Williams, Fernando Lamas, Jack Carson, Denise Darcel—(Technicolor).
EASY TO LOVE—Esther Williams, Tony Martin, Van Johnson—(Technicolor).
FATHER OF THE ACTRESS—Spencer Tracy, Jean Simmons, Teresa Wright.
GIVE A GIRL A BREAK—Marge and Gower Champion, Debbie Reynolds—(Technicolor).
GREAT DIAMOND ROBBERY, THE—Red Skelton, Cara Williams, James Whitmore.
HALF A HERO—Reo Skelton, Jean Hagen, Polly Bergen—(Technicolor).
INVITATION TO THE DANCE—Gene Kelly, Igor Youskevitch, Sadler's Wells Ballet, Tamara Toumanova—(Technicolor)—(Made in England).
JULIUS CAESAR—Marlon Brando, James Mason, Greer Garson, Deborah Kerr.
KISS ME KATE—Kathryn Grayson, Ann Miller—(Anso color)—(3-D).
KNIGHTS OF THE ROUND TABLE—Robert Taylor, Ava Gardner, George Sanders—(Technicolor).
LATIN LOVERS—Lana Turner, Ricardo Montalban, John Lund—(Technicolor).
LONG, LONG TRAILER, THE—Lucille Ball, Desi Arnaz—(Technicolor).
MAIN STREET TO BROADWAY—Tallulah Bankhead, Olivia de Havilland, Henry Fonda, Tom Morton.
MOGAMBO—Clark Gable, Ava Gardner, Grace Kelly—(Made in Africa and England)—(Technicolor).
RHAPSODY—Vittorio Gassman, Elizabeth Taylor.
RIDE, VAQUERO—Robert Taylor, Ava Gardenr, Howard Keel—(AnsoColor).
ROPE'S END—William Holden, Eleanor Parker, John Forsythe—(AnsoColor)—(3-D)—(MetroVision).
SAADIA—Cornel Wilde, Mel Ferrer, Rita Gam—(Technicolor).
SCANDAL AT SCOURIE—Greer Garson, Walter Pidgeon, Agnes Moorehead—(Technicolor).
SLIGHT CASE OF LARCENY, A—Mickey Rooney, Marilyn Erskine, Eddie Bracken.
TAKE THE HIGH GROUND—Richard Widmark, Elaine Stewart, Karl Malden—(Anso Color).
TIME BOMB—Glenn Ford, Anne Vernon, Victor Maddern—(Made in England).
TORCH SONG—Joan Crawford, Michael Wilding—(Technicolor).
YOUNG BESS—Jean Simmons, Stewart Granger, Deborah Kerr, Charles Laughton—(Technicolor)—(333).

Paramount

(1951-52 releases from 5101

1952-53 releases from 5200)

BLAZING FOREST, THE—MD—John Payne, William Demarest, Agnes Moorehead—Fair action meller—90m.—see Oct. 1 issue—(Technicolor)—(5207).
CLEOPATRA—HISD—Claudette Colbert, Warren William, Henry Wilcoxon—Relssue has names to sell—104m.—see Jan. 14 issue—(5208).
COME BACK, LITTLE SHEBA—D—Burt Lancaster, Shirley Booth, Terry Moore—Well-made adult drama—99m.—see Dec. 17 issue—Leg.: B—(5213).
GIRLS OF PLEASURE ISLAND, THE—CD—Leo Genn, Don Taylor, Elsa Lanchester—Pleasant program—95m.—see Feb. 25 issue—(Technicolor)—(5215).
JAMAICA RUN—MD—Ray Milland, Arlene Dahl, Wendell Corey—Moderate melodrama—92m.—see Apr. 22 issue—(Technicolor)—(5220).
OFF LIMITS—C—Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff—Amusing comedy has names to help—89m.—see Feb. 11 issue—(5216).
PONY EXPRESS—OMD—Charlton Heston, Rhonda Fleming, Jan Sterling—Colorful outdoor melodrama should appeal best to action trade, small towns and neighborhoods—101m.—see Mar. 11 issue—(Technicolor)—(5217).
ROAD TO BALI—C—Bob Hope, Bing Crosby, Dorothy Lamour—Star studded comedy is headed for the better grosses—90m.—see Dec. 3 issue—(Technicolor)—(5209).
SCARED STIFF—F—Dean Martin, Jerry Lewis, Elizabeth Scott—Martin and Lewis starrer should run into the better money—108m.—see Apr. 22 issue—(5222).
SHANE—OMD—Alan Ladd, Jean Arthur, Van Heflin—Well-made outdoor show—117m.—see Apr. 22 issue—(Technicolor).
STARS ARE SINGING, THE—CMU—Rosemary Clooney, Anna Maria Alberghetti, Lauritz Melchior—Pleasing musical has names to help—98m.—see Jan. 28 issue—(Technicolor)—(5214).
STOOGES, THE—C—Dean Martin, Jerry Lewis, Polly Bergen, Eddie Mayehoff—Martin and Lewis starrer will run into the better money—100m.—see Oct. 22 issue—(5212).
THUNDER IN THE EAST—MD—Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet—Name strength will have to make the difference—98m.—see Nov. 5 issue—(5210).
TROPIC ZONE—MD—Ronald Reagan, Rhonda Fleming, Estelita—Okeh program melodrama—94m.—see Dec. 17 issue—(Technicolor)—(5211).
WAR OF THE WORLDS, THE—SFD—Gene Barry, Ann Robinson, Les Tremayne—Headed for the better money—84m.—see Mar. 11 issue—(Technicolor)—(5218).

TO BE REVIEWED OR IN PRODUCTION

AIRPORT TANGIER—Jack Palance, Joan Fontaine—(Technicolor).
 ALASKA SEAS—Van Heflin, Robert Ryan, Jan Sterling.
 ARROWHEAD—Charlton Heston, Mary Sinclair, Jack Palance—(Technicolor).
 BOTANY BAY—Alan Ladd, James Mason, Patricia Medina—(Technicolor).
 CADDY, THE—Dean Martin, Jerry Lewis, Donna Reed.
 ELEPHANT WALK—Elizabeth Taylor, Dana Andrews—(Technicolor)—(Party made in Ceylon).
 FOREVER FEMALE—Ginger Rogers, William Holden, Paul Douglas.
 HERE COME THE GIRLS—Bob Hope, Tony Martin, Rosemary Clooney—(Technicolor).
 HOUDINI—Tony Curtis, Janet Leigh, Torin Thatcher—(Technicolor)—(5223).
 LITTLE BOY LOST—Bing Crosby, Claude Dauphin, Nicole Maurey—(Partly made in France).
 LOST TREASURE OF THE AMAZON—Fernando Lamas, Rhonda Fleming, Brian Keith—(3-D)—(Technicolor).
 MONEY FROM HOME—Dean Martin, Jerry Lewis, Mara Corday—(3-D)—(Technicolor).
 RED GARTERS—Rosemary Clooney, Joanne Gilbert, Don Taylor—(Technicolor)—(3-D by Paravision).
 ROMAN HOLIDAY—Gregory Peck, Audrey Hepburn, Edie Albert—(Made in Italy).
 SANGAREE—Fernando Lamas, Arlene Dahl, Patricia Medina—(Technicolor)—(3-D and conventional)—(5230).
 STALAG 17—William Holden, Don Taylor, Otto Preminger—(5224).
 THOSE SISTERS FROM SEATTLE—John Payne, Rhonda Fleming, Theresa Brewer—(Technicolor)—(3-D by Paravision).
 VANQUISHED, THE—John Payne, Jan Sterling, Lyle Bettger—(Technicolor)—(5221).
 WHITE CHRISTMAS—Bing Crosby, Donald O'Connor, Rosemary Clooney—(Technicolor).

RKO

(1951-52 releases from 201)

(1952-53 releases from 301)

ANDROCLES AND THE LION—C—Jean Simmons, Alan Young, Victor Mature, Robert Newton—Will have strongest appeal for the art and class spots—98m.—Leg.: 8—see Nov. 5 issue—(368).
 ANGEL FACE—MD—Robert Mitchum, Jean Simmons, Mona Freeman—Name draw should help slowly paced melodrama—91m.—see Dec. 17 issue—Leg.: B—(312).
 BACHELOR AND THE BOBBY SOXER, THE—C—Cary Grant, Myrna Loy, Shirley Temple—Reissue has the names to help—94m.—see Dec. 17 issue—(385).
 BACHELOR MOTHER—CD—Ginger Rogers, David Niven, Charles Coburn—Names should help reissue—82m.—see Dec. 17 issue—(386).
 BIG FRAME, THE—MYMD—Mark Stevens, Jean Kent, Garry Marsh—Import for the lower half—66½m.—see Apr. 8 issue—(English-made)—(319).
 BLACKBEARD, THE PIRATE—MD—Robert Newton, Linda Darnell, William Bendix—Better pirate show is crammed with angles—99m.—see Dec. 3 issue—Leg.: 8—(Technicolor)—(307).
 BLOOD ON THE MOON—W—Robert Mitchum, Barbara Bel Geddes, Robert Preston—Names should help reissue—87m.—see Mar. 25 issue—(388).
 CAPTIVE WOMEN—MD—Robert Clarke, Margaret Field, Gloria Saunders—Exploitable meller for the duallers—65m.—see Oct. 8 issue—Leg.: B—(306).
 COUNT THE HOURS—MD—Teresa Wright, MacDonald Carey, Dolores Moran—Fair melodrama—74m.—see Feb. 25 issue—(316).
 FACE TO FACE—COMP—James Mason, Robert Preston, Marjorie Steele—Okeh for the art and specialty spots 89m.—see Nov. 19 issue—Leg.: 8—(309-310-311).
 FORT APACHE—MD—John Wayne, Henry Fonda, Shirley Temple—Reissue has the names and angles—127m.—see Mar. 25 issue—(387).
 HANS CHRISTIAN ANDERSEN—DMU—Danny Kaye, Farley Granger, Jeanmaire—Highly entertaining—111m.—see Dec. 3 issue—(Technicolor)—(Goldwyn)—(351).
 HITCH HIKER, THE—D—Edmond O'Brien, Frank Lovejoy, William Talman, Jose Torvaj—Suspense filled programmer will fit into the duallers—71m.—see Jan. 14 issue—(314).
 LUSTY MEN, THE—D—Susan Hayward, Robert Mitchum, Arthur Kennedy—Interesting action drama has the names to help—113m.—see Oct. 8 issue—(304).
 MONTANA BELLE—OD—Jane Russell, Scott Brady, George Brent—Name draw should help familiar outdoor show—81m.—Leg.: B—see Nov. 5 issue—(Trucolor)—(308).
 NO TIME FOR FLOWERS—CD—Viveca Lindfors, Paul Christian, Ludwig Stossel—Entertaining import will fit into the duallers—82m.—see Dec. 17 issue—(Made in Austria)—(313).
 NEVER WAVE AT A WAC—C—Rosilind Russell, Paul Douglas, Marie Wilson—Name draw may help female service comedy—87m.—see Dec. 31 issue—Leg.: B—(371).
 PETER PAN—CAR—The talents of Bobby Driscoll as "Peter Pan", Kathryn Beaumont as "Wendy", Hans Conrard as "Captain Hook"—High rating Disney—76½m.—see Jan. 28 issue—(Technicolor)—(392).
 PORT SINISTER—MD—James Warren, Lynne Roberts, Paul Cavanagh—For the lower half—65m.—see Feb. 25 issue—(317).
 SEA AROUND US, THE—DOC—Based on the book by Rachel L. Carson, commentary by Don Forbes and Theodor Von Eltz—High rating documentary—61m.—see Jan. 28 issue—(Technicolor).
 SPLIT SECOND—MD—Stephen McNally, Alexis Smith, Jan Sterling—Well-made, suspenseful meller—85m.—see Apr. 8 issue—(318).
 SWORD OF VENUS—AD—Robert Clarke, Catherine McLeod, Dan O'Herlihy—Okeh for the lower half—73m.—see Jan. 28 issue—(315).

UNDER THE RED SEA—DOC—Dr. Hans Hass, Lottie Berl, —Interesting documentary has angles for the class and art spots—67m.—see Oct. 8 issue—(Made in Africa)—(305).

TO BE REVIEWED OR IN PRODUCTION

ARIZONA OUTPOST—Dale Robertson, Virginia Mayo, Arthur Hunnicutt, Stephen McNally—(Technicolor)—(3-D).
 BELOW THE SAHARA—African documentary.—(Technicolor).
 GAMBLER MOON—Robert Mitchum, Robert Ryan, Ursula Thiess.
 HEAVY WATER—Documentary on World War II—(Norwegian-made).
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—119m.—(Technicolor).
 KISS AND RUN—Vicar Mature, Jean Simmons, James Gleason, Mary Jo Tarola.
 LOUISIANA TERRITORY—Val Winter, Leo Zinzer, Julian Meister—(Pathecolor)—(3-D).
 MAUD—Robert Preston, Marjorie Steele.
 MERRY MIRTHQUAKES—Liberace.
 MICKEY MOUSE'S BIRTHDAY PARTY—Six most popular Walt Disney cartoons of the past 25 years (Technicolor).
 NIGHT WITHOUT STARS—David Farrar, Nadia Gray.
 SEA DEVILS—Yvonne DeCarlo, Rock Hudson, Maxwell Reed—(Made in England)—(Technicolor).
 SECOND CHANCE—Linda Darnell, Robert Mitchum, Jack Palance—(Technicolor)—(3-D).
 SHE HAD TO SAY YES—Jean Simmons, Robert Mitchum, Arthur Hunnicutt.
 SON OF SINBAD—Ursula Thiess, Vincent Price, Keith Andes—(Technicolor)—(3-D).
 SWORD AND THE ROSE, THE—Richard Todd, Geynis Johns, Michael Gough—(English-made)—(Technicolor)—(Disney).
 TARZAN AND THE SHE DEVIL—Lex Barker, Joyce MacKenzie, Raymond Burr.
 3-D FOLLIES—Lili St. Cyr, Gussie Moran, Pat McCormick—(Eastman Color)—(3-D).

Republic

(1951-52 releases from 5101)

DESPERADOES' OUTPOST—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Okeh series entry—54m.—see Oct. 22 issue—(5174).
 FLYING SQUADRON, THE—D—Massimo Serato, Dina Sassoli, Umberto Sperado—Mediocre import for the spots that can play it—60m.—see Mar. 11 issue—(Italian-made)—(Dubbed in English).
 LADY WANTS MINK, THE—C—Dennis O'Keefe, Ruth Hussey, Eve Arden—Pleasing comedy—92m.—see Mar. 25 issue—(Trucolor)—(5205).
 MARSHAL OF CEDAR ROCK—W—Allan "Rocky" Lane, Eddy Waller, Phyllis Coates—Routine series entry—54m.—see Feb. 25 issue—(5241).
 OLD OVERLAND TRAIL—W—Rex Allen, Koko, Slim Pickens, Virginia Hall—Routine series entry—60m.—see Mar. 11 issue—(5146).
 RIDE THE MAN DOWN—W—Brian Donlevy, Rod Cameron, Ella Raines—Satisfactory outdoor action show—90m.—see Nov. 5 issue—(Trucolor)—(5202).
 SOUTH PACIFIC TRAIL—WMU—Rex Allen Estelita, Slim Pickens—Usual series entry—60m.—see Nov. 19 issue—(5145).
 SAN ANTONIO—OMD—Rod Cameron, Arleen Whelan, Forrest Tucker, Katy Jurado—Okeh outdoor offering—90m.—see Mar. 11 issue—(5203).
 THUNDERBIRDS—ACD—John Derek, John Barrymore, Jr., Mona Freeman—Realistic war drama has the angles—99m.—see Nov. 19 issue—(5201).
 TOUGHEST MAN IN ARIZONA—W—Vaughn Monroe, Joan Leslie, Victor Jory—Vaughn Monroe draw should help outdoor show—90m.—see Oct. 22 issue—(Trucolor)—(5109).
 TROPICAL HEAT WAVE—CMD—Estelita, Robert Hutton, Grant Withers—For the lower half—74m.—see Oct. 8 issue—(5126).
 WAC FROM WALLA WALLA, THE—C—Judy Canova, Stephen Dunne—Okeh programmer for the duallers—83m.—see Nov. 5 issue—(5123).
 WOMAN THEY ALMOST LYNCHED—OMD—John Lund, Brian Donlevy, Audrey Totter, Joan Leslie—Outdoor melodrama has the names and angles—90m.—see Apr. 8 issue—Leg.: B—(5204).

TO BE REVIEWED OR IN PRODUCTION

CHAMP FROM BROOKLYN, THE—Alex Nicol, Charles Winninger, Audrey Totter.
 CITY THAT NEVER SLEEPS—Gig Young, Mala Powers, Edward Arnold.
 CONSTABLE OF CARSON CITY—Rocky Lane, Eddy Waller, Cathy Downs.
 FAIR WIND TO JAVA—Fred MacMurray, Vera Ralston, Victor McLaglen—(Trucolor)—(5207).
 IRON MOUNTAIN TRAIL—Rex Allen, Nan Leslie, Slim Pickens.
 LAUGHING ANN—Forrest Tucker, Margaret Lockwood, Wendell Corey—(Technicolor)—(Made in England).
 PERILOUS JOURNEY, A—Vera Ralston, Scott Brady, David Brian—(5206).
 SAVAGE FRONTIER—Alan "Rocky" Lane, Eddie Waller, Dorothy Patrick.
 SEA OF LOST SHIPS—John Derek, Wanda Hendrix, Richard Jaeckel.
 SUN SHINES BRIGHT, THE—Charles Winninger, Arleen Whelan, John Russell—103m.
 SWEETHEARTS ON PARADE—Ray Middleton, Lucille Norman, Eileen Christy—(Trucolor).

20th Century-Fox

(1951 releases from 101)

(1952 releases from 201)

BLOODHOUNDS OF BROADWAY—CMU—Mitzi Gaynor, Scott Brady, Mitzi Green—Pleasing musical—91m.—see Nov. 5 issue—(Technicolor)—Leg.: B—(236).

CALL ME MADAM—MUC—Ethel Merman, Donald O'Connor, Vera-Allen, George Sanders—High rating—114m.—see Mar. 11 issue—(Technicolor)—(311).
 CALL OF THE WILD—MD—Clark Gable, Loretta Young, Jack Oakie—Reissue has the names and angles—81m.—see Mar. 25 issue—(350).
 DESTINATION Gobi—ACD—Richard Widmark, Don Taylor, Judy Dann—Entertaining off-beat war film—89m.—see Feb. 25 issue—(Technicolor)—(313).
 DOWN AMONG THE SHELTERING PALMS—CMU—William Lundigan, Jane Greer, Mitzi Gaynor, David Wayne—Names may help South Pacific type musical—87m.—see Mar. 11 issue—Leg.: B—(Technicolor)—(317).
 FARMER TAKES A WIFE, THE—CDMU—Betty Grable, Dale Robertson, John Carroll, Thelma Ritter—Grable draw should help period piece—81m.—see May 6 issue—(Technicolor)—(307).
 GENTLEMAN'S AGREEMENT—D—Gregory Peck, Dorothy McGuire, John Garfield—Reissue has the names and angles—118m.—see Apr. 8 issue—(352).
 GUNFIGHTER, THE—W—Gregory Peck, Helen Westcott, Millard Mitchell—Re-release has the names and angles—84m.—see Dec. 3 issue—(348).
 I DON'T CARE GIRL, THE—CMU—Mitzi Gaynor, David Wayne, Oscar Levant—Name draw should make the difference—78m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(302).
 INVADERS FROM MARS—SFD—Helena Carter, Arthur Franz, Jimmy Hunt—Science fiction show will fit into the duallers—80m.—see Apr. 22 issue—(Color)—(314).
 KISS OF DEATH—MD—Victor Mature, Brian Donlevy, Coleen Gray, Richard Widmark—Names should help crime reissue—97m.—see Apr. 22 issue—(354).
 MAN ON A TIGHTROPE—MD—Fredric March, Terry Moore, Gloria Grahame—Well-made melodrama of escape from behind the Iron Curtain—105m.—see Apr. 8 issue—(Made in Germany)—(315).
 MY COUSIN RACHEL—D—Olivia de Havilland, Richard Burton, John Sutton—Picturization of best-seller is headed for the better money—98m.—see Dec. 31 issue—(301).
 MY DARLING CLEMENTINE—WD—Henry Fonda, Linda Darnell, Victor Mature—Names should help reissue—97m.—see Mar. 25 issue—(351).
 MY PAL GUS—CD—Richard Widmark, Joanne Dru, Audrey Totter—Fair programmer—83m.—Leg.: B—see Nov. 5 issue—(233).
 MY WIFE'S BEST FRIEND—C—Anne Baxter, Macdonald Carey, Cecil Kellaway—Pleasant programmer—87m.—see Oct. 8 issue—(Leg.: 8)—(231).
 NIAGARA—MD—Marilyn Monroe, Joseph Cotten, Jean Peters—Should ride into the better money—89m.—see Jan. 28 issue—Leg.: 8—(Technicolor)—(306).
 NIGHT WITHOUT SLEEP—D—Linda Darnell, Gary Merrill, Hildegard Neff—Name draw will have to make the difference—77m.—see Oct. 8 issue—Leg.: B—(235).
 PONY SOLDIER—OD—Tyrone Power, Cameron Mitchell, Penny Edwards—Good outdoor show—83m.—see Nov. 5 issue—(Technicolor)—(237).
 PRESIDENT'S LADY, THE—8ID—Susan Hayward, Charlton Heston, John McIntire—Well-made biographical melodrama has plenty to merchandise—97m.—see Mar. 11 issue—Leg.: 8—(313).
 ROAD HOUSE—MD—Ida Lupino, Cornel Wilde, Richard Widmark, Celeste Holm—Reissue has names to sell—95m.—see Apr. 22 issue—(355).
 RUBY GENTRY—D—Jennifer Jones, Charlton Heston, Karl Malden—Headed for the better money—82m.—see Dec. 31 issue—(Leg.: 8)—(303).
 SILVER WHIP, THE—W—Dale Robertson, Rory Calhoun, Robert Wagner, Kathleen Crowley—Fair outdoor show—73m.—see Feb. 11 issue—(309).
 SNAKE PIT, THE—PD—Olivia de Havilland, Mark Stevens, Leo Genn—Reissue has the names and angles—108m.—see Apr. 8 issue—(353).
 SOMETHING FOR THE BIRDS—C—Patricia Neal, Victor Mature, Edmund Gwenn—Amusing programmer—82m.—see Oct. 22 issue—(238).
 STAR, THE—D—Bette Davis, Sterling Hayden, Natalie Wood—Well-made dramatic entry—89m.—see Jan. 4 issue—Leg.: B—(316).
 STARS AND STRIPES FOREVER—MU—Clifton Webb, Debra Paget, Robert Wagner—Good programmer—89m.—see Nov. 19 issue—(Technicolor)—(239).
 STEEL TRAP, THE—MD—Joseph Cotten, Teresa Wright—Suspenseful melodrama has names to help—87m.—see Oct. 22 issue—(232).
 TAXI—CD—Dan Dailey, Constance Smith, Neva Patterson—Mild comedy drama—77m.—see Jan. 28 issue—(305).
 THIEF OF VENICE, THE—MD—Maria Montez, Paul Christian, Massimo Serato—Import is packed with the angles—91m.—see Nov. 19 issue—(Made in Italy)—(304).
 TITANIC—D—Clifton Webb, Barbara Stanwyck, Robert Wagner—Name values should be important factor in selling well-made production—98m.—see Apr. 22 issue—(318).
 TONIGHT WE SING—BIDMU—David Wayne, Ezio Pinza, Roberta Peters—High calibre entertainment for appreciative audiences—109m.—see Jan. 28 issue—(Technicolor)—(347).
 TREASURE OF THE GOLDEN CONDOR—MD—Cornel Wilde, Constance Smith, Finlay Currie—Okeh meller—93m.—see Jan. 28 issue—(Technicolor)—(308).
 WAY OF A GAUCHO—OD—Rory Calhoun, Gene Tierney, Richard Boone—Unusual outdoor drama of early gaucho days has plenty of angles for the selling—91m.—see Oct. 8 issue—(Partly made in Argentina)—(Technicolor)—(229).
 YELLOW SKY—Gregory Peck, Anne Baxter, Richard Widmark—Names should help re-release—98m.—see Dec. 3 issue—(349).

TO BE REVIEWED OR IN PRODUCTION

BE PREPARED—Clifton Webb, George Winslow, Francis Dee.
 BLUEPRINT FOR MURDER—Jean Peters, Joseph Cotten, Gary Merrill.
 CITY OF BAD MEN—Jeanne Crain, Dale Robertson—(Technicolor).

DANGEROUS CROSSING—Jeanne Crain, Casey Adams, Carl Betz.
DESERT RATS, THE—James Mason, Richard Burton, Robert Newton, Chips Rafferty—(319)—88m.
GENTLEMEN PREFER BLONDES—Marilyn Monroe, Jane Russell, George Winslow, Eliot Reid—(Technicolor).
GIRL NEXT DOOR, THE—June Haver, Dan Dailey, Dennis Day—(Technicolor)—92m.—(320).
GLORY BRIGADE, THE—Victor Mature, Alvy Moore, Greta Mitchell—82m.
HOW TO MARRY A MILLIONAIRE—Betty Grable, Marilyn Monroe, Rory Calhoun—(Technicolor)—(CinemaScope).
INFERNO—Robert Ryan, William Lundigan, Rhonda Fleming—(3-D)—(Technicolor).
KID FROM LEFT FIELD, THE—Dan Dailey, Anne Bancroft.
MABEL AND ME—Dan Dailey, Corinne Calvet.
PICKUP ON SOUTH STREET—Richard Widmark, Jean Peters, Thelma Ritter—80m.—(322).
POWDER RIVER—Rory Calhoun, Cameron Mitchell, Corinne Calvet, Penny Edwards—(Technicolor)—(321).
PRINCE VALIANT—Robert Wagner, Janet Leigh—(Technicolor)—(CinemaScope).
ROBE, THE—Richard Burton, Victor Mature, Jean Simmons—(Technicolor)—(CinemaScope).
SAILOR OF THE KING—Jeffrey Hunter, Michael Rennie, Wendy Hiller—(Made in England).
TWELVE MILE REEF—Terry Moore, Robert Wagner, Gilbert Roland—(Technicolor)—(CinemaScope).
VICKIE—Jeanne Crain, Jean Peters, Casey Adams.
WATERHOLE—Bill Lundigan, Gloria Grahame.
WHITE WITCH DOCTOR—Susan Hayward, Robert Mitchum, Walter Slezak—(Technicolor).

United Artists

AFRICA SCREAMS—C—Bud Abbott, Lou Costello, Hillary Brooke—Reissue will depend upon A and C draw—79m.—see Apr. 8 issue—(Nassour).
BABES IN BAGDAD—CMD—Paulette Goddard, Gypsy Rose Lee, Richard Ney—Programmer will fit into the duallers—79m.—see Dec. 17 issue—(Exotic Color)—(Made in Spain)—(Danziger).
BANDITS OF CORSICA—MD—Richard Greene, Paula Raymond, Raymond Burr—Costume action show will fit into the duallers—81m.—see Mar. 11 issue—(Global).
BREAKING THE SOUND BARRIER—D—Ralph Richardson, Ann Todd, Nigel Patrick—Interesting import has the angles—111m.—see Nov. 19 issue—(English-made)—(Lean).
BWANA DEVIL—AD—Robert Stack, Barbara Britton, Nigel Bruce—Novelty third-dimensional film can be exploited to the hilt—87m.—see Dec. 17 issue—(Partly made in Africa)—(Anso Color)—(3-D)—(Natural Vision)—(Oboler).
GUERRILLA GIRL—MD—Helmut Dantine, Marianna, Irene Champlin—For the lower half—82m.—see Apr. 22 issue—(Christian).
KANSAS CITY CONFIDENTIAL—MD—John Payne, Coleen Gray, Preston Foster—Suspenseful meller—98m.—see Nov. 19 issue—Leg.: B—(Small).
LIMELIGHT—CD—Charles Chaplin, Claire Bloom, Sydney Chaplin—High rating film should go best in metropolitan areas and class spots—141m.—see Oct. 22 issue—Leg.: B—(Chaplin).
LOVE HAPPY—C—Marx Brothers, Ilona Massey, Vera-Allen—Reissue has the names to help—84m.—see Apr. 8 issue—(Cowan).
LUXURY GIRLS—D—Susan Stephen, Anna Maria Ferrero, Jacques Sernas—Exploitation import will fit into the duallers—96m.—see Mar. 11 issue—Leg.: B—(Made in Italy)—(Cines).
MAGNETIC MONSTER, THE—MD—Richard Carlson, King Donovan, Jean Byron—Okeh science fiction thriller for the duallers—76m.—see Feb. 25 issue—(Tors).
MAHATMA GHANDI—TWENTIETH CENTURY PROPHECY—DOC—Produced by Stanley Neal Productions for the American Academy of Asian Studies and narrated by Quentin Reynolds—Fascinating glimpse of life of Gandhi may appeal to some art spots—80m.—see Feb. 25 issue—(AAAS).
MONSOON—D—Ursula Theiss, George Nader, Diana Douglas—Import will best fit into the art spots—82m.—see Feb. 11 issue—Leg.: B—(Filmed in India)—(Technicolor)—(Film Group).
MOULIN ROUGE—BID—Jose Ferrer, Colette Marchand, Zsa Zsa Gabor—High rating—118m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(Made in France and England)—(Romulus).
OUTPOST IN MALAYA—MD—Claudette Colbert, Jack Hawkins, Anthony Steel—Programmer will fit into the duallers—88m.—see Nov. 19 issue—(Made in Malaya and England)—(Stafford).
RAIDERS OF THE SEVEN SEAS—MD—John Payne, Donna Reed, Gerald Mohr—Usual type pirate yarn will appeal best to smaller situations and neighborhoods—88m.—see May 6 issue—(Technicolor)—(Global).
SON OF THE RENEGADE—W—John Carpenter, Lori Irving, Joan McKellen—Below average western—57m.—see Mar. 25 issue—(Schwarz).
THAT MAN FROM TANGIER—D—Nils Asther, Roland Young, Nancy Coleman—Import will fit into the lower half—80m.—see Apr. 22 issue—Leg.: B—(Made in Spain and Tangiers)—(Elemsee).

TO BE REVIEWED OR IN PRODUCTION

ASSASSIN, THE—Richard Todd, Eva Bartok—(Rank).
BEAT THE DEVIL—Humphrey Bogart, Jennifer Jones, Gina Lollobrigida—(Made in Europe)—(Santana-Romulus).
CROSSED SWORDS—Errol Flynn, Gina Lollobrigida—(EastmanColor)—(Made in Italy)—(Mahon and Vasarotti).
CROSTOWN—John Payne, Evelyn Keyes—(Small).
DAY'S MISCHIEF—Gene Tierney, Leo Genn, Glynis Johns—(Darnborough).
ESPERENZA—(Argentine-made)—(Ben Ami).
FAKE, THE—Dennis O'Keefe, Coleen Gray—(Paiios).
FIREBIRD—Ellen Rasch, International ballet and opera cast—(Technicolor)—(Lesser).
FORT ALGIERS—Yvonne DeCarlo, Leif Erickson, Carlos Thompson—(Ermoloff).

GENGHIS KHAN—Manuel Conde, Elvira Reyes, Lou Salvador—(Made in the Philippines)—(Conde).
GILBERT AND SULLIVAN—Robert Morley, Maurice Evans, D'Oly Carte Co.—(Technicolor)—(Lauder and Gil-liat).
GOLDEN ARROW—Jean Pierre Aumont, Burgess Meredith—(Renown)—82m.
I, THE JURY—Biff Elliot, Peggie Castle, Preston Foster—(3-D)—(Saville).
JOHN SMITH AND POCAHONTAS—Anthony Dexter, Alan Hale, Jr.—(3-D)—(Color)—(Small).
MARSHAL'S DAUGHTER, THE—Ken Murray, Laurie Anders—(Murray).
MELBA—Patrice Munsel, Robert Morley, Martita Hunt—(Technicolor)—(Made in Europe)—(Wide-screen and stereophonic sound)—(Eagle).
MILLION DOLLAR BANKNOTE—Gregory Peck—(Rank).
MOON IS BLUE, THE—William Holden, David Niven, Maggie MacNamara, Dawn Addams—(Preminger-Herbert).
MRS. JEZEBEL—Gertrude Michaels, Lyle Talbot, Ross Elliott—(Wisberg-Pollexeen).
MY HEART GOES CRAZY—Sid Field, Greta Gynt—(Technicolor)—(Ruggles).
NEANDERTHAL MAN, THE—Robert Shayne, Richard Crane—(Wisberg-Pollexeen).
NO ESCAPE—Lew Ayres, Sonny Tufts, Marjorie Steele—(Matthugh).
PHANTOM FROM SPACE—Noreen Nash, Ted Cooper, Harry Landers—(Wilder).
RETURN TO PARADISE—Gary Cooper, Barry Jones, Moira, Roberta Haynes—(Technicolor)—(Made in Samoa)—(Aspen).
RING AROUND SATURN—electrically animated puppets—(Eastman Color)—(3-D, wide-screen)—(Nassour).
ROUGH SHOOT—Joel McCrea, Evelyn Keyes—(Made in England)—(Stross).
SABRE JET—Robert Stack, Coleen Gray—(Krueger).
SAVAGE FRONTIER—Yvonne De Carlo—(Small).
SCARLET SPEAR, THE—John Archer, Martha Hyers—(Technicolor)—(Made in Africa)—(Breakston-Stahl).
SCREAMING EAGLES—Rod Cameron—(Small).
SOMEWHERE IN THE WORLD—Kirk Douglas, Dany Robin—(Litvak).
SOUTH OF ALGIERS—Van Heflin, Wanda Hendrix, Eric Portman—(Technicolor)—(Baring-Setton).
STEEL LADY—Rod Cameron, Tab Hunter—(Small).
STREET OF SHADOWS—Cesar Romero—(Williams).
THERE IS NO ESCAPE—Paul Henreid, Lols Maxwell, Kieron Moore—(Paal).
TOMBSTONE EXPRESS—George Montgomery, Tab Hunter, Helen Westcott—(Technicolor)—(Small).
TOUGH COP—Edward G. Robinson, Paulette Goddard—(Lesser).
TWONKY, THE—Hans Conreld, Billy Lynn, Gloria Blondell—(Oboler).
VOLCANO—Anna Magnani, Geraldine Brooks, Eduardo Cianelli—(Made in Italy)—(Dieterle).
WAR PAINT—Robert Stack, Joan Taylor, Charles McGraw—(Pathe Color)—(K-B).

Universal-International

(1951-52 releases from 201

1952-53 releases from 301)

ABBOTT AND COSTELLO GO TO MARS—C—Bud Abbott, Lou Costello, Marl Blanchard—Should do usual A and C business—76½m.—see Mar. 25 issue—Leg.: B—(316).
AGAINST ALL FLAGS—AD—Errol Flynn, Maureen O'Hara, Anthony Quinn—Colorful pirate drama has the names to help—84m.—see Dec. 3 issue—(Technicolor)—(305).
BECAUSE OF YOU—D—Loretta Young, Jeff Chandler, Alex Nicol—Okeh women's show—95m.—see Oct. 8 issue—(302).
BLACK CASTLE, THE—MD—Stephen McNally, Richard Greene, Paula Corday, Boris Karloff—Exploitable suspense meller—81m.—see Oct. 22 issue—(304).
CITY BENEATH THE SEA—MD—Robert Ryan, Mala Powers, Anthony Quinn—Well-made meller—87m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(308).
CRASH OF SILENCE—see **STORY OF MANDY, THE**
DESERT LEGION—ACD—Alan Ladd, Richard Conte, Arlene Dahl—Good Ladd—85m.—see Mar. 11 issue—(Technicolor)—(315).
GIRLS IN THE NIGHT—MD—Patricia Hardy, Joyce Holden, Harvey Lembeck—Exploitation will make the difference—82m.—see Jan. 14 issue—Leg.: B—(311).
GUNSMOKE—W—Audie Murphy, Susan Cabot, Paul Kelly—Good outdoor show—79m.—see Feb. 11 issue—Leg.: B—(Technicolor)—(313).
IMPORTANCE OF BEING EARNEST, THE—C—Michael Redgrave, Joan Greenwood, Richard Wattis—Highly amusing import for the art and specialty spots—95m.—see Dec. 31 issue—(English-made)—(Rank)—(Technicolor)—(381).
I BELIEVE IN YOU—D—Cecil Parker, Celia Johnson, Harry Fowler, Joan Collins—Well-made import for the art and class spots—90m.—see Apr. 22 issue—(English-made)—(Rank).
IT GROWS ON TREES—C—Irene Dunne, Dean Jagger, Joan Evans—Name draw will have to make the difference—84m.—see Nov. 5 issue—(303).
IT HAPPENS EVERY THURSDAY—C—Loretta Young, John Forsythe, Frank McHugh—Amusing comedy—80m.—see Apr. 22 issue—(319).
LAW AND ORDER—W—Ronald Reagan, Dorothy Malone, Alex Nicol, Preston Foster—Okeh outdoor show—80m.—see Feb. 11 issue—(Technicolor)—(318).
LAWLESS BREED, THE—W—Rock Hudson, Julia Adams, Mary Castle—Better than average western—83m.—see Dec. 17 issue—(Technicolor)—(306).
LONE HAND, THE—OD—Joel McCrea, Barbara Hale, Alex Nicol—Outdoor drama should draw best with the family trade—79½m.—see Apr. 8 issue—(Technicolor)—(317).
MA AND PA KETTLE ON VACATION—C—Marjorie Main, Percy Kilbride, Ray Collins—Series entry will have the usual appeal—75m.—see Mar. 11 issue—(314).

MEET ME AT THE FAIR—CDMU—Dan Dailey, Diana Lynn, Chet Allen—Pleasing musical—87m.—see Dec. 17 issue—(Technicolor)—(307).
MISSISSIPPI GAMBLER, THE—MD—Tyrone Power, Piper Laurie, Julia Adams—Melodrama of early New Orleans and the Mississippi should account for itself okeh—98½m.—see Jan. 14 issue—Leg.: B—(Technicolor)—(310).
PENNY PRINCESS—C—Yolande Donlan, Fletcher Lightfoot, Dirk Bogarde—Amusing comedy for the art spots—90m.—see Apr. 8 issue—(English-made)—(Technicolor)—(Rank)—(382).
RAIDERS, THE—WD—Richard Conte, Viveca Lindfors, Barbara Britton—Okeh action programmer—80m.—see Oct. 22 issue—(Technicolor)—(301).
REDHEAD FROM WYOMING, THE—W—Maureen O'Hara, Alex Nicol, Alexander Scourby—Okeh outdoor action show—80m.—see Dec. 31 issue—(Technicolor)—(309).
SEMINOLE—MD—Rock Hudson, Barbara Hale, Anthony Quinn—Good outdoor melodrama—87m.—see Feb. 25 issue—(Technicolor)—(313).
STORY OF MANDY, THE (CRASH OF SILENCE)—D—Phyllis Calvert, Jack Hawkins, Terence Moegan, Mandy Miller—Import is good tear jerker—93m.—see Dec. 3 issue—(English-made)—(Rank)—(383).
STRANGER IN BETWEEN, THE—(Hunted)—MD—Dirk Bogarde, Jon Whitely, Elizabeth Sellars—Interesting English melodrama—84m.—see Apr. 23 issue—(English-made)—(284).
WILLIE AND JOE IN BACK AT THE FRONT—C—Tom Ewell, Harvey Lembeck, Marl Blanchard—Sequel to "Up Front" has the angles for the selling—87m.—see Sept. 24 issue—(233).

TO BE REVIEWED OR IN PRODUCTION

ABBOTT AND COSTELLO MEET DR. JEKYLL AND MR. HYDE—Bud Abbott, Lou Costello, Boris Karloff, Helen Westcott.
ALL AMERICAN—Tony Curtis, Lori Nelson, Richard Long.
ALL I DESIRE—Barbara Stanwyck, Richard Carlson, Lori Nelson.
BACK TO GOD'S COUNTRY—Rock Hudson, Steve Cochran, Marcia Henderson—(Technicolor).
BORDER RIVER—Joel McCrea, Yvonne DeCarlo—(Technicolor).
BRADY'S BUNCH—Jeff Chandler, Maureen O'Hara—(Technicolor).
CRUEL SEA, THE—Jack Hawkins, Donald Sinden, Virginia McKenna—(English-made)—(Rank).
COLUMN SOUTH—Audie Murphy, Jean Evans, Robert Sterling—(Technicolor).
EAST OF SUMATRA—Jeff Chandler, Marilyn Maxwell, Anthony Quinn—(Technicolor).
FRANCIS COVERS THE BIG TOWN—Donald O'Connor, Nancy Guild.
GOLDEN BLADE, THE—Rock Hudson, Piper Laurie—(Technicolor).
GREAT SIOUX UPRISING, THE—Jeff Chandler, Lyle Bettger, Faith Domergue—(Technicolor).
IT CAME FROM OUTER SPACE—Richard Carlson, Barbara Rush—(3-D).
MA AND PA KETTLE AT WAIKIKI—Marjorie Main, Percy Kilbride, Lori Nelson.
MA AND PA KETTLE HIT THE ROAD HOME—Marjorie Main, Percy Kilbride, Charles Hand, Alice Kelley.
MALTA STORY, THE—Alec Guinness, Jack Hawkins, Anthony Steel—(English-made)—(Rank).
MAN FROM THE ALAMO, THE—Glenn Ford, Julia Adams, Chill Wills—(Technicolor).
QUEEN IS CROWNED—A—Coronation documentary narrated by Sir Laurence Olivier—(Technicolor)—(Rank).
SOMETHING MONEY CAN'T BUY—Anthony Steel, Patricia Roc—(English-made)—(Rank)—(380).
STAND AT APACHE RIVER, THE—Stephen McNally, Julia Adams, Hugh Marlowe—(Technicolor).
TAKE ME TO TOWN—Ann Sheridan, Sterling Hayden, Philip Reed—(Technicolor).
THUNDER BAY—James Stewart, Joanne Dru, Dan Duryea—(Technicolor).
TUMBLEWEED—Audie Murphy, Lori Nelson—(Technicolor).
VEILS OF BAGDAD—Victor Mature, Mari Blanchard, Guy Rolfe—(Technicolor).
WALKING MY BABY BACK HOME—Donald O'Connor, Janet Leigh, Buddy Hackett—(Technicolor).
WINGS OF THE HAWK—Van Heflin, Julia Adams, Abbe Lane—(Technicolor)—(3-D).
YOU BELONG TO ME—Tony Curtis, Joanne Dru, Lyle Bettger.

Warners

(1951-52 releases from 101

1952-53 releases from 201)

ABBOTT AND COSTELLO MEET CAPTAIN KIDD—F—Bud Abbott, Lou Costello, Charles Laughton, Hillary Brooke—Amusing farce has the angles—70m.—see Dec. 3 issue—(SuperCinecolor)—(208).
APRIL IN PARIS—CMU—Doris Day, Ray Bolger, Claude Dauphin—Highly entertaining—101m.—see Nov. 19 issue—Leg.: B—(Technicolor)—(209).
BLUE GARDENIA, THE—MYD—Anne Baxter, Richard Conte, Ann Sotherton—Interesting mystery drama has the names to help—90m.—see Mar. 25 issue—Leg.: B—(215).
BY THE LIGHT OF THE SILVER MOON—CMU—Doris Day, Gordon MacRae, Leon Ames—Pleasing nostalgic musical should account for itself okeh—102m.—see Apr. 8 issue—(Technicolor)—(219).
CATTLE TOWN—W—Dennis Morgan, Philip Carey, Amanda Blake—Routine outdoor show—71m.—see Dec. 3 issue—(207).
HOUSE OF WAX—MD—Vincent Price, Frank Lovejoy, Phyllis Kirk—Headed for the better grosses—88m.—see Apr. 22 issue—(WarnerPhonic Sound)—(WarnerColor)—(3-D)—(218).
I CONFESS—MD—Montgomery Clift, Anne Baxter, Karl Malden—Well-made suspense film—95m.—see Feb. 11 issue—(Made in Canada)—(213).
IRON MISTRESS, THE—BID—Alan Ladd, Virginia Mayo, Joseph Calleia—Star draw should help—110m.—see Oct. 22 issue—(Technicolor)—Leg.: B—(206).

Foreign-Made

(Distributors' addresses will be furnished on request)

JAZZ SINGER, THE—DMU—Danny Thomas, Peggy Lee, Mildred Dunnock—Star draw should help remake of early talkie hit—107m.—see Jan. 14 issue—(Technicolor)—(212).

MAN BEHIND THE GUN, THE—OMD—Randolph Scott, Potrice Wymore, Dick Wesson—Fair outdoor show—82m.—see Dec. 31 issue—Leg.: B—(Technicolor)—(211).

OPERATION SECRET—MD—Cornel Wilde, Steve Cochran, Phyllis Thaxter—Fair underground meller—108m.—see Oct. 22 issue—Leg.: B—(205).

SHE'S BACK ON BROADWAY—MU—Virginia Mayo, Gene Nelson, Steve Cochran—Good musical—95m.—see Jan. 28 issue—(WarnerColor)—(214).

SPRINGFIELD RIFLE—ACD—Gary Cooper, Phyllis Thaxter, David Brian—Should ride into the better money—93m.—see Oct. 8 issue—(WarnerColor)—(204).

STOP, YOU'RE KILLING ME—C—Broderick Crawford, Claire Trevor, Virginia Gibson—Amusing comedy—86m.—see Dec. 17 issue—(WarnerColor)—(210).

SYSTEM, THE—D—Frank Lovejoy, Joon Weldon, Bob Arthur—Interesting programmer for the duallers—87m.—see Mar. 25 issue—(217).

TROUBLE ALONG THE WAY—CD—John Wayne, Donna Reed, Charles Coburn—One of the better Waynes—110m.—see Mar. 25 issue—(216).

TO BE REVIEWED OR IN PRODUCTION

BLOWING WILD—Gary Cooper, Barbara Stanwyck, Ruth Roman—(Made in Mexico).

BOY FROM OKLAHOMA—Will Rogers, Jr., Nancy Olson, Lon Choney, Jr.

CALAMITY JANE—Doris Doy, Howard Keel, Gene Nelson—(Technicolor)—(207).

CHARGE AT FEATHER RIVER, THE—Guy Madison, Frank Lovejoy, Vero Miles—(WarnerColor)—(3-D).

CITY IS DARK, THE—Gene Nelson, Phyllis Kirk, Sterling Hayden—74m.

DESERT SONG, THE—Gordon MacRae, Kathryn Groyson, Steve Cochran—(Technicolor)—110m.—(220).

DIAMOND QUEEN, THE—Fernando Lamas, Arlene Dahl, Gilbert Roland—(SuperCinecolor).

EDDIE CANTOR STORY, THE—Keefe Brasselle, Morilyn Erskine—(Technicolor).

END OF THE RAINBOW—Virginia Mayo, Gordon MacRae.

HIS MAJESTY O'KEEFE—Burt Lancaster, Joon Rice, Benson Fong—(Technicolor)—(Made in Fiji Islands).

ISLAND IN THE SKY—John Wayne, Lloyd Nolan, Phyllis Winger.

LION IS IN THE STREETS, A—James Cagney, Barbara Hale, Ann Francis—(Technicolor).

MASTER OF BALLANTRAE, THE—Errol Flynn, Beatrice Campbell, Roger Livesey—(Technicolor)—(Made in England).

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

PLUNDER OF THE SUN—Glenn Ford, Diono Lynn, Patricio Medina.

RIDING SHOTGUN—Randolph Scott, Joan Weldon, Paul Picerni—(WarnerColor).

SO BIG—Jane Wyman, Sterling Hayden.

SO THIS IS LOVE—Kathryn Groyson, Walter Abel, Merv Griffin—(Technicolor).

SOUTH SEA PARADISE—Burt Lancaster, Virginia Mayo, Hayden Rorke.

3 SAILORS AND A GIRL—Jane Powell, Gene Nelson, Gordon MacRae—(Technicolor).

THUNDER OVER THE PLAINS—Randolph Scott, Phyllis Kirk, Lex Barker—(WarnerColor).

TOP OF THE WORLD—Frank Lovejoy, Steve Cochran.

Miscellaneous

(Distributors' addresses will be furnished on request)

BATTLES OF CHIEF PONTIAC—OMD—Lex Barker, Helen Westcott, Lon Chaney—Indian entry will fit into the lower half—72m.—see Nov. 19 issue—(Realart).

BIG BREAK, THE—D—James Lipton, Goby Rodgers, Ellie Pine—For the duallers—74m.—see Mar. 11 issue—(Madison).

BLADES OF THE MUSKETEERS—COSMD—Robert Clarke, John Hubbard, Marjorie Lord—Version of Dumas classic will fit into the lower half—51½m.—see Mar. 25 issue—(Howco).

BLOOD BROTHERS—DOC—Written and narrated by Quentin Reynolds—Documentary has the angles—63m.—see Mar. 25 issue—(Classic).

CHILDREN OF LONELINESS—PD—Wallace Morgan, Luana Walters, Jean Corman—Exploitation entry has the angles—59m.—see Jan. 28 issue—(Jewel).

EGYPT BY THREE—D—Ann Stonville, Jackie Craven, Paul Campbell—Off beat fore is best for art houses or the lower half—76m.—see Apr. 22 issue—(Made in Egypt)—(Filmakers).

FEAR AND DESIRE—MD—Frank Silvera, Kenneth Horp, Virginia Leith—Meritorious entry strictly for the art spots—68m.—see Apr. 22 issue—Leg.: B—(Burstyn).

HURRICANE AT PIGRIM HILL—C—Cecil Kellaway, Clem Bevons, Virginia Grey, David Bruce—For the lower half—53m.—see Apr. 8 issue—(Howco).

JULIUS CAESAR—D—Chorlton Heston, Harold Tasker, Helen Ross—Amateur-made production may be attractive to some art spots—90m.—see Dec. 17 issue—(16 mm.)—(Brandon).

STEREO-TECHNIQUES SHOW NO. 1—NOV—Compilation of five short subjects—Novelty of three-dimensional films should send this into the better money—46m.—see Feb. 11 issue—(Partly in Technicolor)—(3-D)—(Lesser).

STRIP TEASE HOLD-UP—BUR—Sammy Birch, Gung Hai, Sue Travis—Routine burlesque entry—74m.—see Mar. 25 issue—(Union).

TRIORAMA—COMP—Compilation of three dimensional subjects should have novelty value in some situations—36m.—see Mar. 11 issue—(Color)—(3-D)—(Mage).

ANGEL STREET—MD—Anton Wolbrook, Diana Wynyard, Frank Pettingell—Slow moving British import—80m.—see Nov. 19 issue—(English-mode)—(Commercial). made—(Partly in color)—(Picturo).

ANGELS ONE FIVE—AD—Jock Hawkins, Michael Denison, Dulcie Gray—Routine Royal Air Force yarn—98m.—see Apr. 22 issue—(English-made)—(Stratford).

ANGELO IN THE CROWD—CD—Angelo Maggio, Umberto Spadaro, Iso Polo—Dreary Italian import—82m.—see Oct. 22 issue—(Italian-mode)—(English titles)—(Continental).

BERLINER, THE—SAT—Gert Frobe, Arlbert Wascher, Toni Sais—Minor German import—80m.—see Nov. 5 issue—(German-mode)—(English titles and narration)—(Burstyn).

BRAVE DON'T CRY, THE—D—John Gregson, Meg Buchanan, John Rae—Okeh dramatic import for the art spots—90m.—see Dec. 3 issue—(English-made)—(Mayer-Kingsley).

CADETS OF GUASCOGNA, THE—CMU—Ferruccio Togliavini, Luciano Sangiorgi, Fulvio Mommi—Okeh comedy for Italian audiences—103m.—see Oct. 22 issue—(Italian-mode)—(English titles)—(Continental).

CAGED WOMEN—D—Eva Dahlbeck, Cecile Ossbahr, Gunnar Bjornstrand—Exploitation import will fit into the lower half—93m.—see Apr. 22 issue—(Swedish-mode)—(English titles)—(Dovis).

CASTLE IN THE AIR—C—David Tomlinson, Helen Cherry, Margaret Rutherford—Okeh import for the art and specialty spots—90m.—see Dec. 17 issue—(English-made)—(Stotford).

CLIFF OF SIN, THE—MD—Gino Cervi, Margaret Genske, Ermanno Rondi, Delia Scala—Italian import has exploitation possibilities—94m.—see Dec. 31 issue—(Italian-mode)—(English titles)—(Continental).

CONCERT OF STARS—MU—M. Mikhoilov, N. Guselnikova, S. Preobrazhenskoye—High rating Russian musical import—85m.—see Apr. 8 issue—(Russian-made)—(English titles)—(Mognicolor)—(Artkino).

CONGRESS DANCES—CMU—Lillian Horvey, Conrad Veidt, Lil Dogover—Dubbed import should have angles for the art spots—90m.—see Apr. 22 issue—(German-made)—(Dubbed in English)—(Meadow).

COUNT OF ST. ELMO, THE—MD—Nelly Corradi, Massimo Serato, Anna Maria Ferrero—Best for Italian house audiences—98m.—see Apr. 22 issue—(Italian-made)—(English titles)—(Cosmopoliton).

COUNTRY DOCTOR—D—T. Marorovo, G. Belov, L. Koptustin—Slow moving import—113m.—see Mar. 25 issue—(Russian-made)—(English titles)—(Artkino).

DERBY DAY—D—Anna Neagle, Michael Wilding, Googie Withers—Okeh for the art spots—84m.—see Dec. 3 issue—(English-made)—(Wilcox-Neagle).

DEVOTION—MD—Columba Dominguez, Rolando Lupi, Juan DeLondo—Melodramatic entry may appeal to Italian houses—84m.—see Feb. 25 issue—Leg.: B—(Italian-mode)—(English titles)—(IFE).

DOOMED—MD—Franco Morzi, Otello Toso, Barbara Florin—Mild Italian import—89m.—see Apr. 22 issue—(Italian-mode)—(English titles)—(IFE).

DUEL WITHOUT HONOR—D—Mossimo Girotti, Annette Boch, Constance Dowling—Italian import should have usual appeal for art spots—90m.—see Apr. 22 issue—Leg.: B—(Italian-mode)—(English titles)—(IFE).

EACH HEART HAS ITS OWN STORY—ROMC—Edvard Persson, Inger Juel, Hilda Borgstrom—Okeh for Swedish audiences—104m.—see Apr. 22 issue—(Swedish-mode)—(English titles)—(Scandia).

FAME AND THE DEVIL—CFAN—Mischo Aver, Marilyn Buford, Ferruccio Tagliavoni—Okeh import for the lower half—80m.—see Apr. 22 issue—(Italian-made)—(Dubbed in English)—(Realart).

FATHER'S DILEMMA—F—Aldo Fabrizi, Goby Moray, Adrianno Mazzotti—Highly amusing import—80m.—see Nov. 5 issue—(Italian-made)—(English titles and narration)—Leg.: B—(Arthur Davis).

FLOWERS OF ST. FRANCIS—BID—Aldo Fabrizi, monks of Nocere Inferiore Monastery—Episodic biography for the art and Catholic spots—80m.—see Oct. 22 issue—(Italian-made)—(English titles)—(Burstyn).

FORBIDDEN GAMES—D—Brigitte Fossey, Georges Poujouly, Lucien Hubert—High rating import—89m.—see Feb. 11 issue—Leg.: B—(French-made)—(English titles)—(Times).

FORCE OF DESTINY, THE—OPD—Nelly Corradi, Gino Sinimberghi, Tito Gobbi—Condensed opera should appeal to music lovers—100m.—see Nov. 5 issue—(Italian-mode)—(English narration)—(Screen Arts Sales).

FOUR STEPS, THE—CD—Ginette Locage, Nicos Hodjiscos, John Prineos—Pleasant entertainment for Greek audiences—110m.—see Nov. 19 issue—(Greek-mode)—(No English titles)—(Metaxas).

GLORY AT SEA—D—Trevor Howard, Richard Attenborough, Sonny Tufts—Good sea story for the art houses—90m.—see Apr. 8 issue—(English-made)—(Souvoine).

GODS OF BALI, THE—DOC—Belinese film can be exploited—61m.—see Nov. 5 issue—(Filmed in Bali)—(English narration)—(Classic).

HELL IS SOLD OUT—CD—Richard Attenborough, Moi Zetterling, Herbert Lom—For the lower half—75m.—see Apr. 8 issue—Leg.: B—(English-mode)—(Realart).

HOUSE OF DARKNESS—MD—Lesley Brook, Lawrence Harvey, John Stuart—Minor import for the duallers—66m.—see Dec. 17 issue—(English-made)—(Realart).

JUSTICE IS DONE—D—Claude Nollier, Michel Auclair, Balpetre—French import has the angles for the art spots—96m.—see Mar. 25 issue—(French-mode)—(English titles)—(Burstyn).

LAST MISSION, THE—MD—Smaroulo Yiouli, Miranda Myrot, Vasilios Diamantopoulos—Okeh drama of Greek underground—81m.—see Oct. 22 issue—(Greek-made)—(no English titles)—(Finos).

LEONARDO DA VINCI—DOC—Produced by Leonid Kipnis and Herman Starr, narrated by Albert Dekker—Fine depiction of Da Vinci's life and works is best suited to the art houses—70m.—see Dec. 3 issue—(Italian-mode)—(English titles)—(Mayer-Kingsley).

LIFE BEGINS TOMORROW—FAN—Jean Pierre Aumont, Andre Labarthe, Jean Paul Sartre, Daniel Logoche, Jean Rostand, Le Corbusier, Picasso, Andre Gide and Dominique—Interesting film for the art and class spots—86m.—see Dec. 17 issue—(French-made)—(English titles)—(Mayer-Kingsley).

LITTLE WORLD OF DON CAMILLO, THE—C—Fernandel, Gino Cervi, Sylvie Plesant—Italian comedy—96m.—see Jan. 14 issue—(Franco-Italian mode)—(French and Italian dialogue)—(English titles)—(IFE).

MAGIC BOX, THE—BID—Robert Donat, Margaret Johnson, Moria Schnell—Superior English import—103m.—see Oct. 22 issue—(English-made)—(Technicolor)—(Mayer-Kingsley).

MAGIC SWORD, THE—DFAN—Rade Markovitch, Milvoye Zhivonovich, Vera Ilich-Djukiekh—Fanciful adventure story has exploitation possibilities—90m.—see Oct. 22 issue—(Yugoslav-mode)—(English titles)—(Ellis).

MAN IN THE GREY GLOVE, THE—MYMU—Annette Bach, Mario Dell Monaco, Roldano Lupi—Interesting Italian mystery thriller—103m.—see Feb. 11 issue—Leg.: B—(Italian-made)—(English titles)—(IFE).

MARIKA—MU—Mariko Rokk, Fred Liewehr, Horry Fuss—Pleasant musical for the art spots—81m.—see Apr. 8 issue—(Austrian-mode)—(English titles)—(Baker-Brill).

MERRY WIVES OF WINDSOR, THE—OPC—Sonja Ziemann, Camilla Spira, Paul Esser—German import should appeal to some spots—92m.—see Oct. 22 issue—(German-made)—(English titles)—(Central Cinema).

MURDER WILL OUT—MD—Volerie Hobson, Edward Underdown, Henry Kendall—Slick British melodrama should appeal to art spots—83m.—see Apr. 22 issue—(English-made)—(Kromer-Hyams).

NAUGHTY MARTINE—CD—Dony Robin, Claude Doupin, Lucien Boroux—Pleasant comedy for the art houses—97m.—see May 6 issue—(French-made)—(English titles)—(Globe).

NEW CHINA, THE—DOC—Directed by Sergei Gerasimov—Excellent study of Red China—103m.—see Oct. 22 issue—(Russian-made)—(Made in China)—(Artkino).

NIGHTMARE IN RED CHINA—D—No cast available—Mediocre exploitation film—63m.—Leg.: B—see Nov. 19 issue—(Made in China)—(English dialogue)—(Friedgen).

OF LOVE AND BANDITS—MD—Amedeo Nazzari, Maria Maubon, Jean Chevrier—Adventure melodrama should please Italian audiences—98m.—see Feb. 11 issue—Leg.: C—(Italian-made)—(English titles)—(IFE).

PAOLO AND FRANCESCA—ROMD—Odile Versois, Andree Checchi, Armando Francioli—Interesting medieval love yarn—94m.—see Apr. 8 issue—(Italian-made)—(English titles)—(IFE).

PARIS EXPRESS, THE—MD—Claude Rains, Marto Toren, Marius Goring—Will find best response in art and class spots—82m.—see Apr. 22 issue—(English-mode)—(Technicolor)—(Schoefer).

PIMPERNEL SVENSSON—C—Edvard Persson, Ivar Wahlgren, Aurore Palmgren—Swedish spoof on Communism may appeal to some art spots—85½m.—see Feb. 25 issue—(Swedish-mode)—(English titles)—(Scandia).

RAMUNTCHO—D—Louis Jouvet, Francoise Rosay, Nino Constantini—Jouvet name may help art house draw—89m.—see Apr. 8 issue—(French-mode)—(English titles)—(Arlon).

SAVAGE TRIANGLE—D—Moeleine Robinson, Frank Villard, Pierre Michell Beck—High rating French import—112m.—see Oct. 22 issue—(French-mode)—(English titles)—Leg.: C—(Burstyn).

SEVEN RAVENS, THE—FAN—Grimm fairy tale puppet show should please the children—50m.—see Apr. 8 issue—(Made in U. S. Zone Germany)—(English dialogue)—(Meadow).

SEXTETTE—COMP—Alexandre Rignault, Yvonne Goudeau, Jean-Jacques Delbo—Collection of short stories has the angles for the art spots—90m.—see Apr. 8 issue—(French-made)—(English titles)—(Arlon).

SKIPPER NEXT TO GOD—MD—Pierre Brasseur, Jacques Francois, Jean Mercure—Slow moving import—83m.—see Dec. 17 issue—(French-made)—(English titles)—(Excelsior).

STOLEN IDENTITY—MD—Donald Buka, Francis Lederer, Joon Camden—Escape melodrama will fit into the lower half—87m.—see Mar. 25 issue—(Austrian-mode)—(English dialogue)—(Ainsworth-Nathanson).

STORY OF TOSCA, THE—OPD—Imperio Argentina, Michel Simon, Rossano Brozzi—Average opera film may appeal to the art houses—102m.—see Apr. 22 issue—(Italian-made)—(English titles)—(Scalera).

STREETS OF SORROW—D—Geroldine Brooks, Vittorio Gassman, Franca Morzi—Mediocre Italian import has the angles for the selling—75m.—see Dec. 3 issue—(Italian-made)—(Union).

THIRST OF MEN, THE—D—Georges Morchal, Dony Robin, Andre Clement—Moderate French import—83m.—see Nov. 19 issue—(French-made)—(English titles)—(Union).

TRAGIC LOVERS, THE—D—Elli Lambeti, Nicos Hodjiscos, Athanasia Moustaka—Routine war melodrama—102m.—see Feb. 11 issue—(Greek-made)—(No English titles)—(Georgiades).

TRIP TO AMERICA—MUCD—Yvonne Printemps, Pierre Fresnay, Oliver Hussenot—Pleasant light French comedy for the art spots—75m.—see Nov. 5 issue—(French-mode)—(English titles)—(Lewis).

TOPAZE—C—Fernandel, Helene Perdiere, Pierre Larquey—French comedy of morals is okeh for the art spots—114m.—see Nov. 19 issue—(French-made)—(English titles)—(Discina).

TWO CENTS WORTH OF HOPE—CD—Maria Fiore, Vincenzo Musolino, Filomena Russo—Good import—100m.—see Jan. 14 issue—Leg.: B—(Italian made)—(English titles)—(Times).

UNDERSEA RAIDER—DOC—Interesting documentary on submarine warfare—74m.—see Feb. 25 issue—(English-made)—(Manor).

VENETIAN BIRD—MD—Richard Tadd, Eva Bartok, Walter Rilla—Names should help interesting import—95m.—see Dec. 3 issue—(English-made)—(Rank).

WHALE HUNT, THE—DOC—Overly long, repetitious import—55m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

WHEREVER SHE GOES—DMU—Eileen Joyce, Suzanne Parrett, Nigel Lovell—Music should help draw in art spots—80m.—see Dec. 31 issue—(Austrolian-made)—(Mayer-Kingsley).

WHITE LINE, THE—D—Gina Lollobrigido, Raf Vallone; Enzo Stojola—Better than average import—74m.—see Dec. 31 issue—(Italian-made)—(English titles)—(IFE).

WIDE BOY—MD—Sydney Tafler, Susan Shaw, Ronald Howard—Import will fit into the lower half—67m.—see Jan. 28 issue—Leg.: B—(English-made)—(Realort).

WOMAN'S ANGLE, THE—85m.—CD—Edward Underdown, Cathy O'Donnell, Lois Maxwell—Moderate British import—85m.—see Dec. 17 issue—(English-made)—(Stratford).

WORLD FESTIVAL OF SONG AND DANCE—MU—Delegations from various countries performing at the 1951 World Festival of Youth in Berlin—Overlong package of folk song and dance may appeal to some art spots—78m.—see Dec. 17 issue—(Magnicolor)—(Russian-made)—(English narration)—(Artkino).

YOUNG CHOPIN—BIDMU—Czeslaw Wollejko, Aleksandra Alaska—Music should help mediocre biographical drama—98m.—see Jan. 14 issue—(Polish-made)—(English titles)—(Artkino).

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (12)					
5411	(Sept. 11)	Hooked And Rooked (Clyde)	F	16 1/2m.	3392
5412	(Oct. 9)	Caught On The Bounce (Besser)	F	15 1/2m.	3417
5413	(Dec. 11)	Strop, Look and Listen (Vernon)	F	15m.	3448
5414	(Apr. 4)	Spies And Guys (Besser)			
5415	(May 14)	He Popped His Pistol (Quillon-Vernon)			
ASSORTED FAVORITE REPRINTS (6)					
5421	(Oct. 23)	Who's Hugh (Herbert)	F	16m.	3387
5422	(Nov. 13)	Dance, Dunc, Dance (Foy)	G	18 1/2m.	3425
5423	(Jan. 3)	Kiss And Wake Up (Downs)	F	18m.	3441
5424	(Feb. 19)	Gum Shoes	F	20m.	3472
5425	(Mar. 12)	Woo, Woo	F	16m.	3490
5426	(Apr. 16)	Calling All Fibbers	F	16 1/2m.	3490
COMEDY FAVORITE RE-RELEASES (6)					
5431	(Sept. 18)	Ain't Love Cuckoo	G	19m.	3374
5432	(Nov. 6)	Pardon My Berth Marks	F	18m.	3387
5433	(Dec. 18)	His Wedding Scare	F	16 1/2m.	3434
5434	(Jan. 17)	One Too Many	F	20m.	3482
5435	(Mar. 19)	Yumpin' Yiminy	F	17m.	3483
SERIALS (3)					
5120	(Nov. 6)	Son Of Geronimo	G	15ep.	3410
5140	(Feb. 19)	The Secret Code (Reissue)	E	15ep.	3464
		Adventures Of Captain Kidd		15ep.	
THREE STOOGES (8)					
5401	(Sept. 4)	Gents In A Jam	G	16 1/2m.	3392
5402	(Oct. 16)	Three Dark Horses	F	16m.	3434
5403	(Dec. 4)	Cuckoo On A Choo Choo	F	15 1/2m.	3425
5404	(Feb. 5)	Up In Daisy's Penthouse	F	16 1/2m.	3472
5405	(Mar. 5)	Booty And The Beast	F	16 1/2m.	3498
5406	(Apr. 2)	Loose Loot			
5407	(May 7)	Tricky Dicks			
One Reel ANIMAL CAVALCADES (8)					
5651	(Nov. 20)	Chimp-Antics	G	10 1/2m.	3418
5652	(Jan. 29)	Jungle Monarchs	F	10m.	3473
CANDID MICROPHONES (6)					
5551	(Oct. 16)	No. 1	F	10 1/2m.	3404
5552	(Dec. 4)	No. 2	F	10 1/2m.	3435
5553	(Feb. 19)	No. 3	F	10 1/2m.	3473
5554	(Apr. 30)	No. 4			
COLOR FAVORITES (15)					
(Re-releases) (Technicolor)					
5601	(Sept. 4)	The Fox And The Gropes	G	8m.	3379
5602	(Oct. 2)	Wacky Wigwags	G	8m.	3404
5603	(Nov. 6)	Toll Bridge Troubles	F	7m.	3425
5604	(Nov. 27)	The Cuckoo I.Q.	G	7m.	3425
5605	(Dec. 11)	Cinderella Goes To A Party	F	7m.	3425
5606	(Jan. 10)	Plenty Below Zero	F	7 1/2m.	3441
5607	(Feb. 5)	Tito's Guitar	G	7m.	3473
5608	(Feb. 26)	Professor Small And Mr. Tall	F	7m.	3473
5609	(Mar. 12)	The Moke Believe Revue	G	10m.	3491
5610	(Apr. 9)	King Midas Junior	F	7m.	3490
5611	(May 7)	A Helping Paw			
5612	(May 28)	The Mad Hatter	E	7m.	3511
JOLLY FROLICS (6)					
(Technicolor)					
5501	(Sept. 23)	Pete Hotthead	F	7m.	3402
5502	(Nov. 27)	Madeline	E	7m.	3418
5503	(Mar. 26)	Little Boy With A Big Horn	E	7m.	3490
5504	(Apr. 30)	The Emperor's New Clothes			
UPA CARTOON SPECIAL (1)					
5999	(.....)	Gerald McBoing Boing's Symphony	E	7 1/2m.	3435
MR. MAGOO (6)					
5701	(Oct. 23)	Hotsy Footsy	G	6 1/2m.	3392
5702	(Dec. 25)	Captain Outrageous	G	7m.	3448
5703	(May 21)	Safety Spin			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12)					
(Series 32)					
5851	(Sept. 25)	Hollywood Fun Festival	G	10m.	3388
5852	(Oct. 16)	Hollywood Night At "21" Club	F	9m.	3418
5853	(Nov. 13)	Fun In The Sun	F	10m.	3448
5854	(Dec. 18)	Young Hollywood	F	10m.	3443
5855	(Jan. 14)	Spike Jones In Hollywood	F	10m.	3448
5856	(Mar. 19)	Mickey Rooney—Then And Now	G	9 1/2m.	3499
5857	(Apr. 23)	Hal Hal From Hollywood	F	9m.	
5858	(May 14)	Hollywood's Great Comedians			
THRILLS OF MUSIC (8)					
(Re-releases)					
5951	(Oct. 2)	Jerry Wald and Orch.	G	10m.	3388
5952	(Nov. 20)	Ray McKinley and Orch.	G	9m.	3435
5953	(Dec. 25)	Ray Anthony and Orch.	G	10 1/2m.	3425
5954	(Feb. 12)	Buddy Morrow and Orch.	G	9 1/2m.	3473
5955	(Apr. 30)	Les Elgart and Orch.	G	10m.	3499
TOPNOTCHERS					
5901	(May 21)	Beyond The Frontier			
WORLD OF SPORTS (12)					
5801	(Sept. 25)	Hunter's Holiday	G	9m.	3404
5802	(Oct. 30)	Flying Skates	G	9 1/2m.	3426
5803	(Nov. 20)	Rasslin' Mat-Adors	F	10m.	3435
5804	(Dec. 25)	Water Rodeo	F	9 1/2m.	3473
5805	(Feb. 26)	Trick Shot Artists	G	9m.	3499
5806	(Mar. 26)	Legion At Bat	G	10m.	3491
MGM					
One Reel CARTOONS (16)					
(Technicolor)					
W-431	(Sept. 6)	Pushbutton Kitty (T-J)	G	7m.	3379
W-432	(Sept. 27)	Caballero Droopy	F	7m.	3379
W-433	(Oct. 18)	Cruise Cat (T-J)	G	7m.	3387
W-434	(Nov. 8)	Little Wise Quacker	G	7m.	3402
W-435	(Nov. 29)	The Dog House (T-J)	G	7m.	3392
W-436	(Dec. 20)	Busybody Bear	G	7m.	3418
W-437	(Jan. 10)	The Missing Mouse (T-J)	E	7m.	3418
W-438	(Jan. 31)	Barney's Hungry Cousin	F	7m.	3425
W-439	(Feb. 21)	Jerry And Jumbo (T-J)	G	7m.	3458
W-440	(Mar. 14)	Cobs And Robbers	F	6 1/2m.	3448
W-441	(Mar. 21)	Johann Mouse (T-J)	E	7m.	3465
W-442	(Apr. 18)	Little Johnny Jet	G	7m.	3499
FITZPATRICK TRAVELTALKS (8)					
(Technicolor)					
T-411	(Sept. 20)	Pretoria To Durban	G	9m.	3396
T-412	(Oct. 25)	In The Land Of The Diamonds	G	9m.	3404
T-413	(Nov. 22)	Calling On Capetown	F	7m.	3426
T-414	(Jan. 3)	Land Of The Ugly Duckling	G	9m.	3443
T-415	(Apr. 4)	Beautiful Bavaria	G	9m.	3491
GOLD MEDAL REPRINT CARTOONS (6)					
(Technicolor)					
W-461	(Oct. 4)	Wild And Woolfy	G	8m.	3380
W-462	(Dec. 6)	Mouse In Manhattan	F	6 1/2m.	3435
W-463	(Feb. 14)	Tee For Two	F	6m.	3465
W-464	(Mar. 28)	Quiet, Please	G	8m.	3491
PROPHECIES OF NOSTRADAMUS (4)					
R-421	(Jan. 21)	Nostradamus Says So	E	10m.	3465
R-422	(.....)	Let's Ask Nostradamus			
PETE SMITH SPECIALTIES (10)					
S-451	(Sept. 6)	Football Thrills No. 15	G	9m.	3380
S-452	(Oct. 4)	Sweet Memories	G	9m.	3404
S-453	(Nov. 29)	Keep It Clean	E	9m.	3426
S-454	(Dec. 27)	I Love Children, But	G	9m.	3435
S-455	(Feb. 7)	The Mosconi Story	G	9m.	3473
S-456	(Feb. 14)	Aquatic Kids	G	8m.	3473
S-457	(Apr. 25)	Trovel Quiz	G	9m.	
		Good Buy Now			
		The Postman			
Paramount					
Two Reel MUSICAL PARADES (6)					
(Reissues) (Technicolor)					
FF12-7	(Apr. 4)	Little Witch	G	18m.	3375
FF12-8	(Apr. 18)	Midnight Serenade	E	18m.	3375
FF12-9	(May 2)	Champagne For Two	G	20m.	3375
FF12-10	(May 23)	Big Sister Blues	F	14m.	3375
FF12-11	(June 13)	Samba Mania	G	18m.	3375
FF12-12	(June 27)	Catalina Interlude	G	18m.	3375
One Reel CASPER CARTOONS (6)					
(Technicolor)					
B12-1	(Oct. 24)	True Boo	G	7m.	3410

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
B12-2	(Feb. 13)	Frightday The 13th	F	7m.	3483
B12-3	(Mar. 13)	Spook No Evil	F	7m.	3491
B12-4	(May 29)	North Pal			
GRANTLAND RICE SPORTLIGHTS (12)					
R12-1	(Oct. 3)	The Rugged Rangers	G	9m.	3388
R12-2	(Oct. 24)	Canine I. Q.	G	9m.	3426
R12-3	(Dec. 19)	Highland Sports	G	10m.	3448
R12-4	(Jan. 2)	The Speed Queen	F	9m.	3448
R12-5	(Jan. 16)	Brittania's Athletic Cadets	F	9m.	3483
R12-6	(Feb. 27)	Sport Car Racing	G	9m.	3473
R12-7	(Apr. 10)	The Wizard Of Clubs	G	9m.	3511
R12-8	(May 1)	The Sporting British West Indies	F	9m.	3511
HERMAN AND KATNIP (4)					
(Technicolor)					
H12-1	(Oct. 3)	Mice Capades	G	7m.	3410
H12-2	(Feb. 20)	Of Mice And Magic	F	7m.	3491
M12-3	(May 15)	Herman, The Catoonist	F	7m.	
KARTUNES (6)					
(Technicolor)					
X12-1	(Nov. 14)	Forest Fantasy	G	7m.	3425
X12-2	(Jan. 23)	Hysterical History	G	7m.	3490
X12-3	(Apr. 3)	Philharmoniacs	F	7m.	3491
X12-4	(May 8)	Aero-Nutics			
NOVELTOONS (6)					
(Technicolor)					
P12-1	(Dec. 19)	The Case Of The Cockeyed Canary	G	7m.	3448
P12-2	(Dec. 26)	Feast And Furious	G	6m.	3448
P12-3	(Mar. 6)	Starting From Hatch	G	7m.	3483
P12-4	(Apr. 17)	Winner By A Hare	F	6m.	3499
PACEMAKERS (6)					
K12-1	(Oct. 3)	Parlor, Bedroom And Wheels	F	10m.	3404
K12-2	(Nov. 14)	Let's Have A Parade	G	10m.	3426
K12-3	(Dec. 26)	All Girls On Deck	G	10m.	3448
K12-4	(Mar. 20)	High School Hi-Jinks	G	10m.	3483
POPEYE CARTOONS (8)					
(Technicolor)					
E12-1	(Oct. 3)	Shuteye Popeye	F	6m.	3410
E12-2	(Mar. 27)	Child Sockology	F	6m.	3499
E12-3	(Jan. 30)	Ancient Fistory	G	7m.	3472
E12-4	(Dec. 12)	Big Bad Sindbad	F	10m.	3425
E12-5	(May 22)	Popeye's Mirthday			
POPEYE CHAMPIONS (4)					
(Technicolor) (Reissues)					
Z12-1	(Oct. 3)	House Tricks	G	7m.	3379
Z12-2	(Oct. 3)	Mess Production	G	7m.	3379
Z12-3	(Oct. 3)	Pitching Woo At The Zoo	G	7m.	3379
Z12-4	(Oct. 3)	Puppet Love	G	8m.	3379
TOPPERS (6)					
M12-1	(Dec. 5)	The Littlest Expert In Interesting People	G	9m.	3426
M12-2	(Oct. 3)	The Littlest Expert In Yesterday's Champions	F	10m.	3412
M12-3	(Apr. 24)	The Littlest Expert On Horse And Buggy Days	F	10m.	3499
M12-4	(Feb. 6)	Animal Hotel	F	10m.	3448
M12-5	(May 1)	There He Goes Again	F	10m.	
M12-6	(May 29)	Bear Crazy			
RKO					
Two Reel EDGAR KENNEDY REISSUES (6)					
33501	(Sept. 19)	Prunes And Politics	F	16m.	3375
33502	(Oct. 17)	The Kitchen Cynic	F	18m.	3375

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
NEWLYWED COMEDIES (4)						LEW LEHR RE-RELEASES (2)						(Re-releases) (4)					
33401	(Jan. 23)	Three Chairs For Betty.....G		16m. 3448		7252	(Sept.)	Curtain Call	G	10m. 3289		5327	(Jan.)	The Owl And The			
33402	(Mar. 6)	Half Dressed For Dinner.....F		15m. 3472		7253	(Sept.)	Light In The Window	G	10m. 3402				Pussy Cat	G	7m. 3425	
PEOPLE AND PLACES						7254	(Oct.)	Birth Of Venus	E	9m. 3435		5328	(Feb.)	Slap Happy Hunters	F	7m. 3425	
32801	(Apr. 10)	The Alaskan Eskimo	E	27m. 3482		7255	(Oct.)	Joy Of Living	E	10m. 3402		5329	(Apr.)	Happy Circus Days	G	7m. 3425	
SPECIALS (13)						7256	(Nov.)	The Young Immortal	G	10m. 3402		5330	(May)	Neck And Neck	F	7m. 3499	
33101	(Aug. 15)	Professor F.B.I.	E	15m. 3387		9281	(Feb.)	Fuss And Feathers	G	9m. 3294		United Artists					
33102	(Sept. 12)	I Am A Paratrooper	G	15m. 3392		9282	(June)	Jungle Land	G	9m. 3335		Two Reel					
33103	(Oct. 10)	Caution, Danger Ahead.....F		15m. 3410		SEE IT HAPPEN						MEDAL OF HONOR (4)					
33104	(Nov. 7)	Men Of Science	G	16m. 3435		6301	(Feb.)	Breath Of Disaster	G	10m. 3491		(.....)		Richard P. Hobson	G	26 1/2m. 3410	
33105	(Jan. 2)	Conquest Of Ungava	G	15m. 3458		6302	(Apr.)	Epic Drama	G	10m. 3511		(.....)		Dr. Mary Walker	G	26m. 3410	
33106	(Jan. 30)	Canadian Mounties	G	15m. 3472		SPORTS (6)						(.....)		Julius Langbein	G	26 1/2m. 3410	
33107	(Feb. 27)	TransAtlantic Hap	G	15m. 3490		3201	(Feb.)	The Fighting Cahoos	G	9m. 3311		(.....)		Joseph C. Rodriguez	G	27 1/2m. 3410	
33108	(Mar. 27)	Escape To Freedom.....G		15m. 3508		3202	(Apr.)	Sails And Blades	G	8m. 3319		Universal-International					
SPORT SPECIALS (2)						3203	(July)	Mel Allen's Football				Two Reel					
(Sept. 24)		Walcott-Marciano Fight.....G		21m. 3392		3204	(Sept.)	U. S. Olympic Champions.....G		9m. 3396		MUSICAL FEATURETTES (13)					
33901	(Dec. 12)	Football Highlights		16 1/2m. 3441		3205	(Oct.)	Kalamazoo Klouters	F	9m. 3412		8301	(Nov. 6)	Xavier Cugat and his			
33801	(Apr. 17)	Basketball Highlights	G	15m. 3508		3206	(Dec.)	Wind, Ahoy	F	8m. 3491				Orchestra	G	15m. 3418	
TECHNICOLOR SPECIALS (1)						(Reissues)						8302	(Dec. 4)	Dan Cornell Sings	G	15m. 3418	
33001	(Jan. 16)	Operation A-Bomb	E	16m. 3434		2201	(Nov.)	Conquering The Colorado	E	9m. 3418		8303	(Jan. 1)	The Madonnaires with			
TRUE-LIFE ADVENTURES (2)						(1952-53) (6)						8304	(Mar. 12)	Andy Russell And Della			
(Technicolor)						3301	(Feb.)	Gridiron Goliaths				8305	(Apr. 9)	Les Brown And Orch. In			
33301	(June 26)	Water Birds	E	31m. 3387		TERRYTOONS (26)								In House Party	G	20m. 3472	
32901	(Feb.)	Bear Country	E	33m. 3458		(Technicolor)								Crazy Frolic	F	19m. 3499	
(.....)Prowlers Of The Everglades						5201	(Jan.)	Papa's Little Helpers	G	7m. 3219		MUSICAL FEATURETTES (3-D)					
One Reel						5202	(Jan.)	Heckle and Jeckle In				(.....) Nat "King" Cole and					
SCREENLINERS (13)						5203	(Feb.)	Movie Madness	F	7m. 3195		Russ Margan and Orch.					
34201	(July 4)	Sweet Land Of Liberty.....E		9m. 3380		5204	(Feb.)	The Mechanical Bird	F	7m. 3201		SPECIALS					
34202	(July 25)	Male Vanity	G	8m. 3380		5205	(Mar.)	Heckle and Jeckle In Sea-				8201	(Mar. 22)	Out Of The Earth.....G		18m. 3458	
34203	(Aug. 15)	Mexican Rhythm	G	8m. 3380		5206	(Mar.)	side Adventure	F	7m. 3211		8203	(Feb. 1)	The World's Most Beautiful			
34204	(Sept. 5)	Flying Pinwheels	F	8m. 3392		5207	(Mar.)	Little Roquefort In City						Girls (Tech.)	E	18m. 3448	
34205	(Sept. 26)	Porpoise Roundup	G	8m. 3412		5208	(Apr.)	Slicker	G	7m. 3209		THE EARTH AND ITS PEOPLE (13)					
34206	(Oct. 17)	Log Jam	F	9m. 3412		5209	(Apr.)	Mighty Mouse In				8361	(Nov. 3)	Horsemen Of The Pampa	G	21m. 3417	
34207	(Nov. 7)	College Circus	G	8m. 3435		5210	(May)	Prehistoric Peril	G	7m. 3219		8362	(Dec. 1)	Farms And Towns In			
34208	(Nov. 28)	Jahnnny Gets His Route	F	9m. 3435		5211	(May)	Terry Bears In						Slavakia	G	20m. 3458	
34209	(Dec. 19)	Way Back When	G	8m. 3435		5212	(June)	Papa's Day Of Rest	F	7m. 3243		8363	(Dec. 29)	An Industrial Lake Port.....G		20m. 3458	
34210	(Jan. 9)	Molly Bee Sings.....F		9m. 3448		5213	(June)	Dinky In Flat Foot				8364	(Jan. 26)	Ports Of Industrial			
34211	(Jan. 30)	New York's Sea Going				5214	(June)	Fledglings	F	7m. 3251				Scandinavia	G	20m. 3472	
		Smoke Eaters	G	8m. 3473		5215	(July)	Time Gallaps On	F	7m. 3251		8365	(Feb. 23)	The Po River Valley	G	20m. 3483	
34212	(Feb. 20)	The Mountain Movers.....F		10m. 3491		5216	(July)	Heckle and Jeckle				8366	(Mar. 23)	Sheep Ranch Country.....G		20m. 3499	
34213	(Mar. 13)	Britain's Sky Blazers.....G		8m. 3491		5217	(Aug.)	Off To The Opera	G	7m. 3266		8367	(Apr. 20)	Cross Sections Of Central			
SPORTSCOPES (13)						5218	(Aug.)	The Happy Cobblers	G	7m. 3279				America	G	21m. 3508	
34301	(July 11)	Aqua Champs	G	8m. 3380		5219	(Sept.)	Hypnotized	G	7m. 3279		8368	(May 18)	Factories, Mines And			
34302	(Aug. 10)	Let's Go Fishing	G	8m. 3380		5220	(Sept.)	Little Roquefort In						Waterways			
34303	(Aug. 22)	Lure Of The Turf	F	9m. 3396		5221	(Oct.)	Good Mousekeeping	G	7m. 3333		8369	(June 15)	British Trade And Industry			
34304	(Sept. 12)	The Roaring Game	F	10m. 3396		5222	(Oct.)	Terry Bears In				8370	(July 13)	Farmer-Fisherman			
34305	(Oct. 3)	Sportsmen's Playground	F	8m. 3412		5223	(Oct.)	Nice Doggy	F	7m. 3342		8371	(Aug. 10)	The Lumber States			
34306	(Oct. 24)	Husky Dog	F	8m. 3418		5224	(Nov.)	Mighty Mouse In				8372	(Sept. 3)	Mountain Farmers			
34307	(Nov. 14)	King Of Clubs	G	8m. 3435		5225	(Dec.)	Happy Holland	F	7m. 3348		8373	(Oct. 5)	Adobe Village			
34308	(Dec. 5)	Bobby Shantz	F	8m. 3435		5226	(Dec.)	Heckle and Jeckle In				One Reel					
34309	(Dec. 26)	All Joking Astride.....F		9m. 3459		5227	(Jan.)	House Busters	F	7m. 3310		COLOR PARADES ()					
34310	(Jan. 16)	Wild Baar Hunt	F	8m. 3459		5228	(Feb.)	Duckling	G	7m. 3318		8381	(.....)	Fiesta Frolics			
34311	(Feb. 6)	Fighting Fins	G	8m. 3483		5229	(Apr.)	Heckle and Jeckle In				VARIETY VIEWS (8)					
34312	(Feb. 27)	Seaside Sports	F	8m. 3491		5230	(May)	Good Mousekeeping	G	7m. 3333		8341	(Dec. 22)	King Winter	G	9m. 3459	
34313	(Mar. 20)	Quebec Camera Hunt.....G		8m. 3511		5301	(Jan.)	Terry Bears In				8342	(Feb. 9)	Get A Horse.....G		9m. 3459	
WALT DISNEY CARTOONS (18)						5302	(Jan.)	Nice Doggy	F	7m. 3342		8343	(Mar. 9)	Sky Police	G	9m. 3483	
(Technicolor)						5303	(Feb.)	Mighty Mouse In				WALTER LANTZ CARTUNES (13)					
(C—Chlp'n Dale; D—Donald Duck; G—Goofy; M—Mickey						5304	(Feb.)	Happy Holland	F	7m. 3348		(Technical)					
Mouse; P—Pluto; F—Figaro; S—Special)						5305	(Mar.)	Heckle and Jeckle In				8321	(Dec. 8)	Termite Fram Mars.....G		6m. 3459	
34101	(Sept. 19)	Pluto's Party (M-P)	F	6m. 3388		5306	(Mar.)	Moose On The Loose	F	7m. 3348		8322	(Jan. 19)	What's Sweepin'	F	6m. 3459	
34102	(Oct. 10)	Trick Or Treat (D)	G	8m. 3392		5307	(Mar.)	Dinky In Sink Or Swim	G	7m. 3387		8323	(Mar. 23)	The Dog That Cried Wolf	F	6m. 3483	
34103	(Oct. 31)	Two Weeks Vacation (G).....F		6m. 3410		5308	(Apr.)	Little Roquefort In				8324	(Apr. 20)	Buccaneer Woodpecker	F	6m. 3499	
34104	(Nov. 21)	Pluto's Christmas Tree (M)F		7m. 3379		5309	(Apr.)	Flop Secret	F	7m. 3388		Warners					
34105	(Dec. 12)	How To Be A				5310	(Apr.)	Terry Bears In Picnic				Two Reel					
		Detective (G)	E	7m. 3379		5311	(May)	With Papa	G	7m. 3402		SPECIALS (8)					
34106	(Mar. 28)	Father's Day Off (G)	F	7m. 3490		5312	(June)	Harvest Time	F	7m. 3219		(Technicolor)					
34107	(Apr. 18)	The Simple Things (M-P).....F		7m. 3491		5313	(June)	Plane Goofy	F	7m. 3219		9001	(Sept. 6)	Killers Of The Swamp.....G		17m. 3387	
34108	(May 9)	For Whom The Bulls Toil.....F		7m. 3490		5314	(June)	The First Robin	F	7m. 3219		9002	(Oct. 25)	Man Without A Country	E	21m. 3387	
34109	(May 30)	Fountain Of Youth	G	6m. 3511		5315	(July)	Billy Mouse's Awkwacade	G	7m. 3294		9003	(Dec. 6)	Cruise Of The Zaca	F	17m. 3425	
34110	(June 20)	Father's Week End				5316	(July)					9004	(Jan. 24)	Flag Of Humanity	E	19m. 3458	
34111	(July 11)	How To Dance				5317	(Aug.)					9005	(Mar. 7)	Thar She Blows	E	18m. 3483	
34112	(Aug. 1)	The New Neighbor				5318	(Aug.)					9006	(Apr. 25)	Under The Little Big Top.....E		16m. 3508	
Republic						(Re-releases) (4)						9007	(May 30)	America For Me			
Three Reels						(1952-53) (26)						CLASSICS OF THE SCREEN (6)					
COMMANDO CODY—SKY MARSHAL OF THE UNIVERSE						5301	(Jan.)	Mighty Mouse In A Soapy				9101	(Sept. 27)	Monsters Of The Deep	G	20m. 3387	
(Apr.) No. 1—Enemies Of The						5302	(Jan.)	Opera	F	7m. 3402		9102	(Nov. 22)	Oklahoma Outlaws	E	20m. 3410	

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9725	(Dec. 20)	Hare Lift	G	7m. 3435		9506	(Apr. 4)	Cheyenne Days	F	9m. 3483				Mephisto Waltz (Times)....	G	18m. 3472	
9726	(Feb. 14)	Forward, March Hare.....	G	7m. 3465		9507	(May 9)	Yo Ho Wonder Valley.....						Miracle On Skis (Kraska) E		16m. 3472	
9727	(Mar. 14)	Upswept Hare	F	7m. 3491										My Son's Dad (YMCA)....G		25m. 3508	
9728	(May 2)	Southern Fried Rabbit.....	F	7m. 3511				VITAPHONE NOVELTIES (7)						Narcotics Dens Of The			
		JOE McDOAKES COMEDIES (6)				9601	(Sept. 13)	Ain't Rio Grande	F	9m. 3396				Orient (Telenews)	G	17 1/2m. 3464	
9401	(Sept. 20)	So You're Going To the				9602	(Apr. 11)	No Adults Allowed	G	10m. 3511				Neighbors (Tech.) (Mayer-			
		Dentist	G	10m. 3392		9603	(Oct. 18)	Hunting The Devil Cat ..	G	10m. 3418				Kingsley)	E	8m. 3499	
9402	(Nov. 8)	So You Want To				9604	(Jan. 3)	Tao Much Speed	E	10m. 3435				Night Before Christmas,			
		Wear The Pants	G	10m. 3412		9605	(Feb. 14)	Here We Go Again	F	10m. 3465				The (MAGICOLOR) (Artkino) G		25m. 3458	
9403	(Jan. 10)	So You Want To Be A						Miscellaneous						Prisoners Of The Tower			
		Musician	F	10m. 3443				A Is For Atom (GE)	E	10m. 3473				(Baker-Brill)	G	17m. 3410	
9404	(May 23)	So You Want A Television						Antarctic Whale Hunt						Queen Of The Border			
		Set						(BIS)	F	18m. 3472				(Tech.) (BIS)	G	10m. 3426	
9405	(Mar. 28)	So You Want To Learn To						Art Survives The Times						Romance Of Transporta-			
		Dance	G	10 1/2m. 3511				(AF)	G	10m. 3435				tion (Tech.) (Mayer-			
		(.....) So You're Having						Championship Race, The						Kingsley)	E	13m. 3498	
		Neighbor Trouble						(Artkino)	G	20m. 3387				Royal Destiny (BIS)	G	20m. 3464	
		(.....) So You Think You Can't						Charm Of Life (Pictura)....	G	15m. 3387				Sea Harvest			
		Sleep						Clear Iron						(Voyagers Int.)	F	9m. 3465	
		(.....) So You Want To Be An Heir						(Marathon Newsreel)	G	14m. 3448				Sea Hunt (AF)	G	20m. 3441	
								(Astor)	G	29m. 3387				Songs Of Labor			
		MELODY MASTER BANDS (6)						Garden Spider, The (IFE) E		11m. 3465				(Artkino)	F	16m. 3448	
9801	(Oct. 11)	Freddie Fisher And Band G		10m. 3388				Gallery Of Modern						Story Of The Violin, The			
9802	(Nov. 15)	Junior Jive Bombers	E	10m. 3412				Sculptors (AF)	G	14m. 3417				(Hoffberg)	G	11m. 3465	
9803	(Dec. 27)	Circus Band	G	9m. 3425				Giselle (Kramer-Hyams)....	G	30m. 3508				Stranger Left No Card,			
9804	(Apr. 18)	Ozzie Nelson And Orch...G		10m. 3473				Glasgow Orpheus Chair						The (Meteor)	E	23m. 3410	
		MERRIE MELODIES (22)						(BIS)	G	14m. 3425				Suite Of Berber Dances			
		(Technicolor)						Graduation Ball (Globe)..G		25m.				(AF)	G	10m. 3404	
9701	(Sept. 8)	Mousewarming	F	7m. 3386				Images Medievaes (AF)						Survival Under Atomic			
9702	(Oct. 4)	The Egg-cited Rooster....	G	7m. 3392				(Tech.)	E	18m. 3441				Attack (Civil Defense			
9703	(Oct. 18)	Tree For Two	F	7m. 3410				Images From Debussy						Farce) (Castle)	E	9m. 3425	
9704	(Nov. 1)	The Super Snooper	G	7m. 3410				(AF)	E	18m. 3402				Teen Age Menace			
9705	(Nov. 29)	Terrier Stricken	F	7m. 3425				Jet Power (GE)	G	10m. 3473				(Broadway Angels)	G	26 1/2m. 3434	
9706	(Dec. 13)	Fool Coverage	G	7m. 3435				Kabylia (AF)	F	9m. 3418				Travel Royal (Tech.) (BIS) G		20m. 3464	
9707	(Jan. 3)	Don't Give Up The Sheep G		7m. 3441				Legend Of The Pallamid						21st International Horse			
9708	(Jan. 17)	Snow Business	G	7m. 3459				Mountains (Italian Tourist						Show (Color) (Times)	G	9m. 3465	
9709	(Jan. 31)	A Mouse Divided	E	7m. 3465				Bureau)	F	10m. 3435				24 Hours Of Progress			
9710	(Feb. 21)	Kiss Me Cat	G	7m. 3459				Leonardo Da Vinci						(De Rochemont Associates) F		10m. 3465	
9711	(Feb. 28)	Duck Amuck	E	7m. 3465				(Italian Consulate)	G	16m. 3464				U.S.S.R. Today No. 2			
9712	(Mar. 28)	A Peck Of Trouble	F	7m. 3491				Let's Go To Press (Tech.)						(Artkino)	F	10m. 3511	
9713	(Apr. 4)	Fowl Weather	F	7m. 3483				(Scandia)	G	10m. 3511				Visit With Picasso, A			
9714	(Apr. 18)	Muscle Tussle	F	7m. 3511				Lifelines Of Defense						(Burstyn)	E	20m. 3490	
9715	(May 9)	Ant Pasted	G	7m. 3511				(Bondy)	F	14m. 3425				Uzbek National Dances			
9716	(May 23)	Much Ado About Nutting						Mastery Of The Air (BIS) G		20m. 3464				(MAGNICOLO) (Artkino)	G	18m. 3490	
		THE SPORTS PARADE (10)						May Day Parade (Artkino)						Warning Shadow, The			
		(Technicolor)						(MAGNICOLO)	F	40m. 3490				(American Cancer Society)			
9501	(Oct. 4)	They Fly Through The Air E		10m. 3388										(Tech.)	G	17m. 3508	
9502	(Nov. 1)	Unfamiliar Sports	F	10m. 3412										White Continent, The (BIS) G		20m. 3435	
9503	(Dec. 20)	Fiesta For Sports	F	9m. 3426										Winged World (United			
9504	(Jan. 31)	Sporting Courage	E	9m. 3465										Nations)	G	10 1/2m. 3511	
9505	(Feb. 28)	Birthplace Of Hockey.....	G	9m. 3465										Witch Doctor (Lerner)....	E	9m. 3491	
														Zanzabelle In Paris			
														(Discina)	G	15m. 3392	

WITH THE CHECK-UP AT HAND—

... it is NOT necessary to go to your file or to look up a complete Review in order to find:

1. TITLE

2. TYPE OF SHOW

3. COLOR or BLACK AND WHITE

4. LEADING PLAYERS
5. ONE-LINE CRITICISM

6. RUNNING TIME

7. PRODUCTION NUMBER

8. DATE OF COMPLETE REVIEW
9. LEGION OF DECENCY RATING

They are all right here in THE CHECK-UP. And you need only save it for two weeks,—for it will be up-to-date the next time issued.

AN
EDMUND GRAINGER
PRODUCTION

Will have 'em hanging limp
from **EXCITEMENT**

"Sock thrill drama...will have 'em hanging limp from excitement!...for ultimate in audience response!...blasts its way to a wild climax!"

—**FILM DAILY**

"Intensely exciting...from opening shot to spectacular fadeout...exceptionally fine performances...will long be remembered!"

—**MOTION PICTURE DAILY**

"Keeps you on the edge of your seat from start to finish...Steve McNally is another Clark Gable...Alexis Smith just great!"

—**LOUELLA PARSONS**

"Strong suspense action-melodrama...comes off with a punch...tough...plenty of dramatic meat...Jan Sterling is a standout!"

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—**MOTION PICTURE HERALD**



SPLIT SECOND

starring **STEPHEN McNALLY • ALEXIS SMITH • JAN STERLING**
KEITH ANDES • ARTHUR HUNNICUTT • with PAUL KELLY

Directed by **DICK POWELL** • Screenplay by **WILLIAM BOWERS** and **IRVING WALLACE** • Produced by **EDMUND GRAINGER**



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